

## Video Production



Municipal Producer, Trevor Scholl, completed three productions in April. The shows include an episode of Mayor’s Minutes, coverage of the Walk for Animals and a commercial for a paying client. He also provided still photography services to the City of Centerville for their new website. Programs were also produced by 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 any ideas or requests for programming.

### ▪ April Completed Videos/Playing on City Cable Channels & Streaming

Title	Producer	Runtime
Mayor’s Minutes: Blaine Spring 2022	Trevor Scholl	00:06:15
Walk for Animals	Trevor Scholl	00:02:54
Anoka County Board Meeting (4/12/22)	T.J. Tronson	00:53:14
Anoka County Board Meeting (4/26/22)	T.J. Tronson	01:24:53

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

- Ham Lake business profile: Vocate Workspaces
- Blaine business profile: Thorne Bros Fishing
- North Metro Sober Disc League
- Circle Pines energy efficient plumbing
- Blaine Facebook live town halls
- Photograph Centerville City Council for new website

## Equipment Consulting/Technical Support



### Blaine

- No assistance required.

### Centerville

- 4.1.22: Received confirmation from Tricaster that they had received the faulty unit.
- 4.28.22: Audio problems. Was able to determine that the original audio set-up by Z Systems was not done correctly. Set it up the right way. Recalibrated the HA5-

Plus convertor to take analog audio and mix it with video over the HDMI line.  
Sent picture of set-up to staff so any future problems can be solved more readily.

**Circle Pines**

- No assistance required.

**Ham Lake**

- No assistance required.

**Lexington**

- No assistance required.

**Lino Lakes**

- No assistance required.

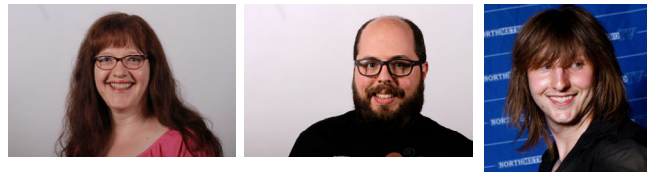
**Spring Lake Park**

- No assistance required.

**All Cities**

- April: Worked with Municipal Captioning to finalize master control server replacements and ENCO captioning equipment. Equipment ordered.

Channel Management



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 April:

Title	Producer	Runtime
Blaine City Council Meeting (4/4/22)	T.J. Tronson	01:03:29
Blaine Planning Commission Meeting (4/12/22)	Trevor Scholl	00:28:48
Blaine City Council Meeting (4/18/22)	T.J. Tronson	01:26:04
Blaine Park Board Meeting (4/26/22)	Trevor Scholl	00:47:14
Centerville Planning & Zoning Meeting (4/5/22)	John Murphy	02:18:25
Centerville Park & Rec Meeting (4/6/22)	John Murphy	02:58:46
Centerville City Council Meeting (4/13/22)	Teresa Bender	01:50:39
Centerville EDA Meeting (4/20/22)	John Murphy	02:13:11
Centerville City Council Meeting (4/27/22)	Trevor Scholl	01:32:06
Circle Pines City Council Meeting (4/12/22)	Rusty Ray	00:36:56
Circle Pines Utility Commission Meeting (4/20/22)	Patrick Willson	00:55:59
Circle Pines City Council Meeting (4/26/22)	Rusty Ray	01:17:33
Ham Lake City Council Meeting (4/4/22)	Trevor Scholl	00:02:19
Ham Lake City Council Meeting (4/18/22)	Patrick Willson	01:10:47

Ham Lake Planning Commission Meeting (4/25/22)	Matt Waldron	00:09:25
Lexington City Council Meeting (4/7/22)	Lexington Staff	01:06:01
Lexington City Council Meeting (4/21/22)	Lexington Staff	00:00:26
Lino Lakes City Council Meeting (4/11/22)	Anne Serwe	00:26:35
Lino Lakes Planning & Zoning Commission Meeting (4/13/22)	Anne Serwe	02:10:38
Lino Lakes City Council Meeting (4/25/22)	Anne Serwe	00:31:05
Spring Lake Park City Council Meeting (4/4/22)	Emerson Rice	00:31:21
Spring Lake Park City Council Meeting (4/18/22)	Danika Peterson	00:30:39
Spring Lake Park Planning Commission Meeting (4/25/22)	Danika Peterson	01:09:41
Centennial Fire Steering Committee Meeting (4/21/22)	T.J. Tronson	01:42:23
<b>24 New Programs</b>		<b>27:00:30 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 Tightrope 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	183	157:50:57
Centerville	65	119:46:49
Circle Pines	151	115:29:41
Ham Lake	69	31:23:54
Lexington	103	63:03:42
Lino Lakes	76	41:33:42
Spring Lake Park	123	95:21:05
<b>Totals:</b>	<b>770 Program Playbacks</b>	<b>624:29:50 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 April:

- **Blaine**
  - Transcoded and uploaded 2 videos to Carousel.
- **Centerville**
  - Transcoded and uploaded 1 video to Carousel.
- **Circle Pines**
  - Transcoded and uploaded 1 video to Carousel.
- **Ham Lake**
  - Transcoded and uploaded 1 video to Carousel.
  - Created and revised 11 new Carousel graphics page.
- **Lexington**
  - Transcoded and uploaded 1 video1 to Carousel.
- **Lino Lakes**
  - Transcoded and uploaded 1 video to Carousel.
  - Created 1 new Carousel graphics page.
- **Spring Lake Park**
  - Transcoded and uploaded 1 video to Carousel.
  - Created 6 new Carousel graphics page.

## 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 April:

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