

Video Production



Municipal Producer, Trevor Scholl, completed two productions in November. The shows include a story on the Blaine Business Council and coverage of a Blaine meeting for internal purposes. Trevor also spent a great deal of time updating and reformatting videos for four, city Brightsign players. Programs were also produced by Danika Peterson, Rusty Ray and T.J. Tronson for the city channels. Trevor reaches out to city officials and department contacts, every month, regarding potential programming for the channels. City staff and elected officials are encouraged to contact Trevor with any ideas or requests for programming.

▪ November Completed Videos/Playing on City Cable Channels & Streaming

Title	Producer	Runtime
Blaine Business Council	Trevor Scholl	00:02:17
Blaine Safety Meeting (Internal Purposes)	Trevor Scholl	0054:00
Lino Lakes Water Tower Named One of the "Tanks of the Year"	Danika Peterson/Rusty Ray	00:01:51
Blaine Changes Food Truck Ordinance	Danika Peterson/Rusty Ray	00:03:04
Anoka County Board Meeting (11/9/21)	T.J. Tronson	00:34:16
Anoka County Board Meeting (11/23/21)	T.J. Tronson	00:55:13

Some projects that Trevor is working on or is scheduled to produce include:

- Winter Mayor's minutes
- Blaine Police Department at Full Staff
- Honoring 40 Years of Service in Police Reserves -Tim Cyson
- New business – Burn Boot Camp
- Circle Pines channel reformat
- Lexington channel reformat
- Blaine staff training videos
- NMTV Yule log
- Business profiles - Pet Suites and Pizza T's
- Anoka County Library feature
- Blaine Police Department – Holiday Car Thefts

Equipment Consulting/Technical Support



Blaine

- 11.4.21: Met Communications Manager Ben Hayle for a tour of the new construction and offices at Blaine City Hall. Figured out how to get an SDI feed from the program source for the conference room. All outputs in the rack were being used, so tried the 2nd SDI output from the Ki Pro deck. Was also asked about adding five monitors to the dais.

Centerville

- 11.2.21: Trained new free-lancer on control room set-up.
- 11.10.21: Major issues with Tri-caster. Discovered a corrupt city council file. Switched over to the P&Z file, which did the trick. Also discovered the monitor outputs were switched, affecting what we were sending out. Computer must have gone to default setting. Located system menu and changed it around.
- 11.16.21: Went to city hall to transfer files and re-make a city council project.

Circle Pines

- No assistance required.

Ham Lake

- No assistance required.

Lexington

- No assistance required.

Lino Lakes

- No assistance required.

Spring Lake Park

- 11.1.21: Major recording issues. Tried to troubleshoot over the phone, but was unsuccessful. Ki Pro not powering up. Recorded meeting with cell phone.
- 11.2.21: Went to city hall to solve Ki Pro problem. Traced cables. Seems to be power supply. Found a unit. Express ordered it.
- 11.4.21: Received new power supply. Tested with Ki Pro. Works.
- 11.16.21: Camera 4 not powered up. Found new power adapter. Ran to outlet nearest camera 4. Now working.
- 11.16.21: Could not get Brightsign to work. Authored new file for Trevor who went to city hall and installed it.

All Cities

- No assistance required.

Channel Management



Programming Coordinator, Michele Silvester, along with help from Eric Houston, and Trevor Scholl, is responsible for processing and scheduling the programming on the City channels. There are three categories of programs that are scheduled on the City channels; live and replayed meetings, NMTV staff created video content, and informational graphics pages. All categories of programming must be encoded, scheduled, and entered into the Tightrope playback system or entered into the Carousel video files. As each live meeting is being recorded at City Hall, it is routed to the North Metro TV head-end and then sent out over the cable system live. At the same time it is also encoded on a server for future playbacks. The following meetings were processed in November:

Title	Producer	Runtime
Blaine City Council Meeting (11/1/21)	T.J. Tronson	00:39:52
Blaine Planning Commission Meeting (11/9/21)	T.J. Tronson	00:27:34
Blaine City Council Meeting (11/15/21)	Trevor Scholl	01:06:52
Blaine Natural Resources Conservation Board Meeting (11/16/21)	Trevor Scholl	00:49:14
Blaine Park Board Meeting (11/23/21)	Trevor Scholl	00:56:15
Centerville Planning & Zoning Meeting (11/2/21)	Matt Waldron/John Murphy	03:20:24
Centerville Park & Rec Meeting (11/3/21)	John Murphy	02:21:22
Centerville City Council Meeting (11/10/21)	Teresa Bender	03:31:57
Centerville EDA Meeting (11/17/21)	John Murphy	00:53:13
Circle Pines City Council Meeting (11/9/21)	Patrick Willson	00:49:11
Circle Pines Utility Commission Meeting (11/17/21)	Patrick Willson	00:09:18
Circle Pines City Council Meeting (11/23/21)	Patrick Willson	00:29:02
Ham Lake City Council Meeting (11/1/21)	Patrick Willson	00:06:44
Ham Lake City Council Meeting (11/15/21)	Patrick Willson	00:01:16
Lexington City Council Meeting (11/4/21)	Lexington Staff	00:16:46
Lexington City Council Meeting (11/18/21)	Lexington Staff	00:07:18
Lino Lakes City Council Meeting (11/8/21)	Anne Serwe	01:17:20
Lino Lakes Planning & Zoning Meeting (11/10/21)	Anne Serwe	02:15:17
Lino Lakes City Council Meeting (11/22/21)	Anne Serwe	00:31:54
Spring Lake Park City Council Meeting (11/1/21)	Danika Peterson	00:42:12
Spring Lake Park City Council Meeting (11/15/21)	Danika Peterson/Emerson Rice	00:38:25
21 New Programs		21:31:26 New Hours

Meetings are scheduled for replay based on schedules requested by each City. Additional longer-length video programming, produced by NMTV staff, is also scheduled on the channels. With the arrival of the Carousel units, shorter-length videos and promos are loaded onto those devices, rather than being scheduled as separate playbacks. The short videos cycle through, with graphics pages, and play on the channels whenever a scheduled program is not playing. Depending on whether a City selected the split screen or full screen Carousel option, the shorter videos are cycling 24 hours a day. The table below outlines how many times a longer-length video program was entered into the Tightrope system, and played back on each City channel.

City	Number of Times Programs Played	Hours Programmed on Channel
Blaine	176	173:08:08
Centerville	64	154:24:32
Circle Pines	164	104:54:17
Ham Lake	67	19:52:18
Lexington	99	33:56:22
Lino Lakes	80	83:08:06
Spring Lake Park	96	69:46:38
Totals:	746 Program Playbacks	639:10:21 Hours of Video Programming on Channels

The last category of programming on City channels consists of bulletin board, or graphics pages, that display information about the City or about events and issues of interest to citizens. With the installation of the Carousel units, Eric Houston has assumed responsibility for updating the information on all seven channels. He works closely with each City's representative to ensure that all requested data slides are created and posted to the satisfaction of the City. Even though Eric is doing the work of creating the data pages, the Cities maintain editorial control. In addition to the graphics pages, the Carousel units play video. Trevor Scholl is responsible for encoding any short videos that are displayed. The following work was done for City Carousel units in November:

Blaine

- Transcoded and uploaded 2 videos to Carousel.

Centerville

- Transcoded and uploaded 0 videos to Carousel.

Circle Pines

- Transcoded and uploaded 1 video to Carousel.

Ham Lake

- Transcoded and uploaded 0 videos to Carousel.
- Created new layout for Carousel channel.
- Launched new design.

Lexington

- Transcoded and uploaded 0 videos to Carousel.

Lino Lakes

- Transcoded and uploaded 1 video to Carousel.

Spring Lake Park

- Transcoded and uploaded 0 videos to Carousel.
- Created new layout for Carousel channel.
- Launched new design.

Meetings on Demand



NMTV has created a video on demand service, with line-item bookmarking, for our Cities' meetings. In order to accomplish this, each encoded meeting has to undergo several steps. The meeting must first be transferred and transcoded from the playback server to the video on demand server. Once that is done, a staff member must go through the meeting entering a bookmark at the start of each meeting line-item, and enter the corresponding line-item information. Next, the meeting is linked to the NMTV website's city meeting page for video on demand. The following number of meetings were bookmarked and/or placed on VOD for the Cities in October:

- **Blaine**
 - 5 meetings bookmarked and placed on VOD.
- **Centerville**
 - 4 meetings bookmarked and placed on VOD.
- **Circle Pines**
 - 3 meetings bookmarked and placed on VOD.
- **Ham Lake**
 - 2 meetings bookmarked and placed on VOD.
- **Lexington**
 - 2 meeting placed on VOD.
- **Lino Lakes**
 - 3 meetings bookmarked and placed on VOD.
- **Spring Lake Park**
 - 2 meetings bookmarked and placed on VOD

Administrative



Issues dealt with in November included considering changes to the Cable Commission meeting schedule, adding an additional change to the recommended Commission By-Laws updates, monitoring city Carousel and Brightsign updates, and keeping abreast of meeting freelancer hiring and training.

- **Commission Meeting Schedule**
 - Considered changing Commission schedule from monthly to quarterly.
 - Wrote memo to Commission concerning possibly changing the meeting schedule from monthly to quarterly.
 - Added change to By-Laws updates to be considered by Commission at their December meeting.
- **Carousel Design Options**
 - Met with staff to discuss progress on Carousel layout options for city channels.
 - Lino Lakes, Ham Lake and Spring Lake Park layout upgrade are completed. Brightsign data also updated
 - Lexington and Circle Pines have requested upgrades.
- **Miscellaneous**
 - Created 2022 meeting date calendar. Send to Lexington per request.
 - Comcast finally sent requested subscriber maps to Sarah at Lino Lakes.

- Kept updated on freelancer hiring and training process for Centerville and Spring Lake Park meetings.
- Received and documented monthly Comcast subscriber reports.
- Read November Legal Report.
- Read industry articles.