

## NEW PROGRAMS

# 102

- 58 programs produced by NMTV staff
- 1 program produced by city staff
- 43 programs produced by the public
- 72 hours of new programming



## 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

Anoka-Hennepin Teachers Start  
To Picket

31,452 Views



This month, the Anoka-Hennepin Teachers Union began setting up a strike headquarters. The teachers were in active negotiation with the school district, but had not yet come to an agreement. Danika Peterson spoke to union president John Wolhaupter, who said that teachers do not want to strike. At issue were wages and rising health insurance costs. Danika also reached out the school district and received a written response that said in part, "The district is committed to the goal of improving terms and conditions for employees while working within tight budget parameters." As of this report, though, it appears the two sides have come to an agreement. See the story [here](#).

### Visit with St. Nick

Blaine City Hall played host to several local families and a certain jolly old elf with the city's annual Breakfast with Santa. The breakfast was revamped in recent years to create smaller, more meaningful experiences for families. It was an opportunity to take family pictures with Saint Nick away from the mall setting and to enjoy a peaceful meal with the family. City Recreation Manager Joy Handt told TJ Tronson about the city's efforts to make every family and every child welcome and at ease, including a part of the day set aside for children with special sensory needs. Visit Santa [here](#).

### Hockey Mom of the Year

A Lino Lakes mom has been named Hockey Mom of the Year. Jacqueline Nowakowski estimated she had been to more than 500 games and practices for two of her sons who play in the Centennial Hockey Program. All those practices meant a lot of time away from home, but it is a sacrifice Jacqueline is happy to make. Jacqueline told Eric Nelson that she entered the contest in the fall and was surprised to find out the result. The honor came at an important time, too, as Jacqueline is battling breast cancer. The award, as well as the constant support from the Centennial hockey community, helped her to feel seen and valued. Meet Jaqueline [here](#).



### Bells Are Ringing

Blaine's Mary Ann Young Center plays host to a variety of festive events throughout the holiday season. As Eric Houston found out, one of the most magical is a visit from the Genesis Ringers Hand Bell Choir. The choir is made up of some of the best musicians from other, church-based choirs around the metro. The 11 members of the choir enjoyed the opportunity to play different kinds of music and the senior citizens in attendance got a kick out of hearing a unique take on some holiday classics. Hear the bells [here](#).



### Ice, Ice, Baby

Eric Nelson accompanied Michael Lerchen of the Minnesota DNR to Peltier Lake to check ice depths. Michael said the ice was about five to eight inches thick. Safe for people, but not for vehicles. He explained that ice is never 100 percent safe and that the weather whiplash the area has experienced could lead to thin spots on the lake. Michael gave Eric some tips for ice safety and provided a handy graphic for what thickness of ice is required for different activities. See the story [here](#).



### Card Sharks

A line of 100 people gathered outside of a new Blaine business on Black Friday. They were all there for one thing: trading cards. That day was a soft opening for Real Sportscards. Owner Ryan Holland told Eric Nelson that he is excited to be opening a new store in Blaine. Ryan called Blaine a great sports town, thanks in no small part to the National Sports Center. Ryan told Eric all about the hobby, which includes everything from baseball cards to Pokemon cards. He even said that some individual cards can be worth as much as tens of thousands of dollars. See the cards [here](#).



### Book It

Eric Houston sat down with local author and educator Tracy Youngblom. Tracy is the author of *Because We Must*, a memoir about her experiences helping her son recover from a devastating car accident. Tracy and Eric spoke about her exploration of grief and how the book helped her to come to terms with what happened. The book has also spoken to readers going through similar experiences, helping them to deal with their own feelings. Tracy spoke about her poetry and her experiences teaching writing at a local college. You can see the conversation [here](#).



### Heroes and Helpers

Police departments, fire departments, and paramedics from across the north metro teamed up this month for the 16<sup>th</sup> annual Heroes and Helpers event at the Blaine Super Target. The Blaine Police Department organizes the event every year, giving area grade schoolers the chance to go Christmas shopping one on one with first responders. The kids get \$250 to spend on loved ones while the officers get a chance to let their hair down, take photos, and be goofy. Event organizer Blaine Detective Orin Christensen said the officers are just as grateful for the opportunity as the children. See the heroes and helpers [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

Animal Humane Society Encourages  
Adult Dog Adoptions

12,878 Views



With winter descending on the north metro, the Animal Humane Society has seen a slowdown in adult dog adoptions. Trevor Scholl spoke to Brittany Baumann who talked about the advantages of adopting an older dog, such as how they are easier to train and how there are no surprises about how big they may grow. Brittany introduced Trevor to Blue, a senior dog whose previous owners could not afford a needed surgery, and to Ruby, a shy dog who has been with the humane society longer than any other dog in the metro. You can meet Blue and Ruby [here](#).

### Goodbye, Mayor Dave

After serving the City of Circle Pines for more than 20 years, Mayor Dave Bartholomay received a special send off from family, friends, and colleagues at the Centennial Library. Trevor Scholl was on hand to talk to some of the well-wishers about the impact Mayor Dave has had on the city and on them personally. They spoke of the mayor's dedication to his community, his skills as a communicator, and his passionate mentoring of many other civil servants. You can see the interviews [here](#).



### Meal Packing

Local businesswomen and entrepreneurs from the north metro gathered this month to pack food for children in need. It was all part of an event organized by the Power of She and growHER, a pair of local, female focused organizations that encourage professional and community growth for their members. Trevor Scholl was on hand to witness the event and to talk to the organizers about the importance of women empowering women and of combatting food insecurity, which affects approximately one in five students in the state. See the story [here](#).



### Municipal Social Media

Trevor is increasingly asked to create bespoke videos for city run social media channels. This month, Trevor created a video promo for the Blaine Police Department's Polar Plunge, edited a montage to help the Lino Lakes Fire Department with recruitment, and worked with TJ Tronson to craft a drone based walkthrough of the Rookery in Lino Lakes.

### City Council Highlights

The North Metro TV staff regularly scours our member cities' council meetings for highlights, excerpting special moments to share with the community on our social media channels. This month, NMTV highlighted Lino Lakes' farewell to longtime councilmember Dale Stoesz and special honors for the Spring Lake Park Panthers State Football Championship Team from both the Blaine and Spring Lake Park City Councils.



## 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
Anoka-Hennepin Teachers Start to Picket	Danika Peterson	31,452	1 minute
Meet Blue and Ruby as Animal Humane Society Encourages Dog Adoptions in Coon Rapids	Trevor Scholl	12,878	3 minutes
Anoka-Hennepin Teachers Prepare for Strike Vote	Danika Peterson	9,574	2 minutes
US Highway 10 gets a Third Lane in North Metro	Eric Nelson	9,557	1 minute
Anoka-Hennepin Teachers Notify District on Intent to Strike	Danika Peterson	7,402	1 minute
Puck Passion! 2026 Hockey Mom of the Year is From Lino Lakes	Eric Nelson	6,059	4 minutes
Toy Story! Heroes and Helpers Gives Youngsters Chance to Buy Holiday Gifts	Eric Nelson and Trevor Scholl	4,656	3 minutes
Trading Card Fanatics Flock to New Store in Blaine	Eric Nelson	4,300	3 minutes

Blaine's Skating Season Has Begun as Outdoor Rinks Open	Eric Nelson	3,734	1 minute
mnDOT Open House in Blaine	Eric Nelson	3,182	2 minutes
Minnesota Ice! Use Caution When Going Out on Frozen Lakes	Eric Nelson	2,949	3 minutes
Spring Lake Park Panthers Honored by Blaine City Council	Danika Peterson	2,204	3 minutes
Metro Transit Replacing Northstar Train with Buses	Eric Nelson	1,292	3 minutes
North Metro Digs Out After Powerful Snowstorm	Eric Nelson	1,163	3 minutes
Manna Market Serves Thousands in Need of Food Through Volunteer Efforts	Trevor Scholl	789	4 minutes
Local Women Business Owners Volunteer to Pack Thousands of Meals for Hungry Children	Trevor Scholl	605	4 minutes
Community Members Honor Outgoing Mayor Dave Bartholomay	Trevor Scholl	563	3 minutes
Dale Stoesz and Tony Cavegn Honored at Meeting	Danika Peterson	510	1 minute
Blaine's Breakfast with Santa	TJ Tronson	329	2 minutes
Spring Lake Park Panthers Honored by Blaine City Council	Danika Peterson	294	2 minutes
Bells Are Ringing at Mary Ann Young Center	Danika Peterson	163	2 minutes
Anoka-Hennepin Teachers Begin to Vote	Danika Peterson	N/A	1 minute
Blaine Police Department Polar Plunge Challenge (City Social Media)	Trevor Scholl	N/A	1 minute
Lino Lakes Fire Department Social Media Montage (City Social Media)	Trevor Scholl	N/A	1 minute
Rookery Drone Promo (City Social Media)	Trevor Scholl and TJ Tronson	N/A	3 minutes
<b>21 New Short Form Videos</b>		<b>103,655 Total Views</b>	<b>57 minutes</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  
Boys Basketball  
Centennial at Spring Lake Park (12/17)

3,858 views





Winter sports were well underway in December, with the NMTV Sports team covering basketball, hockey, and swim and dive. The crew also took time to further celebrate the Spring Lake Park Panthers' remarkable football season with a special episode of Sports Den. Sports Producer Ted Leroux interviewed two coaches and more than a dozen players about the team's perfect season and state title. The program also included highlights and exclusive behind the scenes footage of the players, much of which will be included in the upcoming team documentary. So far, the 40 minute special has been streamed more than 3,500 times.



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

Game	Type	Views Across All Social Media	Length
Boys Basketball - Centennial at Blaine (12/11)	Truck	956	2 hours 3 minutes
Boys Hockey - Spring Lake Park/Coon Rapids at Centennial (12/13)	vMix	275	1 hour 59 minutes
Boys Basketball - Centennial at Spring Lake Park (12/17)	Truck	926	1 hour 40 minutes
Boys Swim & Dive: Centennial at Spring Lake Park (12/18)	vMix	102	1 hour 47 minutes
Boys Basketball - Blaine at Spring lake Park (12/23)	Truck	739	1 hour 46 minutes
Girls Basketball - Spring Lake Park at Blaine (12/23)	vMix	Broadcast Only	1 hour 18 minutes
<b>6 New Events</b>		<b>2,998 Total Views</b>	<b>10.5 Hours</b>

The sports team also produces game recap videos for all truck-based productions. Sports Den segments, including athlete interviews, are also often isolated and placed on social media. These short sports videos have proven especially popular on social media.

Video	Views Across All Social Media	Length
Game Recap: Boys Basketball - Centennial at Spring Lake Park (12/17)	3,858	2 minutes
Game Recap: Boys Basketball - Centennail at Blaine (12/11)	2,901	2 minutes
Game Recap: Boys Basketball - Blaine at Spring Lake Park (12/23)	2,415	2 minutes
<b>3 New Videos</b>	<b>9,174 Total Views</b>	<b>6 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	12/8	MAYC	3
Christmas in Hollywood (Paid Class)	12/10	Cardigan Senior Living	12
Tour and Information Session	12/12	NMTV	1
Tour and Information Session	12/15	NMTV	1

## 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
Chicago Christmas Classics	Mini	3,813	159 hours
Columbo: One More Thing	Mini	1,920	256 hours
The Cult of Caroline Munro	Mini	620	21 hours
Diana Rigg: Avenger	Mini	590	46.75 hours
The Marx Brothers: Groucho, Harpo, Chico...	Full	240	11 hours
King of the Cowboys 2 – Autry/Rogers	Mini	145	7.25 hours
The Immortal Ingrid Pitt	Mini	131	5 hours
TV's Greatest Christmas Specials	Full	119	11 hours
Yabba-Dabba-Do! The Fantastic World of Hanna...	Full	119	12.5 hours
The Quiz Show Scandals and Other Game Shows...	Full	88	26.75 hours

The Movie Man Eric Archive is home to 38 VOD classes. This month, those classes received **8,097 total views with 583 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
November	198	11	13	59	0	\$1,535.37
December	128	28	5	26	242	\$1,633.70
<b>TOTAL:</b>	<b>2,139.25</b>	<b>291</b>	<b>434</b>	<b>362</b>	<b>711</b>	<b>\$12,768.91</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
November	N/A*	31,600	2,214	112	418,300
December	N/A*	43,100	7,031	91	391,900
<b>TOTAL:</b>	<b>254,800</b>	<b>559,100</b>	<b>35,825.5</b>	<b>1,343</b>	<b>5,145,400</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
November	587,778	221,861	N/A*	482	6,129
December	133,708	142,881	N/A*	218	4,593
<b>TOTAL:</b>	<b>2,588,288</b>	<b>997,281</b>	<b>845</b>	<b>2,522</b>	<b>35,792</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
November	10,524	33,073	1,320
December	6,778	22,014	849
<b>TOTAL:</b>	<b>95,707</b>	<b>291,900</b>	<b>18,785</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
November	250	3,003
December	208	1,634
<b>TOTAL:</b>	<b>1,571</b>	<b>23,118</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 (5 episodes)	Chance Amundsen	4 hours 56 minutes
Christ Lutheran Church Worship Message (5 episodes)	Chance Amundsen	2 hours 31 minutes
Glen Cary Lutheran Church (5 episodes)	Vincent Schneider	4 hours 38 minutes
Hope Church (4 episodes)	Al Goracke	3 hours 29 minutes
Jazz with Vaughn (1 episode)	Cher Dial	1 hour
Lord of Life (5 episodes)	Jean Stauffer	4 hours 36 minutes
Lovepower (4 episodes)	Rick Larson	4 hours
Power of Love (4 episodes)	Rick Larson	2 hours
Rice Creek Watershed District Meeting (1 episode)	Emmet Hurley	1 hour 55 minutes
The Hidden Truth (4 episodes)	Paul Dendy	3 hours 56 minutes
What Does the Bible Say (5 episodes)	George Degidio	1 hour 27 minutes
<b>43 New Programs</b>		<b>34 New Hours</b>



## NMTV Staff Full Length Programs

Title	Producer	Runtime
Anoka County Board Meeting (12/02)	TJ Tronson	1 hour 15 minutes
Anoka County Board Meeting (12/16)	TJ Tronson	43 minutes
Conversations with Author Tracy Youngblom	Danika Peterson and Eric Houston	12 minutes
Mayor Dave Retirement Long Highlights (Not Televised)	Danika Peterson	38 minutes
NMTV News (2 episodes)	Danika Peterson and Eric Nelson	42 minutes
Sports Den (2 episodes)	Ted Leroux	1 hour 5 minutes
<b>8 New Programs</b>		<b>4.75 New Hours</b>



## City Meetings

Title	Producer	Runtime
Spring Lake Park City Council Meeting (12/1)	Ray Flint and Isaac Quick	1 hour 5 minutes
Ham Lake City Council Meeting (12/1)	Ben Brannon	7 minutes
Blaine City Council Workshop (12/1) (Not Televised)	TJ Tronson	1 hour 30 minutes

Blaine City Council Meeting (12/1)	TJ Tronson	1 hour 41 minutes
Ham Lake Planning and Zoning Meeting (12/8)	Ben Brannon and Matthew Leonetti	23 minutes
Lino Lake City Council Meeting (12/8)	Anne Serwe and Chong Yang	2 hours 38 minutes
Blaine City Council Workshop (12/8) (Not Televised)	TJ Tronson	1 hour 30 minutes
Circle Pines City Council Meeting (12/9)	Ben Beckers	53 minutes
Blaine Planning Commission Meeting (12/9)	TJ Tronson	31 minutes
Lino Lakes Planning and Zoning Meeting (12/10)	Anne Serwe and Chong Yang	2 hours 4 minutes
Centerville City Council Meeting (12/11)	Isaac Quick	2 hours 35 minutes
Spring Lake Park City Council Meeting (12/15)	Isaac Quick	31 minutes
Ham Lake City Council Meeting (12/15)	Matthew Leonetti	10 minutes
Blaine City Council Workshop (12/15) (Not Televised)	Trevor Scholl	1 hour 30 minutes
Blaine City Council / EDA Meeting (12/15)	Trevor Scholl	2 hours 3 minutes
Lino Lakes Environmental Board Meeting (12/17)	Anne Serwe and Chong Yang	1 hour 21 minutes
Lexington City Council Meeting (12/18)	City Staff	9 minutes
Circle Pines Utility Commission Meeting (12/23)	Ben Beckers	31 minutes
<b>17 New Programs</b>		<b>19 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)).