

# NORTH METRO TV

## Services and Responsibilities

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### Video Engineering

- Keep audio, video and networking operational for NMTV, the seven Member Cities, and the mobile production van.
- Troubleshoot and maintain networks. A lot of the system's video equipment runs on an IP network.
- Coordinate with schools, public buildings', and arenas' network administrators on subverting firewalls for live programming signal transport.
- Research methods of production as technology advances.
- Coordinate video equipment upgrades with vendors for any video related equipment for NMTV and for City Council Chamber production systems.
- Oversee bidding process, tear-out, new installation, and training.
- Create and maintain wire mapping documents for video and audio systems.
- Ongoing new equipment replacement research and recommendations. (Cameras, switchers, mics, audio boards, lights, recording devices, back-up power, surge protection, networking, and video transport.)
- Equipment repair.
- Emergency and preventive equipment maintenance.
- Provide training for city and NMTV staff in usage of video production system.
- Install equipment for and monitor HD channel signal transport from city hall to NMTV head-end.
- Coordinate with Comcast on transmission in Master Control, dedicated internet and public internet connections, and city cable equipment and signal issues.
- On-call for troubleshooting during events and city meetings.

### Channel Management

- Provide all equipment necessary to program NMTV and city channels. Including devices to transport signals from City Hall, servers to record signal, software and servers to play programs on channels, devices to create graphics pages on channels. Servers to stream channels live on the internet and OTT ( Over the top) channels like Roku and AppleTV.
- 24/7/365 programming of channels.
- Signal testing for live meetings on cable meetings and live Zoom meetings.
- On-call during live meetings to troubleshoot problems.
- Provide bandwidth for live meeting cablecast and recording, live streaming channels on the internet and video on demand.
- Schedule all programs on channels. Coordinate all schedules with city staff.
- Upload city related videos to city websites/YouTube pages

- All NMTV channels are available as an app on Roku and Apple TV. This means that any citizen with any device (TV, cable service, no cable service, computer, phone, tablet) can access all NMTV channels, including city channels.
- Conduct regular system software updates.
- Maintain detailed programming database in Cablecast to facilitate ease of tracking statistics or creating specific reports with multiple sort criteria.
- Monitor health of UPS systems and health of multiple RAID systems in Cablecast equipment and replace hard drives as needed.

### **Video-On-Demand**

- All city meetings are provided via video-on-demand, with bookmarked agendas, for instant access to specific agenda items.
- Link video-on-demand libraries to city websites.
- Maintain video-on-demand meetings archive for amount of time requested by each city.
- Provide DVD or USB copies of meetings, upon request, to cities.

### **City Meeting Coverage**

- Schedule staff to record and live-stream all city meetings.
- Assign a back-up staff person for every meeting.
- Create and edit manuals for operating equipment in council chambers.
- Hire and train staff to operate council chamber equipment.
- Coordinate meeting schedules and monitor for changes.
- Communicate with staff regarding any equipment issues during production.
- Follow-up with recording staff regarding potential news stories from meeting agenda.

### **Closed Captioning**

- Provide closed captioning services on all live city meetings and sporting events.
- Provide closed captioning on all pre-recorded programs.
- Provide closed captioning on all playback platforms including cable channels, streaming channels, Youtube, video-on-demand, and OTT channels such as Roku and AppleTV.

### **Meeting Podcasts**

- Provide audio of city meetings as a podcast.
- Podcasts available on seven podcasting platforms including Spotify, iHeartRadio, Amazon Music, Apple, and Google.

## Meeting Transcription Service

- Developing transcription service for city meeting audio.
- Intended to make writing minutes easier.
- Currently testing, with good success.

## Staff Program Production

- Weekly production of NMTV News.
- Election programming.
- Weekly production of Sports Den, a high school sports highlights program, during school year.
- High school sporting events.
- Youth league sporting events.
- High school coach and captains interviews.
- City promos.
- City issues.
- Police and Fire department videos.
- City staff profiles.
- Mayor's Minutes.
- City event coverage...parades, festivals, charity events.
- Videos for internal city staff use....such as training videos.
- Arrive Alive.
- Business profiles.
- Non-profit profiles.
- Serve as an on-call production house for cities.
- Staff of full-time, award-winning video professionals on call to meet all of cities' video needs.

## Educational

- Traveling lecture series at Senior Centers, Libraries, Senior living facilities, Anoka County History Center, City Park & Rec Departments, and Continuing Education.
- Internet literacy for seniors – taught at the Mary Ann Young Center
- Teach video production classes to public.
  1. Documentary filmmaking.
  2. Narrative filmmaking.
  3. Screenwriting.
  4. Creating public service announcements.
  5. Recording sound.
  6. Cameras and mics.
  7. Editing.
  8. Studio production.
  9. Private, specialized workshops.
- Provide professional video production equipment for use by public at no cost.

- Have work programs/internships for special needs students.
- Provide internships and employment to video production students.

## **Commercial**

- Live streaming services for non-profit fund-raisers, concerts, sporting events, and other presentations.
- Home Movie Transfer program. Staff can transfer personal home videos, films, slides and photos to DVD or USB formats.
- Your History
- MN Media Archive
- Studio and other equipment rental.
- Drone services.
- Video production services.
- Closed captioning.

## **Drone Services**

- Provide Inspire 2 and Avata drones and fully licensed drone pilot.
- Capable of exterior and interior drone shoots.
- Maintain drone registration and pilot certification.
- On-site/on-line surveys of drone flight location.
- Obtain FAA permissions and authorizations.
- Obtain permissions and authorizations from other governing bodies as needed.
- Upload and sync all approved authorizations into drone software.
- Capture of aerial video and photos.
- Image enhancement and encoding.
- Posting final product to various platforms.

## **Miscellaneous Services**

- Provide licensed music for productions.
- Maintain relationships with MN State High School League and school staff for event coverage permissions.
- Provide website and social media content.
- Still photography for publications or websites.

## **Franchise Administration**

- Franchise renewal.
- Handle subscriber complaints.
- Monitor franchise compliance.
- Franchise violation notifications.
- Franchise settlement agreements.

- Cable Company transfer of ownerships.
- Technical audits.
- Fee audits.
- Needs assessments/viewer surveys.
- Monitor FCC and State activities that affect franchise.
- Monitor public-rights-of way rulings.
- Work with legal counsel to create model ordinances that benefit Member Cities, such as Drone Model Ordinance/Usage.