

North Metro TV

March 2023 Update

Program Production

In March, a total of **66 new programs** were produced utilizing the North Metro facilities, funds, and services. This constitutes **47:30:00 hours of new programming**.

- 20 programs were produced by the public
- 43 programs were produced by NMTV staff
- 3 programs were produced by City staff



Van Shoots

The HD production truck was utilized for 20:15:00 hours of production in January. The following events were produced live and/or recorded for additional playback:

- Girls Basketball: 7AAAA Semi-Final: Centennial vs. Andover
- Girls Basketball: 7AAAA Semi-Final: Blaine vs. Anoka
- Boys Basketball: 7AAAA Quarter-Final: Anoka vs. Blaine
- Girls Basketball: 7AAAA Final: Centennial vs. Blaine



vMix Live Streaming Shoots

The vMix single camera production system was utilized to record/stream 1 event. 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.

- Girls Basketball: 7AAAA Quarter-Final: Forest Lake vs. Blaine



Most Viewed YouTube School Event

Girls 7AAAA Basketball Championship:
Blaine vs. Centennial
423 Views

VOD Workshop Views

Workshop	Type	# of Views	Hours Viewed
Batman's Greatest Villains	Mini	302	45.25 hrs
Columbo: One More Thing	Mini	45,052	5,481 hrs
King of the Cowboys 4 – John Wayne	Mini	119	13.5 hrs
King of the Cowboys 3 – Randolph Scott	Mini	90	4.5 hrs
King of the Cowboys 2 – Autry/Rogers	Mini	312	17 hrs
King of the Cowboys 1 – Strong and Silent	Mini	40	4 hrs
Great British Game Shows	Mini	72	3.25 hrs
We Love Lucy: The Lucille Ball Story	Full	104	9.5 hrs
The Immortal Ingrid Pitt	Mini	344	14.25 hrs
The Oscars: 90 Years of the Academy Awards	Full	326	62.5 hrs
Tim Curry Horror Picture Show	Mini	46	2.75 hrs
Back to the Eighties: The Decade's Biggest...	Full	17	4.5 hrs
James Bond: 50 Years of 007	Full	12	1.75 hrs
Eurovision: A Celebration	Mini	NA	NA
Yabba-Dabba-Do! The Fantastic World of Hanna...	Full	568	61.5 hrs
Superman: The Man of Steel on the Silver Screen	Full	11	1.5 hrs
The Fantastic Four on the Silver Screen	Mini	6	.5 hrs
Christmas in Hollywood	Full	NA	NA
TV's Greatest Christmas Specials	Full	16	1.5 hrs
Chicago Christmas Classics	Mini	171	8.5 hrs
Let's Go Ghostbusters: Filmmation's Haunted Heroes	Mini	7	.25 hrs
Monster Movies of the 40s and 50s	Full	296	19.75 hrs
Monster Movies of the 20s and 30s	Full	16	2.75 hrs
The Presidency on Film JQA to JFK	Full	NA	NA
Monstervision: The Legend of Joe Bob Briggs	Mini	7	.5 hrs
The Cult of Caroline Munro	Mini	1,457	48.5 hrs
The Marilyn Monroe Story	Full	22	4 hrs
Nick at Nite: A TV Viewer's Dream	Mini	50	1.75 hrs
The Birth of Animation: Mickey, Bugs, and Betty...	Full	19	7 hrs
Hollywood Goes to War: World War II	Full	132	21.5 hrs
Come on Down: Game Shows of the 70s and 80s	Full	82	17.75 hrs
The Quiz Show Scandals and Other Game Shows...	Full	121	46.75 hrs
The Three Stooges: Comedy's Heavy Hitters	Full	NA	NA
The Marx Brothers: Groucho, Harpo, Chico...	Full	96	7.25 hrs
Mary Pickford: The World's First Movie Star	Full	NA	NA
Hollywood Goes to the Dogs: Lassie, Benji...	Full	14	.5 hrs
36 VOD Workshops		49,927 Total Views	5,951.5 Hours Viewed



Most Viewed YouTube Workshop

Columbo: One More Thing
45,052 Views

YouTube Stats

Month	Viewers	Videos Viewed	Hours Watched	New Subscribers	Total Impressions
January	26,847	33,656	2,176.25	64	375,076
February	39,350	51,758	5,263	201	1,169,051
March	58,859	74,726	7,070	237	1,833,467
TOTAL:	125,056	160,140	14,509.25	502	3,377,594

NMTV Website Stats

Month	Number of Users	Number of Views	Live Stream Views
January	5,568	10,793	1,625
February	5,229	10,091	1,040
March	6,404	11,943	868
TOTAL:	17,201	32,827	3,533

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.

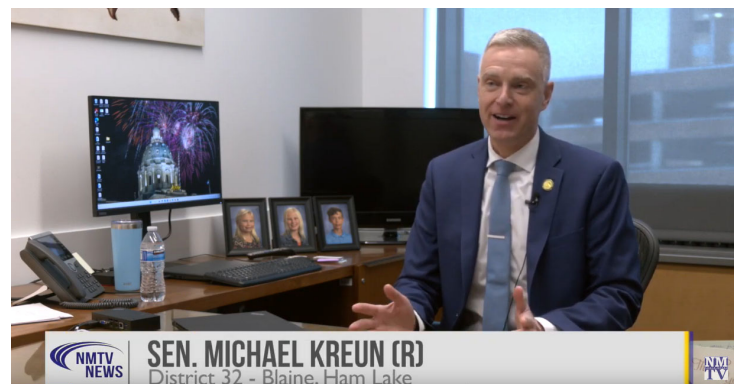
Month	Hours Transferred	Tapes	Film Reels	DVDs	Photos/ Slides	Fees Paid
January	225	51	59	0	0	\$764.92
February	180.75	35	43	0	0	\$234.52
March	284.75	82	62	0	0	\$1,046.56
TOTAL:	690.50	168	164	0	0	\$2,046.00

Production Highlights

NMTV News Highlights

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

- Two Candidates for Minnesota Teacher of the Year are from Blaine High School
- Herbert Endeley Getting His Kick with FC Dallas
- Budget Surplus at Capitol Brings out Big Ideas
- NACE Expects Spike in Traffic with SNAP Cutbacks
- Get Ready for More Road Construction on US 10
- MNDOT Exploring Upgrades for MN Highway 47 and 65
- Blaine Hot Spot Profits from March Madness and St. Patrick's Day
- Blaine City Council Member has Acting Background
- Anoka Ramsey President Wants to Build on School's Success
- Blaine High School Nurse Recognized for Stepping Up
- Free Steering Wheel Locks Available in Blaine



- Next to Threads Creates a Co-Retailing Experience
- SBM Fire Department Actively Looking for More Recruits

In addition to daily playbacks of North Metro TV News on the cable systems, there are **1,197 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

Hot Job! SBM Fire Department Actively Looking for More Recruits
358 Views

Election Coverage

The news team of Danika Peterson and Eric Nelson, along with Special Events Coordinator T.J. Tronson, provided comprehensive coverage of candidates for Blaine's city council ward 2 special election. First, candidate bios, photos, and related information were posted to the Local Decision 2023 dropdown on the NMTV website. Interviews were then recorded in studio with each candidate. Those Meet the Candidate interviews were combined into one program for channel playback, and posted as separate items to Youtube. A link to the recorded videos was also posted in the candidate bios. So far, the interviews have been viewed 991 times on Youtube. In addition, T.J. Tronson worked with the League of Women Voters to cover a Q & A session with the candidates.



Digital Equity Committee

North Metro TV has registered a Digital Connection Committee with the Office of Broadband Development (OBD). The Committee will be collaborating with the OBD in Minnesota's digital equity planning process. The goal is to gather information regarding internet affordability, barriers to access to an internet-enabled device, and having adequate digital skills. NMTV is setting up listening sessions and is considering conducting surveys as well. Staff believes that NMTV is uniquely qualified to address possible solutions to access and training for broadband usage. A listening session has already been scheduled at the Mary Ann Young Center. Studio Manager, Eric Houston, is also scheduling listening sessions geared toward veterans, small business owners, and the general public.

Marketing

North Metro TV staff continues to work to get the word out regarding various commercial services that are available. Studio Manager, Eric Houston, has created ads for city newsletters, and is making every effort to get them included in upcoming printings. The ads promote the Home Movie Transfer and Your History services that NMTV provides. T.J. Tronson and Trevor Scholl have been working on print ads for distribution to businesses, and Danika Peterson completed a video ad highlighting our commercial capabilities.

Legislation

Senate File 3039 was introduced in the Minnesota State Senate and was referred to the Senate Taxes Committee. The bill would assess a 1% tax on the gross revenues of providers of digital products and

FILM YOUR HISTORY

Local seniors can film their life and family stories FREE at North Metro TV.
northmetrotv.com/yourhistory

would only be spent on the support of local digital media by the operator of the municipality's local access channels. Authors have signed on to the Senate and House versions. It is a step toward finding income to supplement decreasing cable franchise and PEG fees.

City Productions

In March, Municipal Producer, Trevor Scholl, completed five productions. They included two episodes of his public safety employee profiles and a couple of special projects for cities. Completed programs include:

- Public Safety Employee Profile: CLPD Katy Mannin
- Public Safety Employee Profile: SLPPD Richard Kramer
- Animal Humane Society: Puppy Kindergarten
- DOC Level 3 Sex Offender Notification, Blaine (for city use only)
- Centerville State of the City Address



New and ongoing projects include:

- Blaine Police Department community outreach video for PD employees
- Assisting with Arrive Alive
- Public safety employee profiles, fire departments
- Business profiles
- Rookery show
- Blaine Facebook live town halls

Trevor touches base with contacts on a regular basis and also encourages Cities to contact him with ideas for new videos.

Public Access Programs

Title	Producer	Runtime
Bad Movie Bros	Eric Houston	00:26:56
Rice Creek Watershed District Meeting (2 episodes)	Theresa Stasica	03:15:22
Christ Lutheran Church Worship (5 episodes)	Chance Amundson	04:27:28
Christ Lutheran Church Worship Message (5 episodes)	Chance Amundson	02:06:23
Lovepower (2 episodes)	Rick Larson	02:00:00
The Power of Love (2 episodes)	Rick Larson	01:00:00
Oak Park Community Church (3 episodes)	David Turnidge	01:47:08
27 New Programs		21:19:59 New Hours

NMTV Staff Programs

Title	Producer	Runtime
Anoka County Board Meeting (3/14/23)	T.J. Tronson	00:44:26
Anoka County Board Meeting (3/28/23)	T.J. Tronson	01:54:26
League of Women Voters Q&A: Blaine Council Ward 2 Special Election	T.J. Tronson	00:51:55
NMTV News (2 episodes)	Danika Peterson/Eric Nelson	00:43:13

Local Decision 2023: Blaine City Council Ward 2 Special Election	Danika Peterson/Eric Nelson	00:50:36
Puppy Kindergarten AHS	Trevor Scholl	00:03:14
Meet the Staff: CLPD Katy Mannin	Trevor Scholl	00:06:04
Meet the Staff: SLP Sgt. Kramer	Trevor Scholl	00:06:00
DOC Blaine Level 3 Sex Offender Notification(for city use only)	Trevor Scholl	00:55:00
Centerville State of the City	Trevor Scholl	00:19:55
Girls Basketball: 7AAAA SF: Centennial/Andover	Kenton Kipp/Ted Leroux	01:14:58
Girls Basketball: 7AAAA SF: Blaine/Anoka	Kenton Kipp/Ted Leroux	01:16:58
Boys Basketball: 7AAAA QF: Anoka/Blaine	Kenton Kipp/Ted Leroux	01:23:48
Girls Basketball: 7AAAA Final: Centennial/Blaine	Kenton Kipp/Ted Leroux	01:37:42
Girls Basketball: 7AAAA QF: Forest Lake/Blaine	Kenton Kipp/Ted Leroux	01:04:33
Centennial Choral Music Department: Spring Choir Concerts	Kenton Kipp/Ted Leroux	01:52:45
Sports Den (4 episodes)	Kenton Kipp/Ted Leroux	01:39:39
21 New Programs		16:45:12 New Hours

City Meetings

Title	Producer	Runtime
Blaine City Council Meeting (3/6/23)	T.J. Tronson	02:33:42
Blaine Planning Commission Meeting (3/14/23)	T.J. Tronson	01:49:17
Blaine City Council Meeting (3/20/23)	Trevor Scholl	01:04:00
Blaine Natural Resources Conservation Board Meeting (3/21/23)	Trevor Scholl	01:38:54
Centerville Park & Rec Meeting (3/1/23)	John Murphy	02:10:38
Centerville City Council Meeting (3/8/23)	Teresa Bender	01:02:33
Centerville Planning & Zoning Meeting (3/14/23)	John Murphy	01:54:45
Centerville EDA Meeting (3/15/23)	John Murphy	01:47:00
Centerville City Council Meeting (3/22/23)	T.J. Tronson	01:06:12
Circle Pines City Council Meeting (3/14/23)	Ray Flint	00:11:02
Circle Pines Utility Commission Meeting (3/15/23)	Ray Flint	00:07:39
Circle Pines Planning Commission Meeting (3/20/23)	Eric Nelson	01:10:46
Circle Pines City Council Meeting (3/28/23)	Ray Flint	00:52:24
Ham Lake City Council Meeting (3/3/23)	Danika Peterson	00:29:46
Ham Lake Planning Commission Meeting (3/13/23)	Trevor Scholl/Eric Nelson	00:24:02
Ham Lake City Council Meeting (3/20/23)	T.J. Tronson	00:06:51
Lexington City Council Meeting (3/2/23)	Lexington Staff	00:15:00
Lexington City Council Meeting (3/16/23)	Lexington Staff	00:07:52
Lino Lakes Environmental Board Meeting (3/1/23)	Anne Serwe	01:33:22
Lino Lakes Park Board Meeting (3/6/23)	Anne Serwe	01:07:13
Lino Lakes Planning & Zoning Meeting (3/8/23)	Danika Peterson/Eric Nelson	01:28:25
Lino Lakes City Council Meeting (3/13/23)	Eric Houston	00:18:51
Lino Lakes City Council Meeting	Anne Serwe	01:09:47

(3/27/23)		
Spring Lake Park City Council Meeting (3/6/23)	Ray Flint	00:37:05
Spring Lake Park City Council Meeting (3/20/23)	Ray Flint	00:30:27
25 New Programs		15:47:33 New Hours

If you have any questions or comments regarding this monthly report please contact Heidi Arnson at 763.231.2801 or harnson@northmetrotv.com.