

North Metro TV Telecommunications Commission
Meeting Talking Points
December 18, 2024

- The North Metro TV News Team recorded 32 candidate interviews for election season. The interview videos were popular on social media, receiving 8,181 views in total.
- The NMTC applied for a Digital Equity Competitive Grant through the National Telecommunications and Information Administration (NTIA). The total ask was \$5,091,04.08 in federal funds and includes equipment upgrades and additional staff for the NMTV station. It also includes nearly \$1.5 million dollars in funds for upgrades to city hall video equipment and assistance with ADA compliance.
- NMTV staff met recently to discuss ways of streamlining city meeting recording procedures. Plans were put in place to create new, more detailed “how to” guides for each city, improve back up recordings and file management, and to create a new system for improved video and audio signal checks before and after meetings.
- Several members of the NMTV staff have attended seminars relating to web content accessibility, with the goal of being able to provide support to city staff in advance of new ADA requirements regarding captioning, subtitles, and audio description for city videos and websites.
- On November 19, the NMTV News team acted quickly to interview Blaine Police following gunfire and arrests near the NMTV studios. The resulting video was very popular, receiving 5,000 online views in its first 24 hours. This was an excellent example of our successful pivot to shortform, web based content.
- The North Metro TV Sports Team taped nine playoff games between October and November, covering all three of our area high schools. Winter coverage is planned for 20 different high school matchups, with all 20 games exclusively featuring our three area high schools playing each other.
- Comcast informed the Franchise Administrator of an increase in subscriber rates beginning January 1, 2025. Cable rates will increase between six percent and 60 percent, depending on the service. We expect to see an impact on Franchise Fees in the first quarter 2025 report, which we should receive by the end of April.
- The Commission received the third quarter gross revenue, franchise, and PEG fee reports and payments from Comcast. PEG fees remained within the expected range, but franchise fees were lower than expected. Overall, though, 2025 budget estimates remain in good shape.
- The NMTC voted to approve and recommend an ordinance extending the current Comcast Cable Franchise by five years. As each city has its own franchise, that ordinance will now be sent to each, individual city council for approval. NMTC staff expects to provide the ordinance to your city manager/administrator in early January 2025. This is an excellent deal for the Commission and member cities as it locks in current franchise provisions, including our favorable \$3.30 per subscriber PEG fee, for an additional five years.