

## NEW PROGRAMS

# 125

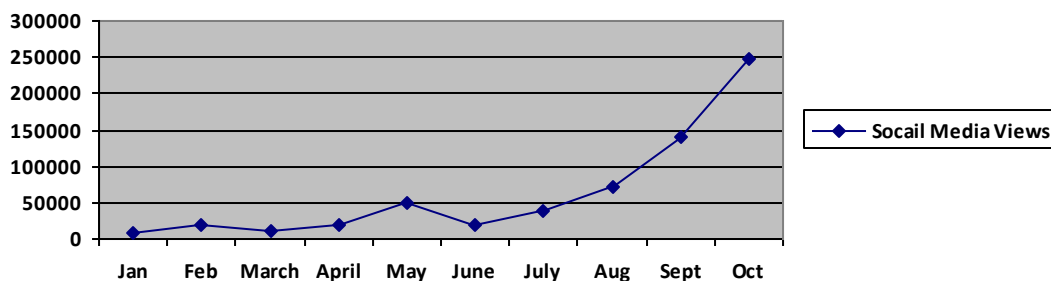
- 89 programs produced by NMTV staff
- 2 programs produced by city staff
- 34 programs produced by the public
- 76 hours of new programming



## SOCIAL MEDIA SUCCESS

October was another banner month for NMTV social media, setting a new high-water mark with 246,426 views across Facebook, YouTube, and X. That represents a 76 percent increase over September's record setting month. Numbers were once again buoyed by sports videos, with 100,400 views, and road construction updates, 126,127 views.

We also saw record numbers of new channel subscribers this month, with 194 new YouTube subscribers and a staggering 551 people subscribing to our Facebook page for the first time. This all means one thing: more people than ever are watching videos about our member cities.



# NEWS AND EVENTS

North Metro TV News is produced by Danika Peterson and Eric Nelson. Each month, the news team researches, shoots, and edits several news stories. Special Events Coordinator TJ Tronson also contributes videos, when not managing city meetings. These stories are distributed online via NMTV social media channels and compiled into the NMTV News program, which airs on channel 15. The stories relevant to each member city also air in between scheduled programs on the city channel.

## Most Viewed Online News Story

MnDOT Closing US 10 in North Metro  
Friday Through Sunday

54,015 Views



What can we say about Eric Nelson's massively successful road construction update videos that we haven't already? They are certainly striking a chord with the public and are all upside for North Metro TV. They are extremely quick and easy to produce, they provide information that no other television station will, and they bring more eyes to other city focused content on our social media channels. See the story [here](#).

## Recycling Conversation

Eric Nelson and Danika Peterson debuted a new episode of their program Conversations, which offers more in-depth looks at topics too large for a short video. In this episode, Eric sat down with Abby Moroz of Walters Recycling and Refuse to dig deep into the dos and don'ts of recycling. Abby explained how to tell the difference between what can and cannot be recycled and tips on how to tell the difference. She also told viewers when in doubt, throw it out. See their conversation [here](#).



## Fire Extinguisher Training

Eric Nelson attended a fire extinguisher training session with the SBM Fire Department. These sessions are free to any business in the community and, on this day, the employees of Circle Pines' Alliance Technical Group were on hand for some much-needed training. The business decided to sign up after an oil fire in their building revealed some room for improvement. The employees started with classroom instruction before heading outside for hands on training with the extinguishers. SBM's Chuck Fleury explained the technique: aim at the base of the fire, squeeze, and sweep. See the training [here](#).



## Civics Bee

Danika Peterson was excited to learn that the National Civics Bee is coming to Minnesota for the very first time. The MetroNorth Chamber of Commerce is serving as host for the regional competition and President Lori Higgins explained what it is all about. The event, which begins with an essay contest, is for sixth, seventh, and eighth grade students and is designed to teach students how government works and how to make a difference in their communities. Lori Higgins also spoke about the competition's emphasis on being civil, a topic which the MetroNorth Chamber takes seriously. Learn about the Civics Bee [here](#).

### A Spark in Circle Pines

Circle Pines is getting a brand-new electrical substation courtesy of Connexus Energy. The city's current substation was installed in 1968, before many of the nearby houses were even built. Substations reduce electrical voltage to normal distribution levels suitable for home electronics. Erica Schmidt of Connexus Energy says the new substation is designed to handle higher energy demands caused by things like increased data demands and electric cars. The several million dollar project will see the installation of a new transformer, equipment, and better engineering standards. Erica expects the new substation will be up and running this December. See the substation [here](#).



### Marilyn Forsberg

Marilyn Forsberg was first elected to the Spring Lake Park School Board in 1982. She is now the longest serving active school board member in the state. Danika Peterson sat down with Marilyn and learned how she began her career with the school board after her son was diagnosed with a learning disability. When she started, the district served 3,800 students. That number is now above 6,000. Marilyn is proud of her role in helping to move the district forward and improving educational opportunities for Spring Lake Park students. But Marilyn does not think her job is over yet. She ran, once again, for reelection this year. Meet Marilyn [here](#).



## MUNICIPAL PRODUCTIONS

Trevor Scholl is North Metro TV's Municipal Producer. Trevor works with city staff to create videos and stories at city request. Examples include promotional videos, instructional videos, and specialty videos for city social media channels. Trevor touches base with contacts on a regular basis and also encourages cities to contact him with ideas for new videos.

### Most Viewed Online Municipal Video

Liver and Onions Luncheon at  
Mary Ann Young Center

827 Views



Trevor Scholl visited the Mary Ann Young Center for two of their most popular events: the annual jewelry sale and annual liver and onions luncheon. Both events are beloved fund raisers for the senior center and have been going for roughly 20 years apiece. The jewelry sale sees seniors donating their unneeded costume jewelry so it can be sold at low prices. The liver and onions luncheon, meanwhile, serves up a taste of nostalgia with a dish familiar to many from their childhoods. Besides the fundraising aspect, the events offer a chance for community with many patrons telling Trevor that they enjoy the excuse to get out of the house and meet new friends.

See the jewelry sale [here](#).

And the liver and onions luncheon [here](#).



### Made in the North Metro

The MetroNorth Chamber of Commerce held their Made in the North Metro Career Fair, showcasing opportunities in manufacturing, construction, and trades. Trevor Scholl visited the fair and spoke to MetroNorth Chamber President Lori Higgins about the importance of the annual event and the 400 some job seekers who came through the door. He also interviewed an Anoka County Career Counsellor about the services they provide, particularly helping young job seekers overcome their anxiety toward face-to-face interviewing. See the story [here](#).



### News, Events and Municipal Videos on Social Media

These are all the short form videos produced by our news, events, and municipal video staff. These videos are available to watch on the NMTV YouTube, Facebook, and X (formerly known as Twitter) accounts.

Title	Producer	Views Across All Social Media	Length
MnDOT Closing US 10 in North Metro Friday Through Sunday	Eric Nelson and Danika Peterson	53,854	1 minute
Gigantic I 35E/County J Road Project Continues in Lino Lakes	Eric Nelson	47,547	1 minute
Highway 65 Closed Due to Serious Crash	Danika Peterson and Eric Houston	24,438	1 minute
Panther Power! Spring Lake Park Football 7-0 This Season	Eric Nelson	5,747	3 minutes
Power Play! Circle Pines Getting a New Substation	Eric Nelson	4,341	2 minutes
SBM Doles out Fire Extinguisher Tips to Circle Pines Business	Eric Nelson and Trevor Scholl	1,363	3 minutes
Spring Lake Park Schools Looks to Levy Vote	Danika Peterson	1,288	2 minutes
Ramsey Gateway Project Wraps Up	Danika Peterson	857	2 minutes
Marilynn Forsberg Serves Spring Lake Park School District for More Than 40 Years	Danika Peterson	848	3 minutes
Liver and Onions Lunch at Mary Ann Young Center	Eric Houston and Trevor Scholl	768	2 minutes
Government Shutdown Not Impacting Anoka County Vets	Eric Nelson	423	1 minute
Blaine's Spooky Sights	Eric Nelson	440	3 minutes
Erik Thorvig Sworn in as New City Manager	Danika Peterson	538	2 minutes
Fall Stroll at Golden Lake Park	Trevor Scholl	337	2 minutes
Jewelry Sale Brings Senior Community Together	Trevor Scholl	343	3 minutes
Blaine Proclaims October National Domestic Violence Awareness Month	Danika Peterson	318	5 minutes
National Civics Bee Comes to Minnesota	Danika Peterson	225	2 minutes
Grant Helps Blaine Increase Curb Appeal	Eric Nelson	204	2 minutes
Career Fair Brings Local Job Opportunities to Youth and Adults	Trevor Scholl	227	3 minutes
Meet the Staff Spring Lake Park Officer Ashlyn Haste (unaired)	Trevor Scholl	N/A	4 minutes
<b>20 New Short Form Videos</b>		<b>145,995 Total Views</b>	<b>47 minutes</b>

# LOCAL DECISION 2025

Every two years, the North Metro TV News Team takes on the herculean task of offering on camera interviews to every local candidate. Co-Executive Director Danika Peterson and News Producer Eric Nelson interviewed 13 candidates this year and their videos are currently airing on Channel 15, on the relevant city channels, on YouTube, Facebook, and on northmetrotv.com. Voters can also see biographies of each candidate on our website. The chart below will track social media views for each program over the three months of election season.

Program	Sept Views	Oct Views	Nov Views
Abbey Payeur Anoka-Hennepin District 4 School Board Candidate	6	286	
Catherine Decker, Lino Lakes Mayor Candidate	24	328	
Chris Stowe, Lino Lakes City Council Candidate	32	243	
Dale Stoesz, Lino Lakes City Council Candidate	24	175	
John Burns, Circle Pines City Council Candidate	14	98	
Julia Nelson, Lino Lakes City Council Candidate	29	216	
Matt Audette Anoka-Hennepin District 4 School Board Candidate	7	399	
Matt Percy, Circle Pines Mayor Candidate	13	34	
Meagan Bachmayer Circle Pines City Council Candidate	21	60	
Nici Dorner, Circle Pines City Council Candidate	14	64	
Randy Rennaker Lino Lakes City Council Candidate	33	266	
Rob Rafferty, Lino Lakes Mayor Candidate	25	181	
Tere O'Connell, Lino Lakes City Council Candidate	23	156	
<b>TOTAL:</b>	<b>265</b>	<b>2,506</b>	



# HIGH SCHOOL SPORTS

NMTV presents high school sports games live on channel 15 and on YouTube. Kenton Kipp and Ted Leroux lead a team of talented videographers in capturing every exciting moment for Blaine, Centennial, and Spring Lake Park High Schools. Games are produced using our HD production truck and the vMix single camera system.

## Most Watched Sports Video Online

Game Recap  
Football  
Centennial at Blaine (10/10)

12,777 views



These are all the events covered by the NMTV Sports Team in the past month.

Game	Type	Views Across All Social Media	Length
Adapted Soccer - Anoka-Hennepin at Centennial/Spring Lake Park (10/2)	vMix	103	50 minutes
Football - Robbinsdale Cooper at Spring Lake Park (10/3)	Truck	999	2 hours 43 minutes
Girls Soccer - 7AAA Quarter-Final - Forest Lake at Centennial (10/7)	Truck	148	1 hour 42 minutes
Boys Soccer - 7AAA Quarter-Final - Andover at Centennial (10/7)	Truck	289	1 hour 36 minutes
Girls Soccer - 7AAA Semi-Final - Blaine at Centennial (10/9)	vMix	Broadcast Only	1 hour 40 minutes
Football - Centennial at Blaine (10/10)	Truck	2,909	2 hours 36 minutes
Boys Soccer - Centennial at Blaine - 7AAA Championship (10/14)	Truck	406	2 hours 8 minutes
Girls Soccer - Mounds View at Spring Lake Park - 5AAA Championship (10/14)	vMix	107	2 hours 27 minutes
Football - Anoka at Centennial (10/15)	Truck	2,803	2 hours 43 minutes
Football - Moorhead at Blaine - 6A Playoffs - 1st Round (10/24)	Truck	1,062	2 hours 6 minutes
Football - Cooper at Spring Lake Park - 6AAAA Semi-Final (10/25)	Truck	601	2 hours 4 minutes
Volleyball - Forest Lake at Centennial - 7AAAA Semi-Final (10/28)	Truck	410	1 hour 29 minutes
Volleyball - Andover at Centennial - 7AAAA Final (10/30)	Truck	459	1 hour 31 minutes
Football - 6-5A Final - Buffalo at Spring Lake Park	vMix	Broadcast Only	2 hours 17 minutes
Football - 5-6A Final - Shakopee at Centennial	Truck	Broadcast Only	2 hours 1 minute
<b>15 New Events</b>		<b>10,296 Total Views</b>	<b>33.5 Hours</b>

The sports team also produces game recap videos for all truck-based productions. These have proven especially popular on social media.

Video	Views Across All Social Media	Length
Game Recap - Football - Centennial at Blaine (10/10)	12,777	2 minutes
Game Recap - Volleyball - Andover at Centennial - 7AAAA Final (10/30)	9,843	3 minutes
Football Preview - Centennial at Blaine (10/10)	7,233	1 minute
Game Recap - Football - Cooper at Spring Lake Park - 6AAAA Semi-Final (10/25)	6,328	2 minutes
Game Recap - Football - Cooper at Spring Lake Park (10/3)	6,134	1 minute
Game Recap - Boys Soccer - Centennial at Blaine - 7AAA Championship (10/14)	5,967	2 minutes
Game Recap - Football - Anoka at Centennial (10/15)	5,901	1 minute
Game Recap - Football - Moorhead at Blaine - 6A Playoffs - 1st Round (10/24)	5,118	1 minute
Game Recap - Volleyball - Forest Lake at Centennial - 7AAAA Semi-Final (10/28)	4,265	2 minutes
Game Recap - Football - Shakopee at Centennial - 6A Playoffs - 2nd Round (10/31)	4,219	1 minute
Game Recap - Football - Blaine at Osseo (10/3)	2,954	3 minutes
Game Recap - Volleyball - Duluth East at Blaine - 7AAAA Quarter-Final (10/23)	2,516	2 minutes
Game Recap - Boys Soccer - 7AAA Quarter-Final - Andover at Centennial (10/7)	2,463	1 minute
Game Recap - Girls Soccer - Blaine at Centennial - 7AAA Semi-Final (10/9)	2,262	2 minutes
Football Preview - Shakopee at Centennial (10/31)	2,006	1 minute
Game Recap - Volleyball - Spring Lake Park at Champlin Park - 5AAAA Quarter-Final (10/23)	1,553	2 minutes
Game Recap - Football - Blaine at Andover (10/15)	1,459	1 minute
Game Recap - Girls Soccer - Spring Lake Park at Maple Grove - 5AAA Semi-Final (10/9)	1,268	3 minutes
Game Recap - Football - Brainerd at Spring Lake Park (10/25)	988	2 minutes
Game Recap - Boys Soccer - Osseo at Spring Lake Park (10/2)	792	2 minutes
Game Recap - Football - Roseville at Centennial (10/3)	773	1 minute
Game Recap - Girls Soccer - Osseo at Spring Lake Park (10/2)	757	3 minutes
Game Recap - Football - Hopkins at Centennial - 6A Football Playoffs - 1st Round	742	1 minute
Game Recap - Adapted Soccer - Anoka-Hennepin at Centennial/Spring Lake Park (10/2)	729	1 minute
Game Recap - Girls Soccer - 7AAA Quarter-Final - Forest Lake at Centennial (10/7)	657	1 minute
Game Recap - Girls Soccer - Spring Lake Park at Mounds View - 5AAA Championship	431	2 minutes
<b>26 New Videos</b>	<b>90,135 Total Views</b>	<b>44 Minutes</b>

# CLASSES & PUBLIC ACCESS

North Metro TV offers its facilities and equipment to members of the public and helps them make and air their own programs! Eric Houston manages the department and offers support to our local producers. He teaches classes on a variety of topics, including video production, film history, and even how to use the internet. Eric also runs NMTV's popular home movie transfer program, which helps community members put their old tapes, photos, and film reels on digital formats.

## Live, In Person Classes

Eric Houston hosts live, in-person classes each month. The classes are held at the North Metro TV studio or at community partners like the Mary Ann Young Center and Spring Lake Park Parks and Recreation.

Class	Date	Location	Attendees
One on One Tech Support	10/6	MAYC	4
King of the Cowboys	10/15	MAYC	23
Station Tour	10/28	NMTV	2

## VOD Class Views

Over the last several years, Eric has created an archive of VOD Movie History Classes on YouTube. This chart represents the top 10 videos of the month in terms of views.

Class	Type	# of Views	Hours Viewed
Columbo: One More Thing	Mini	1,497	187 hours
Diana Rigg: Avenger	Mini	1,152	105.5 hours
The Cult of Caroline Munro	Mini	632	21 hours
The Immortal Ingrid Pitt	Mini	189	8.5 hours
The Marx Brothers: Groucho, Harpo, Chico...	Full	166	5.5 hours
Yabba-Dabba-Do! The Fantastic World of Hanna...	Full	164	19 hours
Chicago Christmas Classics	Mini	162	6.75 hours
King of the Cowboys 2 – Autry/Rogers	Mini	137	9.75 hours
The Quiz Show Scandals and Other Game Shows...	Full	134	33.5 hours
The Oscars: 90 Years of the Academy Awards	Full	66	10.5 hours

The Movie Man Eric Archive is home to 38 VOD classes. This month, those classes received **4,874 total views with 440.5 total hours watched.**

## Home Movie Transfers

Home movie transfers are one of our most popular public services. Residents can transfer their family videos themselves for free or pay NMTV to do it. NMTV can also transfer film, slides, and photos for a fee.

Month	Transfer Hours	Tapes	Film Reels	DVDs	Photos/ Slides	Fees Paid
January	120.25	31	28	7	0	\$965.04
February	193	32	51	28	400	\$833.63
March	186.5	35	22	26	63	\$1,391.56
April	220.5	22	86	8	0	\$1159.1
May	167	24	44	24	0	\$805.51
June	158.5	3	82	0	0	\$179.48



July	217.5	13	51	76	6	\$1,375.34
August	103	16	18	8	0	\$630.36
September	118	17	10	14	0	\$270.31
October	329	59	24	86	0	\$1989.51
<b>TOTAL:</b>	<b>1813.25</b>	<b>252</b>	<b>416</b>	<b>277</b>	<b>469</b>	<b>\$9,599.84</b>

## ONLINE VIEWING STATS

While North Metro TV does not have access to cable TV ratings, we can track how many people watch our shows and videos online.



### YouTube Stats

Month	Viewers	Videos Viewed	Hours Watched	New Subscribers	Total Impressions
January	38,400	65,600	2,375	54	305,500
February	17,900	26,400	1,573	67	320,100
March	46,500	63,200	2,266.5	155	454,700
April	93,600	132,000	5,200	257	911,100
May	33,300	46,200	1,872	80	423,300
June	25,100	38,300	2,755	89	351,000
July	N/A*	17,700	908	41	316,100
August	N/A*	22,200	1,777	51	372,400
September	N/A*	33,800	3,588	152	423,700
October	N/A*	39,000	4,266	194	457,300
<b>TOTAL:</b>	<b>254,800</b>	<b>484,400</b>	<b>26,580.5</b>	<b>1,140</b>	<b>4,335,300</b>

\*YouTube did not provide data for individual viewers in July. It may be unavailable going forward.



### Facebook Stats

Month	Viewers	Videos Viewed	Hours Watched	New Subscribers	Content Interactions
January	26,264	8,073	76	21	485
February	46,036	18,113	200	50	2,329
March	23,275	9,080	96	19	878
April	52,094	18,674	199	53	1,802
May	307,336	43,973	274	225	3,566
June	336,663	51,689	N/A*	236	4,147
July	135,232	39,456	N/A*	120	2,469
August	142,005	66,961	N/A*	188	1,788
September	290,864	140,353	N/A*	359	2,792
October	507,033	236,167	N/A*	551	4,814
<b>TOTAL:</b>	<b>1,866,802</b>	<b>632,539</b>	<b>845</b>	<b>1,822</b>	<b>25,070</b>

\*Facebook did not provide data for the total time videos were watched in June or July. It may be unavailable going forward.



### NMTV Website Stats

Month	Number of Users	Number of Views	Live Stream Views
January	9,275	27,273	2,076
February	7,587	21,759	1,907
March	7,673	22,110	1,294
April	8,594	25,292	1,116
May	8,121	25,830	841
June	6,729	22,574	733

July	4,810	15,080	545
August	5,164	15,984	1,128
September	8,385	25,166	2,058
October	12,067	35,745	4,918
<b>TOTAL:</b>	<b>78,405</b>	<b>236,813</b>	<b>16,616</b>



## VOD Views

In addition to airing on our cable channels and on social media sites, many of our programs – like city meetings - are available On Demand on our website and on Roku, AppleTV, and Amazon Fire.

Month	Programs with VOD Views	Total Viewers
January	66	563
February	80	560
March	68	645
April	70	744
May	65	568
June	28	151
July*	635	8,583
August	267	3,443
September	221	1,499
October	248	1,725
<b>TOTAL:</b>	<b>1,113</b>	<b>18,481</b>

*\*Beginning this month, Cablecast, our scheduling and program management software, changed the way it records VOD views and viewers to be more accurate. As you can see, the new data shows that many thousands of viewers were going unreported.*

# FULL LENGTH PROGRAMS

North Metro TV's staff produces dozens of traditional, full length television programs each month. These programs air on cable channels 15 and 16. Programs produced by members of the public air on cable channel 14.



## Public Access Programs

Title	Producer	Runtime
Christ Lutheran Church Worship (4 episodes)	Chance Amundsen	3 hours 54 minutes
Christ Lutheran Church Worship Message (4 episodes)	Chance Amundsen	1 hour 59 minutes
Glen Cary Lutheran Church (4 episodes)	Vincent Schneider	3 hours 57 minutes
Hidalgo the Wunderpig	Danika Peterson	20 minutes
Jazz with Vaughn (1 episode)	Cher Dial	1 hour
Lord of Life (4 episodes)	Jean Stauffer	3 hours 38 minutes
Lovepower (4 episodes)	Rick Larson	4 hours
Power of Love (4 episodes)	Rick Larson	2 hours
Rice Creek Watershed District Meeting (2 episodes)	Emmet Hurley	1 hour 37 minutes
The Hidden Truth (4 episodes)	Paul Dendy	3 hours 56 minutes
What Does the Bible Say (2 episodes)	George Degidio	34 minutes
<b>34 New Programs</b>		<b>27 New Hours</b>



## NMTV Staff Full Length Programs

Title	Producer	Runtime
NMTV News (2 episodes)	Danika Peterson and Eric Nelson	44 minutes
North Metro Now	Eric Houston and Danika Peterson	29 minutes
Sports Den (4 episodes)	Kenton Kipp and Ted Leroux	1 hour 52 minutes
Anoka County Board Meeting (10/14)	TJ Tronson	55 minutes
Conversations with Abby Moroz, Walters Recycling & Refuse	Danika Peterson and Eric Nelson	14 minutes
Anoka County Board Meeting (10/28)	TJ Tronson	59 minutes
<b>10 New Programs</b>		<b>5.5 New Hours</b>



## City Meetings

Title	Producer	Runtime
Centerville Parks & Recreation Committee Meeting (10/1)	TJ Tronson	1 hour 53 minutes
Lexington City Council Meeting (10/2)	City Staff	38 minutes
Spring Lake Park City Council Meeting (10/6)	Trevor Scholl and Samantha Nolan	19 minutes
Ham Lake City Council Meeting (10/6)	Ben Brannon and Matthew Leonitte	47 minutes
Blaine City Council and EDA Meeting (10/6)	TJ Tronson	28 minutes
Centerville Planning & Zoning Workshop Meeting (10/7)	Ray Flint	2 hours 45 minutes
Lino Lakes Planning & Zoning Meeting (10/8)	Anne Serwe, Chong Yang, TJ Tronson	59 minutes
Centerville City Council Meeting (10/9)	Ray Flint	1 hour 10 minutes
Ham Lake Planning Commission Meeting (10/13)	Matthew Leonetti	46 minutes
Lino Lakes City Council Meeting (10/13)	Anne Serwe and Chong Yang	37 minutes
Circle Pines City Council Meeting (10/14)	Ray Flint, Ben Beckers, TJ Tronson	50 minutes
Centerville EDA Meeting (10/15)	Ray Flint, Isaac Quick, TJ Tronson	1 hour 5 minutes
Lexington City Council Meeting (10/16)	City Staff	3 minutes
Spring Lake Park City Council Meeting (10/20)	Isaac Quick and TJ Tronson	52 minutes
Ham Lake City Council Meeting (10/20)	Ben Brannon and Matthew Leonitte	15 minutes
Blaine City Council Meeting (10/20)	Trevor Scholl	30 minutes
Centerville City Council Meeting (10/23)	Ray Flint and Isaac Quick	1 hour 2 minutes
Lino Lakes City Council Meeting (10/27)	Anne Serwe and Chong Yang	29 minutes

Circle Pines Utilities Commission Meeting (10/28)	Ben Beckers	10 minutes
Circle Pines City Council Meeting (10/28)	Ben Beckers	18 minutes
Blaine Park Advisory Committee Meeting (10/28)	Trevor Scholl	52 minutes
Lino Lakes Environmental Board Meeting (10/29)	Anne Serwe and Chong Yang	1 hour 26 minutes
<b>23 New Programs</b>		<b>18.25 New Hours</b>

If you have any questions or comments regarding this monthly report, please contact Eric Houston (at 763-231-2803 or [eric@northmetrotv.com](mailto:eric@northmetrotv.com)) or Danika Peterson (at 763-231-2810 or [danika@northmetrotv.com](mailto:danika@northmetrotv.com)).