

# North Metro TV

October 2021 Update

## Program Production

In October, a total of 90 **new programs** were produced utilizing the North Metro facilities, funds, and services. This constitutes **92:30:00 hours of new programming**.

- 25 programs were produced by the public
- 61 programs were produced by NMTV staff
- 4 programs were produced by City staff



## Van Shoots

The HD production truck was utilized for 59:45:00 hours of production in October. The following events were produced live and recorded for additional playback:

- Football: Totino-Grace vs. Blaine
- Football: Blaine vs. Centennial
- Football: Cooper vs. Spring Lake Park
- Girls Soccer: 7AAA QF: Anoka vs. Blaine
- Boys Soccer: 7AAA QF: Andover vs. Blaine
- Girls Soccer: 7AAA SF: Duluth East vs. Centennial
- Boys Soccer: 7AAA SF: Coon Rapids vs. Centennial
- Football: Wayzata vs. Blaine
- Girls Soccer: 7AAA Championship: Andover vs. Centennial
- Football: Woodbury vs. Centennial



## vMix Live Streaming Shoots

The vMix single camera production system was utilized to record/transmit 10 sporting events. The vMix system requires significantly fewer staff members than the production truck. vMix crews are spread out over multiple locations and connected via the internet.



- Volleyball: Blaine vs. Centennial
- Girls Soccer: 7AAA SF: Blaine vs. Andover
- Youth Football Championships:
  - 2<sup>nd</sup> Grade
  - 3<sup>rd</sup> Grade
  - 4<sup>th</sup> Grade
  - 5<sup>th</sup> Grade
  - 6<sup>th</sup> Grade
- Football: Armstrong vs. Spring Lake Park
- Football: 6AAAAA QF: Buffalo vs. Spring Lake Park
- Football: 6A 1<sup>st</sup> Round: Totino-Grace vs. Blaine



## Most Viewed YouTube Sporting Event

Football: 6AAAAA QF: Buffalo vs. Spring Lake Park  
2,359 Views

## Live Workshops

Workshop	Instructor	Organization	Students
How to Make a TV Show: Week 1: Cameras	Eric Houston	General Public	3
Lecture Class: The Monsters Come to Television	Eric Houston	Blaine Parks & Rec	2
How to Make a TV Show: Week 2: Microphones	Eric Houston	General Public	3
Editing Tutorial	Eric Houston	General Public	1
Lecture Class: Hollywood Goes to War	Eric Houston	Crest View Senior Living	4
<b>5 Live Workshop</b>			<b>13 Students</b>

## VOD Workshop Views

Workshop	Type	# of Views	Hours Viewed
Great British Game Shows	Mini	88	7 hrs
We Love Lucy: The Lucille Ball Story	Full	129	12 hrs
The Immortal Ingrid Pitt	Mini	3618	241 hrs
The Oscars: 90 Years of the Academy Awards	Full	48	10.5 hrs
Tim Curry Horror Picture Show	Mini	98	7 hrs
Back to the Eighties: The Decade's Biggest...	Full	58	10 hrs
James Bond: 50 Years of 007	Full	229	22 hrs
Eurovision: A Celebration	Mini	32	1.75 hrs
Yabba-Dabba-Do! The Fantastic World of Hanna...	Full	423	38.75 hrs
Superman: The Man of Steel on the Silver Screen	Full	50	10.5 hrs
The Fantastic Four on the Silver Screen	Mini	78	5.75 hrs
Christmas in Hollywood	Full	15	4.5 hrs
TV's Greatest Christmas Specials	Full	29	5.5 hrs
Chicago Christmas Classics	Mini	334	61.75 hrs
Let's Go Ghostbusters: Filmmation's Haunted Heroes	Mini	28	1.5 hrs
Monster Movies of the 40s and 50s	Full	356	38.5 hrs
Monster Movies of the 20s and 30s	Full	86	10.75 hrs
The Presidency on Film JQA to JFK	Full	9	1 hr
Monstervision: The Legend of Joe Bob Briggs	Mini	48	3.75 hrs
The Cult of Caroline Munro	Mini	287,422	11,975 hrs
The Marilyn Monroe Story	Full	96	16 hrs
Nick at Nite: A TV Viewer's Dream	Mini	53	2 hrs
The Birth of Animation: Mickey, Bugs, and Betty...	Full	10	2 hrs
Hollywood Goes to War: World War II	Full	51	12 hrs
Come on Down: Game Shows of the 70s and 80s	Full	44	9.25 hrs

The Quiz Show Scandals and Other Game Shows..	Full	87	25 hrs
The Three Stooges: Comedy's Heavy Hitters	Full	18	2 hrs
The Marx Brothers: Groucho, Harpo, Chico...	Full	98	7.75 hrs
Mary Pickford: The World's First Movie Star	Full	10	.5 hrs
Hollywood Goes to the Dogs: Lassie, Benji...	Full	20	2.25 hrs
<b>30 VOD Workshops</b>		<b>293,665 Total Views</b>	<b>12,547.25 Hours Viewed</b>



### Most Viewed YouTube Workshop

The Cult of Caroline Munro  
287,422 Views

## YouTube Stats

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Month	Viewers	Videos Viewed	Hours Watched	New Subscribers	Total Impressions
January	23,800	38,487	3,620.2	132	532,400
February	21,198	34,307	3,201	103	507,655
March	26,738	46,359	5,147	145	668,404
April	20,378	28,623	1,653	84	462,844
May	26,205	39,801	4,364	141	559,725
June	78,020	98,880	16,114	335	2,187,848
July	19,290	25,592	1,848.5	61	401,947
August	19,875	28,566	1,653	55	441,487
September	21,179	34,266	2,927.25	123	518,344
October	267,700	346,691	19,079	1,474	3,720,835
<b>TOTAL:</b>	<b>524,383</b>	<b>721,572</b>	<b>59,606.95</b>	<b>2,653</b>	<b>10,001,489</b>

## NMTV Website Stats

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Month	Number of Users	Number of Views	Live Stream Views
January	6,103	20,923	1,324
February	5,860	16,285	1,692
March	5,347	14,476	2,182
April	4,313	9,558	599
May	3,534	8,928	845
June	4,072	10,641	1,360
July	4,563	12,497	2,205
August	3,810	8,021	694
September	5,244	13,772	2,524
October	6,525	22,452	5,837
<b>TOTAL:</b>	<b>49,371</b>	<b>137,553</b>	<b>19,262</b>

## Home Movie Transfers

Home movie transfers have become one of our most popular 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	Hours Transferred	Tapes	Film Reels	DVDs	Photos/ Slides	Fees Paid
January	387	74	136	3	516	\$1,927.20
February	358	77	101	15	1,097	\$688.06
March	587.50	153	76	73	850	\$3,007.08
April	429	134	52	92	860	\$1,550.12
May	302.5	92	83	0	300	\$1,916.48
June	230.5	37	57	0	363	\$582.78
July	345.25	69	79	0	166	\$1,761.16
August	412.75	97	88	45	89	\$2,165.03
September	200.5	56	13	3	1,457	\$932.36
October	130.5	65	13	0	1,168	\$1,053.32
<b>TOTAL:</b>	<b>3,383.5</b>	<b>854</b>	<b>698</b>	<b>231</b>	<b>6,866</b>	<b>\$15,583.59</b>

## Production Highlights

### NMTV News Highlights

Each week Danika Peterson and Rusty Ray create a news program that highlights events, people, issues, and information important to citizens of our Member Cities. Some October highlights include:

- League of Women Voters Works to Register Voters in the North Metro
- Anoka County Sheriff's Office Warns of New Scams in the Community
- North Metro Lawmaker Thankful for Support After Serious Injury
- Lino Lakes Intersection Getting Major Upgrade With Senior Living Development
- Blaine Honors Longtime Employee with Naming of Hockey Rinks
- ACCAP Kinship Program Volunteer Opportunity
- Anoka County Master Gardener: Fall Prep for Next Season
- Northtown Bus Station Moving in Blaine
- Blaine Considers New Pet Store Rules
- Pumpkin Growers Overcome Challenging Season
- USA Hockey to Train in Blaine Before Winter Olympics
- North Metro Firefighters Join Others From Across the Country in Response to Gulf Coast Hurricanes
- Eye Clinic Chooses to See the Good
- Lost Dogs are Adopted by Officers Who Found Them
- COVID Outbreak Changes Shelter's Plans
- Rice Creek Watershed District Heads to State Supreme Court
- Anoka County Building New Off Road Bicycle Paths in Rice Creek Chain of Lakes Park
- Anoka Hennepin Superintendent Talks Referendum Questions on Upcoming Ballot
- School Districts, Bus Companies Address On Going Driver Shortages
- Spring Lake Park Leaders are Fed Up With Illegal Dumping at City Hall
- Anoka County Master Gardener: Tulip Planting
- Crisp & Green Opens in Blaine
- Swim Team Compete in Food Packing Challenge
- City Shares Cost of Highway Logo Signs
- Anoka Tech Food Shelf Wins State Award
- City of Blaine Hosts Design Workshop Ahead of Plans for Northtown Redevelopment



In addition to daily playbacks of North Metro TV News on the cable systems, there are 941 local stories archived for viewers on the NMTV YouTube channel. The channel can be accessed through the northmetrotv.com website.



## Most Viewed YouTube News Story

Lost Dogs Adopted by Officers Who Found Them  
812 Views

### Local Decision 2021

The News Team wrapped up election related programming with "Meet the Candidate" forums for School Board, City Council, and Mayoral seats. By election day, Local Decision programming had received almost 4,000 views, with a majority of clicks focused on contested school board races. NMTV is proud to provide our community with valuable information, usually not found any place else, to assist in the decision making process.

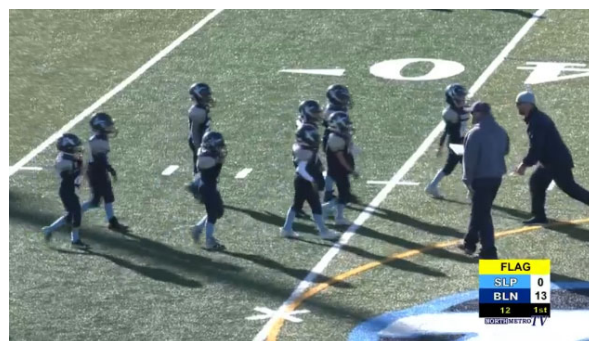


### Popular Youtube Class

One of instructor Eric Houston's very popular movie and television history classes, *The Cult of Caroline Munroe* hit it really big in October. It was already the most popular of his classes, having been viewed 18,775 times over the last year, but October saw those numbers jump to 287,422 views. YouTube chose to promote that video as a "suggested video," perhaps because of the release of the new James Bond Movie (*Caroline Munroe* co-starred in the classic Bond film *The Spy Who Loved Me*) or because of Halloween...no matter, the result of the free advertising speaks for itself! When staff noticed the sudden popularity of the video, links were added to the end of it, to two other shows, to drive up viewership of those. As a result *The Immortal Ingrid Pitt* and *James Bond*" 50 Years of 007 also saw increased viewership.

### Youth Football

The Sports crew spent Sunday October 17th covering the North Metro Youth Football Championships. The 2nd, 3rd, 4th, 5th, and 6th grade championship games were streamed live and recorded for future playback. This year, the games were produced live via NMTV's new vMix system. While the system typically utilizes single camera set-ups, the video does include professional graphics and announcers. The games were streamed live on channel 15, Roku, AppleTV, Youtube, and Facebook. This event is very popular with our viewing audience and also results in quite a few Blu-ray sales. It is a tradition for us to playback a youth football marathon on Thanksgiving day. The tradition will continue!



### Centennial Choir Concert

One of the responsibilities of the NMTV Sports Director, is to work with schools to facilitate live streaming and recording of events that we no longer record for our channels due to copyright issues. In October, we worked with Centennial High School to record a fall choir concert. Parents still want to see their kids in plays and concerts and we are happy to provide that visual experience for them via our streaming services.



## City Productions

In October, Municipal Producer, Trevor Scholl, completed three productions.

The shows include two episodes of Mayor's Minutes and a business profile. Trevor is also working to update all seven city Brightsign players with current videos and information. Programs completed include:

- Mayor's Minutes: Circle Pines Fall 2021
- Mayor's Minutes: Blaine Fall 2021
- Waldoch Farm Fall Garden Tips



New and ongoing projects include:

- More fall Mayor's minutes
- Blaine Business Council Interviews
- Veterans Day event
- Blaine staff training videos
- NMTV Yule log
- Re-formatting Carousel videos for Spring Lake Park channel
- Centerville business profiles
- Business profiles focused on new businesses

Trevor touches base with contacts on a regular basis and also encourages Cities to contact him whenever they have an idea for a new show.

## Public Access Programs

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Title	Producer	Runtime
Chit Chat: With Anna Tucker, Attorney	Sharon Carlson	00:21:26
Bad Movie Bros	Eric Houston	00:29:28
Rice Creek Watershed District Meeting (2 episodes)	Theresa Stasica	03:25:37
Christ Lutheran Church (7 episodes)	Chance Amundson	06:00:04
Lovepower (4 episodes)	Rick Larson	04:00:00
The Power of Love (4 episodes)	Rick Larson	02:00:00
Oak Park Community Church (5 episodes)	David Turnidge	03:04:25
Hope Church	Parker Payne	00:53:26
<b>25 New Programs</b>		<b>20:14:26 New Hours</b>

## NMTV Staff Programs

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Title	Producer	Runtime
Anoka County Board Meeting (10/12/21)	T.J. Tronson	01:40:18
Anoka County Board Meeting (10/26/21)	T.J. Tronson	00:57:20
NMTV News (5 episodes)	Danika Peterson/Rusty Ray	01:45:26
Local Decision 2021: Lino Lakes Mayor	Danika Peterson/Rusty Ray	00:19:10
Local Decision 2021: Circle Pines City Council	Danika Peterson/Rusty Ray	00:25:25
Local Decision 2021: Circle Pines Mayor	Danika Peterson/Rusty Ray	00:18:30
Local Decision 2021: Lino Lakes City Council	Danika Peterson/Rusty Ray	00:47:48
Local Decision 2021: Spring Lake Park School Board	Danika Peterson/Rusty Ray	00:52:05
Local Decision 2021: Anoka-Hennepin School Board District 4	Danika Peterson/Rusty Ray	00:37:58
Mayor's Minutes: Circle Pines Fall 2021	Trevor Scholl	00:07:23

Waldoch Farm Fall Garden Tips	Trevor Scholl	00:08:20
Mayor's Minutes: Blaine Fall 2021	Trevor Scholl	00:07:28
Volleyball: Blaine/Centennial	Kenton Kipp/J. Millington	01:29:19
Girls Soccer: 7AAA SF: Blaine/Andover	Kenton Kipp/J. Millington	01:29:10
Youth Football Championship: 2 <sup>nd</sup> Grade	Kenton Kipp/J. Millington	01:29:46
Youth Football Championship: 3 <sup>rd</sup> Grade	Kenton Kipp/J. Millington	01:23:08
Youth Football Championship: 4 <sup>th</sup> Grade	Kenton Kipp/J. Millington	01:02:09
Youth Football Championship: 5 <sup>th</sup> Grade	Kenton Kipp/J. Millington	01:41:14
Youth Football Championship: 6 <sup>th</sup> Grade	Kenton Kipp/J. Millington	01:15:59
Football: Armstrong/Spring Lake Park	Kenton Kipp/J. Millington	01:55:53
Football: 6AAAA QF: Buffalo/Spring Lake Park	Kenton Kipp/J. Millington	01:41:57
Football: 6A 1 <sup>st</sup> Round: Totino Grace/Blaine	Kenton Kipp/J. Millington	02:00:15
Football: Totino Grace/Blaine	Kenton Kipp/J. Millington	02:10:17
Football: Blaine/Centennial	Kenton Kipp/J. Millington	02:13:23
Football: Cooper/Spring Lake Park	Kenton Kipp/J. Millington	01:59:05
Girls Soccer: 7AAA QF: Anoka/Blaine	Kenton Kipp/J. Millington	01:32:55
Boys Soccer: 7AAA QF: Andover/Blaine	Kenton Kipp/J. Millington	01:45:57
Girls Soccer: 7AAA SF: Duluth East/Centennial	Kenton Kipp/J. Millington	01:35:21
Boys Soccer: 7AAA SF: CR/Centennial	Kenton Kipp/J. Millington	01:31:57
Football: Wayzata/Blaine	Kenton Kipp/J. Millington	02:13:58
Girls Soccer: 7AAA Championship: Andover/Centennial	Kenton Kipp/J. Millington	01:54:51
Football: Woodbury/Centennial	Kenton Kipp/J. Millington	02:00:51
Sports Den (4 episodes)	Kenton Kipp/J. Millington	01:23:37
<b>40 New Programs</b>		<b>44:00:49 New Hours</b>

## City Meetings

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Title	Producer	Runtime
Blaine City Council Meeting (10/4/21)	T.J. Tronson	01:51:10
Blaine Planning Commission Meeting (10/12/21)	T.J. Tronson/Isaac Quick	00:05:11
Blaine City Council Meeting (10/18/21)	Trevor Scholl	00:49:32
Blaine Natural Resources Conservation Board Meeting (10/19/21)	Isaac Quick	01:18:28
Blaine Park Board Meeting (10/26/21)	Isaac Quick	01:13:39
Centerville Planning & Zoning Meeting (10/5/21)	Matt Waldron	02:34:03
Centerville Park & Rec Meeting (10/6/21)	Trevor Scholl	01:41:15
Centerville City Council Meeting (10/13/21)	Teresa Bender	02:31:50
Centerville EDA Meeting (10/20/21)	Rusty Ray	01:34:58
Centerville City Council Meeting (10/27/21)	Teresa Bender	01:17:36
Circle Pines City Council Meeting (10/12/21)	Patrick Willson	01:10:42
Circle Pines Utility Commission Meeting (10/20/21)	Patrick Willson	00:50:35
Circle Pines City Council Meeting (10/26/21)	Patrick Willson	00:42:59
Ham Lake City Council Meeting (10/4/21)	Patrick Willson	01:52:42
Ham Lake Planning Commission Meeting (10/11/21)	Patrick Willson	00:31:02
Ham Lake City Council Meeting (10/18/21)	Patrick Willson	00:31:34
Lexington City Council Meeting (10/7/21)	Lexington Staff	00:40:37
Lexington City Council Meeting (10/21/21)	Lexington Staff	00:09:22

Lino Lakes City Council Meeting (10/11/21)	Anne Serwe	00:35:58
Lino Lakes Planning & Zoning Meeting (10/13/21)	Anne Serwe	01:58:32
Lino Lakes City Council Meeting (10/25/21)	Anne Serwe	00:26:30
Lino Lakes Environmental Board Meeting (10/27/21)	Anne Serwe	01:09:42
Spring Lake Park City Council Meeting (10/4/21)	Danika Peterson	01:01:35
Spring Lake Park City Council Meeting (10/18/21)	Eric Houston	00:50:28
Spring Lake Park Planning Commission Meeting (10/25/21)	T.J. Tronson	00:32:15
<b>25 New Programs</b>		<b>28:02:15 New Hours</b>

If you have any questions or comments regarding this monthly report please contact  
Heidi Arnson at 763.231.2801 or [harnson@northmetrotv.com](mailto:harnson@northmetrotv.com).