

# North Metro TV

June 2021 Update

## Program Production

In June, a total of 74 **new programs** were produced utilizing the North Metro facilities, funds, and services. This constitutes **67:15:00 hours of new programming**.

- 21 programs were produced by the public
- 48.5 programs were produced by NMTV staff
- 4.5 programs were produced by City staff



## Van Shoots

The HD production truck was utilized for 44:15:00 hours of production in June. The following events were produced live and recorded for additional playback:

- Blaine High School Graduation
- Coon Rapids High School Graduation
- Boys Lacrosse: 7A Semi-Final: Duluth vs. Blaine
- Boys Lacrosse: 7A Final: Chisago Lakes vs. Blaine
- Softball: 5AAAA Championship: Maple Grove vs. Centennial
- Centennial High School Graduation: 4 PM
- Centennial High School Graduation: 7 PM
- Columbia Heights Jamboree Days Parade
- Blaine Festival Parade



## vMix Live Streaming Shoots

The vMix single camera production system was utilized to record/transmit live two high school 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.

- Softball: 5AAA Semi-Final: Maple Grove vs. Centennial
- Softball: State AAAA Semi-Final: Centennial vs. Rosemount



## Most Viewed YouTube Sporting Event

Boys Lacrosse: 7A Final:  
Chisago Lakes vs. Blaine  
552 Views

## Live Workshops

---

Workshop	Instructor	Organization	Students
<b>0 Live Workshops</b>			<b>0 Students</b>

## VOD Workshop Views

---

Workshop	Type	# of Views	Hours Viewed
We Love Lucy: The Lucille Ball Story	Full	67	6.75 hrs
The Immortal Ingrid Pitt	Mini	22	1.25 hrs
The Oscars: 90 Years of the Academy Awards	Full	9	1.5 hrs
Tim Curry Horror Picture Show	Mini	15	.75 hrs
Back to the Eighties: The Decade's Biggest...	Full	3	1 hrs
James Bond: 50 Years of 007	Full	N/A	N/A
Eurovision: A Celebration	Mini	2	.25 hrs
Yabba-Dabba-Do! The Fantastic World of Hanna...	Full	793	72.5 hrs
Superman: The Man of Steel on the Silver Screen	Full	N/A	N/A
The Fantastic Four on the Silver Screen	Mini	8	.5 hrs
Christmas in Hollywood	Full	N/A	N/A
TV's Greatest Christmas Specials	Full	24	3 hrs
Chicago Christmas Classics	Mini	148	5 hrs
Let's Go Ghostbusters: Filmaton's Haunted Heroes	Mini	42	1.5 hrs
Monster Movies of the 40s and 50s	Full	396	56 hrs
Monster Movies of the 20s and 30s	Full	182	31.75 hrs
The Presidency on Film JQA to JFK	Full	5	1 hrs
Monstervision: The Legend of Joe Bob Briggs	Mini	115	8 hrs
The Cult of Caroline Munro	Mini	1224	46 hrs
The Marilyn Monroe Story	Full	2751	458.5 hrs
Nick at Nite: A TV Viewer's Dream	Mini	60	1.5 hrs
The Birth of Animation: Mickey, Bugs, and Betty...	Full	4	.5 hrs
Hollywood Goes to War: World War II	Full	24	.5 hrs
Come on Down: Game Shows of the 70s and 80s	Full	74	10 hrs
The Quiz Show Scandals and Other Game Shows...	Full	134	25.5 hrs
The Three Stooges: Comedy's Heavy Hitters	Full	3	.5 hrs
The Marx Brothers: Groucho, Harpo, Chico...	Full	501	56.25 hrs
Mary Pickford: The World's First Movie Star	Full	38	4.75 hrs
Hollywood Goes to the Dogs: Lassie, Benji...	Full	6	1.75 hr
<b>29 VOD Workshops</b>		<b>6,650 Total Views</b>	<b>796.5 Hours Viewed</b>



### Most Viewed YouTube Workshop

The Marilyn Monroe Story  
2,751 Views

## YouTube Stats

---

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
<b>TOTAL:</b>	<b>196,339</b>	<b>286,457</b>	<b>34,099.2</b>	<b>940</b>	<b>4,918,876</b>

## NMTV Website Stats

---

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
<b>TOTAL:</b>	<b>29,229</b>	<b>80,811</b>	<b>8,002</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
<b>TOTAL:</b>	<b>2,294.5</b>	<b>567</b>	<b>505</b>	<b>183</b>	<b>3,986</b>	<b>\$9,671.72</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 June highlights include:

- Newly Vaccinated at Lino Lakes Site React to State Incentives



- Anoka County Library Ready to Operate as Close to Normal as Possible
- North Metro Businesses Struggle to Hire Enough Workers After Pandemic Shutdown
- One Man Benefit Run Highlights Fight Against Veteran Suicides
- Centennial Fire May Partner with SBM in the Near Future
- Blaine Breaks Ground on New Development Called Blaine35
- Police Say Tell Tale Catalytic Converter Theft Sound Should Help Catch More Crooks
- North Metro Blood Donations Sought
- Northtown Mall Owners File for Bankruptcy Protection Amid Uncertain Bus Station Future
- Anoka County Master Gardener: Summer Maintenance for Plantings
- State Patrol Continues Crack Down on Late Night Freeway Racing
- Blaine Leaders Mull Changes to Pioneer Park
- Firefighters Warn About Potentially Dangerous Fireworks Conditions With Continued Dry Weather
- Anoka County Master Gardener: Protecting Fruit Trees
- Centerville History on Display Inside Renovated City Hall
- Anoka County Employment Services Seek Workers to Fill Jobs
- Anoka County Prosecutors Get Boost in Fight Against Surging Auto Theft Rates

In addition to daily playbacks of North Metro TV News on the cable systems, there are 880 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

Blaine Breaks Ground on New Development Called Blaine35  
107 Views

### Graduations and Parades

It wouldn't be June without graduations and the start of "parade season." Both the Blaine and Centennial High School graduation ceremonies were streamed live on the website, channels, Youtube, Facebook, and were recorded for additional playbacks. Flyers are distributed to students, as part of their graduation packets, letting them know that blu-rays are available for sale on the NMTV website. This year, the Coon Rapids High School Graduation took place at the same venue, just before the Blaine graduation. The facility would only allow one production truck, so we also recorded that graduation. Spring Lake Park High School chooses to record its graduation ceremony internally. June also includes coverage of parades. We were hired to record the Columbia Heights Jamboree Days Parade, and followed with the Blaine Festival parade. All Member City parades are cablecast on both the public and corresponding City channels.



### Anoka County Empowers Youth Program

NMTV began working with two young men through the Empowers Program at the Anoka County Job Training Center in June. (Anyone partnered with NMTV, through the job training partnership, is employed and paid by the program, but works under the direct supervision of North Metro TV staff.) Ben and Carter work on Tuesdays and Thursdays helping Studio Manager, Eric Houston, with a variety of jobs. They've already done photo editing, document scanning, video logging and participated in their first video production. The famous Oscar Meyer Wienermobile was at the Spring Lake Park HyVee, so Eric, Ben and Carter decided to produce a story about it. Carter and Ben assisted with microphones and equipment, and then helped edit the video and recorded voice-over narration. Their story was included as part of NMTV News. After being sent a link to the story, Darcy Hokkanen, Program Coordinator for the Anoka County Job Training Center, had this to say. "This is beyond awesome! The opportunity you are



giving these two youth is amazing!.... Words are not enough to thank you for your partnership and the great experience you are giving these two young men.”

### Master Gardener Series

What started out as a news story on building your own composter, turned into a series of videos on gardening, with University of Minnesota Extension Service Master Gardener, Tim Baland. The news team has been working with Tim all summer to produce eight more videos offering helpful advice and tips regarding common gardening projects.

Topics include:

- Midget Cantaloupe in Pots
- Potatoes in Containers
- Using Seed Tape
- Apple Tree Planting
- Summer Maintenance
- Composter Update
- Protecting Fruit Trees
- Watering Techniques



The stories are first aired on NMTV News but can also be found playing on City channels and on Youtube.

### City Productions

In June, Municipal Producer, Trevor Scholl, completed six productions. The shows include an episode of Mayor's Minutes, coverage of the Spring Lake Park blood drive, and a meeting for the City of Blaine. Programs completed include:

- Families Recognized for Adopt a Drain Program
- Street Sweepings Reused in Blaine
- Spring Lake Park Blood Donations
- Blaine Beach
- Centerville Mayor's Minutes: Summer
- Blaine Supervisor Training Meeting



New and ongoing projects include:

- Summer Mayor's minutes
- Alloy Brewing business profile
- Blaine PD awards
- Anoka County community action promo
- Centerville business profiles
- BPD hearing impaired relations
- Ham Lake farmers market
- Fetes des Lacs
- Night to Unite previews
- Circle Pines virtual tour

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

---

Title	Producer	Runtime
Chit Chat: Jamie Bartlett	Sharon Carlson	00:20:37
Rice Creek Watershed District Meeting (2 episodes)	Theresa Stasica	03:58:20
Christ Lutheran Church (6 episodes)	Chance Amundson	05:22:28
Lovepower (4 episodes)	Rick Larson	04:00:00
The Power of Love (4 episodes)	Rick Larson	02:00:00
Oak Park Community Church (4 episodes)	David Turnidge	02:39:07
<b>21 New Programs</b>		<b>18:20:27 New Hours</b>

## NMTV Staff Programs

---

Title	Producer	Runtime
Anoka County Board Meeting (6/8/21)	T.J. Tronson	00:37:50
Anoka County Board Meeting (6/22/21)	T.J. Tronson	00:37:23
NMTC Meeting (6/16/21)	T.J. Tronson	00:26:31
NMTV News (3 episodes)	Danika Peterson/Rusty Ray	01:10:20
Summer Changes at Anoka County Library	Danika Peterson/Rusty Ray	00:01:49
HyVee Opens in Spring Lake Park	Danika Peterson/Rusty Ray	00:02:15
Anoka County Master Gardener: Planting a Tree	Danika Peterson/Rusty Ray	00:03:36
Blaine Teen Tackles COVID Research	Danika Peterson/Rusty Ray	00:02:49
Families Recognized for Adopt a Drain Program	Trevor Scholl	00:02:29
Street Sweepings Reused in Blaine	Trevor Scholl	00:02:43
Spring Lake Park Blood Donations	Trevor Scholl	00:03:43
Blaine Beach	Trevor Scholl	00:02:45
Centerville Mayor's Minutes: Summer	Trevor Scholl	00:06:55
Blaine Supervisor Training Meeting	Trevor Scholl	01:30:00
Softball: 5AAA SF: Maple Grove/Centennial	Kenton Kipp/J. Millington	02:19:43
Softball: State AAAA SF: Centennial/Rosemount	Kenton Kipp/J. Millington	01:48:05
Blaine High School Graduation	Kenton Kipp/J. Millington	01:22:08
Coon Rapids High School Graduation	Kenton Kipp/J. Millington	01:29:55
Boys Lacrosse: 7A SF: Duluth/Blaine	Kenton Kipp/J. Millington	02:07:59
Boys Lacrosse: 7A Final: Chisago Lakes/Blaine	Kenton Kipp/J. Millington	01:42:35
Softball: FAAAA Championship: Maple Grove/Centennial	Kenton Kipp/J. Millington	02:19:43
Centennial High School Graduation: 4 PM	Kenton Kipp/J. Millington	00:55:54
Centennial High School Graduation: 7 PM	Kenton Kipp/J. Millington	00:55:07
Columbia Heights Jamboree Days Parade	Kenton Kipp/J. Millington	01:13:27
Blaine Festival Parade	Kenton Kipp/J. Millington	01:13:27
<b>27 New Programs</b>		<b>22:19:11 New Hours</b>

## City Meetings

---

Title	Producer	Runtime
Blaine City Council Meeting (6/7/21)	T.J. Tronson	01:34:05
Blaine Planning Commission Meeting (6/8/21)	T.J. Tronson	00:14:55
Blaine Natural Resources Conservation Board Meeting (6/15/21)	Trevor Scholl	01:06:09
Blaine City Council Meeting (6/21/21)	Trevor Scholl	00:46:19
Centerville Park & Rec Meeting (6/2/21)	Danika Peterson	02:10:16
Centerville Special City Council Meeting (6/3/21)	Danika Peterson/Teresa Bender	01:30:14
Centerville Planning & Zoning Commission Meeting (6/8/21)	Danika Peterson	01:25:57
Centerville City Council Meeting (6/9/21)	Teresa Bender	01:15:59
Centerville EDA Meeting (6/16/21)	Danika Peterson	01:56:52
Centerville City Council Meeting (6/23/21)	Teresa Bender	00:58:15
Circle Pines Park Board Meeting (5/4/21)	Patrick Willson	00:39:59
Circle Pines City Council Meeting (6/8/21)	Patrick Willson	00:13:45
Circle Pines Utility Commission Meeting (6/16/21)	Patrick Willson	00:11:42
Circle Pines City Council Meeting (6/22/21)	Patrick Willson	00:11:03
Ham Lake City Council Meeting (6/7/21)	Patrick Willson	01:41:02
Ham Lake Planning Commission Meeting (6/14/21)	Patrick Wilson	00:26:53
Ham Lake City Council Meeting (6/21/21)	Patrick Willson	00:54:40
Ham Lake Planning Commission Meeting (6/28/21)	Patrick Wilson	01:30:27
Lexington City Council Meeting (6/3/21)	Lexington Staff	00:27:42
Lexington City Council Meeting (6/17/21)	Lexington Staff	00:42:03
Lino Lakes Park Board Meeting (6/2/21)	Anne Serwe	00:43:28
Lino Lakes Planning & Zoning Meeting (6/9/21)	Anne Serwe	02:35:23
Lino Lakes City Council Meeting (6/14/21)	Anne Serwe	00:45:16
Lino Lakes City Council Meeting (6/28/21)	Anne Serwe	01:30:51
Spring Lake Park City Council Meeting (6/7/21)	Isaac Quick	00:17:49
Spring Lake Park City Council Meeting (6/21/21)	Isaac Quick	00:44:12
Spring Lake Park Planning Commission Meeting (6/28/21)	Isaac Quick	00:48:23
<b>26 New Programs</b>		<b>26:44:19 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).