

Video Production



Municipal Producer, Trevor Scholl, completed three productions in October. Programs include an episode of Business Matters and a police officer profile. Trevor also co-produced a behind the scenes look at the Midwest Regional Forensic lab. Programs were also produced by Danika Peterson, Eric Nelson, 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 ideas or requests for programming.

Title	Producer	Runtime
Business Matters: Hot Worx	Trevor Scholl	00:02:35
CLPD Ashley Koivisto	Trevor Scholl	00:04:22
Behind the Scenes at the Midwest Regional Forensic Laboratory	Danika Peterson/Eric Nelson/Trevor Scholl	00:06:46
Celebrating the Future of Highway 65	Danika Peterson/Eric Nelson	00:02:32
Business Matters: Hitters Sports Cards	Danika Peterson/Eric Nelson	00:02:41
Amazon Ribbon Cutting	Danika Peterson/Eric Nelson	00:01:49
Anoka County Board Meeting (10/10/23)	T.J. Tronson	01:30:35
Anoka County Board Meeting (10/24/23)	T.J. Tronson	01:15:04

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

- Blaine on-boarding videos
- SLP Officer profile
- Blaine community outreach video
- Turkey Trot 5K
- Lino Lakes police and fire recruitment videos
- Blaine citizens academy
- Burn boot camp
- Business profiles

Equipment Consulting/Technical Support



Blaine

- No assistance required.

Centerville

- No assistance required.

Circle Pines

- No assistance required.

Ham Lake

- No assistance required.

Lexington

- 10.13.23: Problems with a podium mic. Somebody had disconnected at the back of the rack. Hooked it back up into the speaker system. Tested. Reviewed how the speaker system works with staff. Noted that the recording device is getting old. Recommended a new one.

Lino Lakes

- No assistance required.

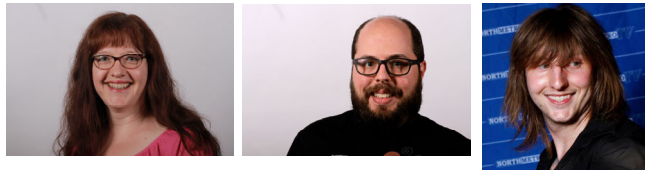
Spring Lake Park

- 10.10.23: Went to city hall to work on ongoing issues. HDMI to SDI converter was the main problem. Replaced it with a Blackmagic converter. Tested to be sure presentation was getting to the Broadcast Pix computer, dais monitors and the main presentation monitor.
- 10.25.23: Presentation not working again. Could be an electrical issue frying the equipment. Will have to trouble shoot.

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 Tightrape 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 October:

Title	Producer	Runtime
Blaine City Council Meeting (10/2/23)	T.J. Tronson	00:43:20
Blaine Planning Commission Meeting (10/10/23)	T.J. Tronson	00:22:11
Blaine City Council Meeting (10/16/23)	Trevor Scholl	01:54:30
Blaine Park Board Meeting (10/24/23)	Trevor Scholl	01:08:40
Centerville Park & Rec Meeting (10/5/23)	John Murphy	02:28:11

Centerville Planning & Zoning Meeting (10/10/23)	Eric Houston	02:13:32
Centerville City Council Meeting (10/11/23)	John Murphy	01:48:43
Centerville EDA Meeting (10/17/23)	Danika Peterson	02:31:00
Centerville City Council Meeting (10/25/23)	John Murphy	01:29:31
Circle Pines City Council Meeting (10/10/23)	Ray Flint	00:28:35
Circle Pines Utility Commission Meeting (10/18/23)	Ray Flint	00:04:43
Circle Pines City Council Meeting (10/24/23)	Danika Peterson	00:44:42
Ham Lake City Council Meeting (10/2/23)	Payton Nelson	00:09:07
Ham Lake Lake Planning Commission Meeting (10/9/23)	Payton Nelson	01:16:24
Ham Lake City Council Meeting (10/16/23)	Payton Nelson	00:45:50
Ham Lake Lake Planning Commission Meeting (10/23/23)	Payton Nelson	01:09:20
Lexington City Council Meeting (10/5/23)	Lexington Staff	00:29:21
Lexington City Council Meeting (10/19/23)	Lexington Staff	00:30:57
Lino Lakes Park Board Meeting (10/4/23)	Anne Serwe	01:24:25
Lino Lakes City Council Meeting (10/9/23)	Anne Serwe	01:14:40
Lino Lakes Planning & Zoning Meeting (10/11/23)	Anne Serwe	0053:31
Lino Lakes City Council Meeting (10/23/23)	Anne Serwe	00:23:58
Lino Lakes Environmental Board Meeting (10/25/23)	Anne Serwe	01:23:47
Spring Lake Park City Council Meeting (10/2/23)	Ray Flint	01:10:58
Spring Lake Park City Council Meeting (10/16/23)	Ray Flint	00:21:53
Spring Lake Park Planning Commission Meeting (10/23/23)	Ray Flint	00:21:53
Centennial Fire District Steering Committee Meeting (10/12/23)	Eric Houston	00:43:19
27 New Programs		28:03:05 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 Tigtrope system, and played back on each City channel.

City	Number of Times Programs Played	Hours Programmed on Channel
Blaine	249	252:51:24
Centerville	60	104:59:52
Circle Pines	301	155:32:24
Ham Lake	57	47:51:43
Lexington	93	45:19:27
Lino Lakes	174	136:26:37
Spring Lake Park	107	63:16:52
Totals:	1,041 Program Playbacks	806:18:19 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 October:

Blaine

- Transcoded and uploaded 3 videos to Carousel.
- Created a new series of 4 social media graphics replacing Twitter with X

Centerville

- Transcoded and uploaded 3 videos to Carousel.
- Created 1 new Carousel graphic.

Circle Pines

- Transcoded and uploaded 2 videos to Carousel.
- Created 1 new Carousel graphic.

Ham Lake

- Transcoded and uploaded 1 video to Carousel.
- Created 1 new Carousel graphic.

Lexington

- Transcoded and uploaded 2 videos to Carousel.
- Created 1 new Carousel graphic.

Lino Lakes

- Transcoded and uploaded 3 videos to Carousel.

Spring Lake Park

- Transcoded and uploaded 1 video to Carousel.
- Created 8 new Carousel graphics.

Closed Captioning



Closed captioning is an additional service provided by North Metro TV. Every city meeting is closed captioned during the live presentation via our Tightrope system. That process is assigned a per-minute price. Once the meeting is recorded on our servers, that version of the meeting must be captioned separately. This is accomplished through a system owned by North Metro TV and does not incur an additional cost. The following table tallies the number of minutes of captioning provided each city for the month of October.

City	Minutes of Live Closed Captioning	Minutes of Post Closed Captioning
Blaine	249	249
Centerville	631	631
Circle Pines	78	78
Ham Lake	201	201
Lexington	61	61
Lino Lakes	321	321
Spring Lake Park	102	102
Totals:	1,643 Minutes	1,643 Minutes

Meeting Podcasts



NMTV is now providing a city meeting podcast service. Depending on each cities wishes, any or all meetings can be converted. All podcasts are available across six platforms: Apple Podcasts, Spotify, Podbean, Amazon Music/Audible, iHeart Radio, and Pocketcasts. Links to each platform are available on each individual channel's website and all of those sites can be found at northmetrotv.com/podcasts.

Blaine

- Has has given the OK to move forward with podcasts of meetings.

Centerville

- Uploaded 5 city meeting podcasts.
- 17 total downloads

Circle Pines

- Uploaded 2 city meeting podcast.
- 5 total downloads

Ham Lake

- Uploaded 2 city meeting podcasts.
- 10 total downloads

Lexington

- Uploaded 2 city meeting podcasts.
- 14 total downloads

Lino Lakes

- Has decided not to convert city meetings to podcasts.
- **Spring Lake Park**
- Uploaded 3 city meeting podcasts.
- 15 total downloads

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

Administrative

Issues dealt with in October include processing third quarter franchise and PEG fee data, monitoring streaming agreement with Neighborhood Sports Network, working with NMTV staff and Blaine regarding NMTV/CCX merger possibility, and organizing work and reviewing processes with Danika and Eric.



- **3rd Quarter Franchise and PEG Fee Reports**
- Received 3rd quarter franchise and PEG fee reports and payments from Comcast.
- Entered data into spread sheets for PEG fees received, franchise fees received, and gross revenues.
- Comcast franchise fees were down \$8,560 over the previous quarter. PEG fees were down \$4,061 over the previous quarter.
- Subscriber numbers continue to decline.
- Income predictions continue to remain within estimates for franchise fees. PEG fees continue to slide at a higher rate, but miscellaneous income is making up for deficits.

Streaming Agreement

- Still awaiting October revenue reports.
- Have not received viewer complaints.
- Agreement allows us to live stream tournament games we were previously unable to cover.

Meeting Podcasts

- Six of seven cities have requested meetings be podcast.
- Added number of podcast downloads to monthly report.
- 61 meeting podcasts were downloaded in October.

ED Search/Commission Future

- Supplied M. Wolfe with voting and financial data for report to Blaine City Council.
- Reviewed report outline and offered additional/requested information.
- Phone call with M. Wolfe regarding report to Blaine City Council.
- Worked on Co-Ed salary recommendation.
- Answered NMTV staff questions regarding merger idea and ED search.
- Reviewed responsibilities with Danika and Eric.
- Created more step-by-step directions for various responsibilities.
- Continued to organize and clean out office.

Miscellaneous

- Sent model invoice to Dan Tesch.
- Monitor and bookmark all city meetings.
- Received and documented monthly Comcast subscriber reports.
- Read October Legal Report.
- Read industry articles.