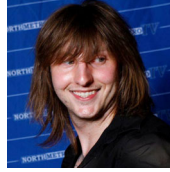


## Video Production



Municipal Producer, Trevor Scholl, completed three productions in September. Completed programs include an episode of Mayor’s Minutes and a business profile. 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.

### September Completed Videos/Playing on City Cable Channels & Streaming

Title	Producer	Runtime
Centerville Mayor’s Minutes Fall 2023	Trevor Scholl	00:03:57
Business Matters: Renstrom Dental Studio	Trevor Scholl	00:03:49
Love My Pet Fair	Trevor Scholl	00:03:44
Local Decision 2023: Circle Pines Mayor	Danika Peterson/Eric Nelson	00:20:41
Local Decision 2023: Spring Lake Park School Board Special Election	Danika Peterson/Eric Nelson	00:37:56
Local Decision 2023: Anoka-Hennepin School Board District 2	Danika Peterson/Eric Nelson	00:35:29
Local Decision 2023: Circle Pines City Council	Danika Peterson/Eric Nelson	00:32:02
Local Decision 2023: Circle Pines City Council Special Election	Danika Peterson/Eric Nelson	00:15:01
Local Decision 2023: Lino Lakes City Council	Danika Peterson/Eric Nelson	01:01:34
Local Decision 2023: Lino Lakes Mayor	Danika Peterson/Eric Nelson	00:19:34
League of Women Voters: Spring Lake Park School Board Candidate Forum	T.J. Tronson	00:27:53
Anoka County Board Meeting (9/12/23)	T.J. Tronson	00:58:38
Anoka County Board Meeting (9/26/23)	T.J. Tronson	01:56:53

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

- Historical Society cemetery tours
- Fall Mayor’s Minutes
- Public safety employee profiles, fire departments
- Amazon grand opening in Centerville

- Blaine On-Boarding Videos
- Business profiles
- Blaine Facebook live town halls



## Equipment Consulting/Technical Support

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### **Blaine**

- No assistance required.

### **Centerville**

- 9.5.23: Reactivated presentation to work from personal computer. Also audio problems. Checked settings and levels. Reset audio on the Frame Sync from the Makito X to be ultra low. Found something called the “Loudness Processing” tab. Turned it off and the sound seemed to clear up substantially.
- 9.6.23: Assisted with settings for hybrid zoom meeting. Noticed NDI Tools software had expired certificate. Downloaded new NDI Tools with an updated certificate. There was also a conflict with the IP address assigned by Z Systems. It had a conflict with the address for the Spark Plus. Changed address for Spark Plus. Ran tests. No video passing through. Completed restarts of the multicaster and personal computer and it worked. Recommend testing before each use.
- 9.27.23: Trouble with hybrid zoom work session. Rushed to city hall. Restarted multicaster. Restarted webcam app on laptop and re-linked the correct source to Mix 1. Then had to select the Webcam 1 as the video feed.

### **Circle Pines**

- No assistance required.

### **Ham Lake**

- No assistance required.

### **Lexington**

- No assistance required.

### **Lino Lakes**

- 9.20.23: Created more clips for Jolleen. Sent MP4 using Google Drive.
- 9.28.23: Problems with Ross LCS. Walked Jolleen through clearing graphics off screen and getting computer feed up.

### **Spring Lake Park**

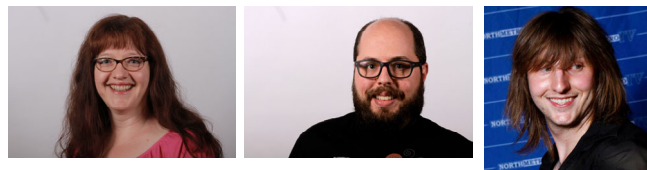
- 9.18.23: City meeting staff reached out about a monitor problem. The HDMI DA having issues.

### **All Cities**

- 9/5:23: Turned off Loudness Processing auto setting in audio processors. Improved sound on all city channels.

## Channel Management

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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 Tightrope 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 September:

<b>Title</b>	<b>Producer</b>	<b>Runtime</b>
Blaine Traffic Commission Meeting (9/5/23)	T.J. Tronson	00:52:15
Blaine City Council Meeting (9/6/23)	T.J. Tronson	02:25:49
Blaine Planning Commission Meeting (9/12/23)	T.J. Tronson	00:41:09
Blaine City Council Meeting (9/18/23)	T. J. Tronson	02:24:31
Blaine Natural Resources Conservation Board Meeting (9/19/23)	Trevor Scholl	01:32:50
Blaine Park Board Meeting (9/26/23)	Trevor Scholl	01:34:28
Centerville Planning & Zoning Meeting (9/5/23)	John Murphy	01:25:09
Centerville Park & Rec Meeting (9/6/23)	John Murphy	01:54:15
Centerville City Council Meeting (9/13/23)	John Murphy	02:01:00
Centerville EDA Meeting (9/20/23)	John Murphy	01:43:03
Centerville City Council Meeting (9/27/23)	John Murphy	00:40:59
Circle Pines City Council Meeting (9/12/23)	Danika Peterson	00:56:16
Circle Pines Utility Commission Meeting (9/20/23)	Ray Flint	00:41:22
Circle Pines Planning Commission Meeting (9/25/23)	Ray Flint	00:17:26
Circle Pines City Council Meeting (9/26/23)	Ray Flint	01:14:26
Ham Lake City Council Meeting (9/5/23)	Danika Peterson/Payton Nelson	00:50:22
Ham Lake City Council Meeting (9/18/23)	Danika Peterson/Payton Nelson	00:08:43
Ham Lake Lake Planning Commission Meeting (9/25/23)	Payton Nelson	00:27:25
Lexington City Council Meeting (9/7/23)	Lexington Staff	00:18:29
Lexington City Council Meeting (9/21/23)	Lexington Staff	00:24:24
Lino Lakes City Council Meeting (9/11/23)	Anne Serwe	00:34:56
Lino Lakes Planning & Zoning Meeting (9/13/23)	Anne Serwe	02:49:21
Lino Lakes City Council Meeting (9/25/23)	Anne Serwe	00:33:07
Lino Lakes Environmental Board Meeting (9/27/23)	Anne Serwe	00:30:29
Spring Lake Park City Council Meeting (9/5/23)	Ray Flint	01:10:58
Spring Lake Park City Council Meeting (9/18/23)	Ray Flint	00:21:53
<b>26 New Programs</b>		<b>28:34:40 New Hours</b>

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.

<b>City</b>	<b>Number of Times Programs Played</b>	<b>Hours Programmed on Channel</b>
Blaine	210	308:23:07
Centerville	56	89:46:15
Circle Pines	180	139:19:16
Ham Lake	54	29:25:36
Lexington	89	27:54:31
Lino Lakes	125	98:41:46
Spring Lake Park	82	66:23:14
<b>Totals:</b>	<b>796 Program Playbacks</b>	<b>759:53:45 Hours of Video Programming on Channels</b>

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 September:

- **Blaine**
- Transcoded and uploaded 2 videos to Carousel.
- **Centerville**
- Transcoded and uploaded 3 videos to Carousel.
- **Circle Pines**
- Transcoded and uploaded 2 videos to Carousel.
- **Ham Lake**
- Transcoded and uploaded 2 videos to Carousel.
- Created 2 new Carousel graphics.
- **Lexington**
- Transcoded and uploaded 2 videos to Carousel.
- **Lino Lakes**
- Transcoded and uploaded 3 videos to Carousel.
- **Spring Lake Park**
- Transcoded and uploaded 2 videos to Carousel.
- Created 4 new Carousel graphics.

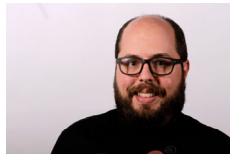
## Closed Captioning



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 September.

<b>City</b>	<b>Minutes of Live Closed Captioning</b>	<b>Minutes of Post Closed Captioning</b>
Blaine	572	572
Centerville	465	465
Circle Pines	190	190
Ham Lake	87	87
Lexington	43	43
Lino Lakes	266	266
Spring Lake Park	93	93
<b>Totals:</b>	<b>1,716 Minutes</b>	<b>1,716 Minutes</b>

## Meeting Podcasts



NMTV is now providing a city meeting podcast service. Depending on each city's wishes, any or all meetings can be converted. All podcasts are available across seven platforms: Apple Podcasts, Spotify, Google Podcasts, 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](http://northmetrotv.com/podcasts).

- Blaine**
  - Has not yet given the OK to move forward with podcasts of meetings.
- Centerville**
  - Uploaded 5 city meeting podcasts.
- Circle Pines**
  - Uploaded 1 city meeting podcast.
- Ham Lake**
  - Uploaded 2 city meeting podcasts.
- Lexington**
  - Uploaded 2 city meeting podcasts.
- Lino Lakes**
  - Has decided not to convert city meetings to podcasts.
- Spring Lake Park**
  - Uploaded 2 city meeting podcasts.

## 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 September:

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

## Administrative

Issues dealt with in September include monitoring streaming agreement with Neighborhood Sports Network, initiating podcasts for city meetings, and working with NMTV staff and Blaine regarding NMTV/CCX merger possibility.



- **Streaming Agreement**
  - Monitored activity on NMTV streaming channels to determine numbers of viewers.
  - Received report from NSPN.TV regarding attributed subscription levels.
  - Talk with staff regarding availability of live stream on NMTV channels.
- **Meeting Podcasts**
  - NMTV staff contacted all cities to ascertain interest in providing meetings as a podcast.
  - Webpages were created for each city.
  - Links were created to various podcast platforms.
  - Selected meetings were converted.
  - Went live with cities that signed on.
  - Created podcast portion of this report to monitor number of meetings converted.
- **ED Search/Commission Future**
  - Cable Commission learned of merger idea. Answered questions.

- Spoke with CCX ED, Legal Counsel, Operations Committee regarding merger idea.
- Spoke with Operations Committee regarding impact merger idea having on ED search.
- Answered NMTV staff questions regarding merger idea and ED search.
- Worked to maintain NMTV staff morale.

### **Miscellaneous**

- Sent two invoices for city equipment purchase reimbursements.
- Monitor and bookmark all city meetings.
- Mediated resolution of Blaine subscriber issues with Comcast.
- Respond to questions regarding fiber companies from Sarah Cotton.
- Respond to questions from Dan Buchholtz regarding captioning transcripts.
- Respond to Michelle Wolfe's requests to set up call regarding merger.
- Received and documented monthly Comcast subscriber reports.
- Read September Legal Report.
- Read industry articles.