

Video Production



Municipal Producer, Trevor Scholl, completed seven productions in December. The shows included four holiday lights showcases featuring lighting displays from throughout the Member Cities and a tribute video for Blaine’s Mayor Ryan and Councilmember Swanson’s retirement event. He also recorded an HR meeting for the City of Blaine. Programs were also produced by T.J. Tronson, Rusty Ray and Danika Peterson 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 any ideas or requests for programming.

▪ December Completed Videos/Playing on City Cable Channels & Streaming

Title	Producer	Runtime
Durrant Family Lights	Trevor Scholl	00:04:25
Cinnamon Teal Court Lights	Trevor Scholl	00:03:05
Barno Family Lights	Trevor Scholl	00:03:33
Mellem Family Lights	Trevor Scholl	00:03:17
Mayor Ryan/Councilmember Swanson Tribute	Trevor Scholl	00:09:55
Circle Pines City Hall Renovation	Trevor Scholl	00:03:05
Updated Blaine HR/Drug Policy Meeting for Public Works	Trevor Scholl	00:16:00
Anoka County Board Meeting (12/4/20)	T.J. Tronson	00:54:08
Anoka County Board Meeting (12/15/20)	T.J. Tronson	01:26:56

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

- Winter Mayor’s Minutes
- Blaine PD awards
- Lino Lakes fire station revamp
- Animal Humane Society
- More Centerstage Centerville business profile
- Circle Pines virtual tour
- Blaine Veterans Memorial grand ceremony

Equipment Consulting/Technical Support



Blaine

- No assistance required.

• **Centerville**

- No assistance required.

Circle Pines

- 12.16.20: Meeting did not transmit. Went to City Hall to get file. Reset the equipment.
- 12.22.20: Figured out signal transmission issue. During upgrade the Ethernet got plugged back into the wrong port. Contacted Jim at Roseville and he had to transfer his settings to different port. Issue fixed, meeting transmission able to go live.

Ham Lake

- No assistance required.

Lexington

- No assistance required.

Lino Lakes

- No assistance required.

Spring Lake Park

- 12.10.20: The switcher was overheating. Discovered internal fans malfunctioning. Called Broadcast Pix who recommended installing new fans. Computer also crashed several times giving the “blue screen of death” typical of hardware failure on pre-Windows 8 computers. Reinstalled software several times and got it to function. Fans ordered from Broadcast Pix.
- 12.16.20: Installed new fans in switcher. “Blue screen of death” reappeared. Hard drive failed. Called Broadcast Pix. They suggested reinstalling Windows. Will try but not optimistic.
- 12.23.20: Talked with Dan Buccholtz about switcher problems. Most likely unfixable. He requested a quote from Broadcast Pix for new switcher computer. Got great deal from Broadcast Pix and recommended that the City accept it. Have ordered new system and will install ASAP.

All Cities

- 12/20: Ongoing upgrade of Tighrope system software.

Master Control



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 Tighrope 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 December:

Title	Producer	Runtime
Blaine City Council Meeting (12/7/20)	Blaine Staff	02:15:45
Blaine Planning Commission Meeting (12/8/20)	Blaine Staff	00:52:11
Blaine City Council Meeting (12/21/20)	Blaine Staff	02:50:54
Retirement Tribute for Mayor Ryan and Councilmember Swanson	Blaine Staff	01:10:15
Centerville Park & Rec Meeting (12/2/20)	Centerville Staff	01:29:42
Centerville Planning & Zoning Meeting (12/8/20)	Centerville Staff	02:32:20
Centerville City Council Meeting (12/9/20)	Centerville Staff	02:29:10
Centerville EDA Meeting (12/16/20)	Centerville Staff	02:15:58
Circle Pines City Council Meeting (12/8/20)	Circle Pines Staff	01:02:02
Circle Pines Utility Commission Meeting (12/16/20)	Circle Pines Staff	00:36:41
Circle Pines City Council Meeting (12/22/20)	Circle Pines Staff	00:39:23
Ham Lake City Council Meeting (12/7/20)	T.J. Tronson	00:34:31
Ham Lake City Council Meeting (12/21/20)	T.J. Tronson	00:22:13
Lexington City Council Meeting (12/3/20)	Lexington Staff	00:18:17
Lino Lakes Park & Rec Meeting (12/2/20)	Lino Lakes Staff	01:49:46
Lino Lakes City Council Meeting (12/14/20)	Anne Serwe	02:23:46
Lino Lakes City Council Meeting (12/28/20)	Anne Serwe	00:04:36
Spring Lake Park City Council Meeting (12/7/20)	Spring Lake Park Staff	01:24:07
Spring Lake Park City Council Meeting (12/21/20)	Spring Lake Park Staff	00:53:55
19 New Programs		26:05:32 New Hours

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 Tightrope system, and played back on each City channel.

City	Number of Times Programs Played	Hours Programmed on Channel
Blaine	227	402:26:10
Centerville	67	132:55:49
Circle Pines	95	156:04:48

Ham Lake	78	49:51:46
Lexington	126	56:30:41
Lino Lakes	100	124:55:46
Spring Lake Park	109	120:37:49
Totals:	902 Program Playbacks	1,043:22:49 Hours of Video Programming on Channels

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 videos that are displayed. The following work was done for City Carousel units in December:

Blaine

- Transcoded and uploaded 2 videos to Carousel.
- Created background them for Carousel

Centerville

- Transcoded and uploaded 0 videos to Carousel.
- Posted 4 new COVID PSAs to Carousel.

Circle Pines

- Transcoded and uploaded 2 videos to Carousel.
- Posted 4 new COVID PSAs to Carousel.

Ham Lake

- Transcoded and uploaded 1 video to Carousel.
- Posted 1 new COVID PSAs to Carousel.

Lexington

- Transcoded and uploaded 0 videos to Carousel.
- Posted 4 new COVID PSAs to Carousel.
- Prepared and sent list of all currently running Carousel pages to Brenda at her request

Lino Lakes

- Transcoded and uploaded 1 video to Carousel.
- Posted 4 new COVID PSAs to Carousel.

Spring Lake Park

- Transcoded and uploaded 0 videos to Carousel.
- Posted 4 new COVID PSAs to Carousel.

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. The length of time necessary for this varies based on the length of the meeting and whether it is recorded in SD or HD. 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 October:

- **Blaine**
• 4 meetings bookmarked and placed on VOD.
- **Centerville**
• 4 meetings bookmarked and/or placed on VOD.
- **Circle Pines**
• 3 meetings bookmarked and placed on VOD.
- **Ham Lake**
• 2 meetings bookmarked and placed on VOD.
- **Lexington**
• 1 meetings placed on VOD.
- **Lino Lakes**
• 3 meetings bookmarked and placed on VOD.
- **Spring Lake Park**
• 2 meetings bookmarked and placed on VOD

Administrative



The issues dealt with in December include overseeing preparation for the assumption of city meeting recording and following up on Comcast franchise renewal.

- **City Meeting Coverage**
 - Met with News Team to discuss staffing for taping city meetings.
 - Reviewed meeting coverage plan and on-call scheduling.
 - Hired freelancers.
 - Discussed training schedule with News Team.
- **Comcast Franchise Renewal**
 - Spoke with Mike Bradley regarding Comcast response to our draft franchise renewal document.
 - M. Bradley sent a follow-up inquiry to Comcast regarding document.
 - Comcast has not yet responded to draft franchise document.
 - The current franchise expired on December 31, 2020. We will continue to operate under the expired franchise on a month to month basis.
- **Miscellaneous**
 - Created 2021 Operations Committee and Cable Commission meeting dates document. Sent to Cities.
 - Requested chambers reservation form from Spring Lake Park.
 - Received Comcast Franchise and PEG Fee Settlement Agreement payment.
 - Sent meeting link to Teresa in Centerville.
 - Contacted Comcast on behalf of Blaine business owner with questions regarding fiber installation quote.
 - Spoke at Mayor Ryan/Councilmember Swanson retirement event.
 - Read industry articles.

