

North Metro TV

April 2022 Update

Program Production

In April, a total of 68 **new programs** were produced utilizing the North Metro facilities, funds, and services. This constitutes **62:00:00 hours of new programming**.

- 24 programs were produced by the public
- 41 programs were produced by NMTV staff
- 3 programs were produced by City staff

Van Shoots

The HD production truck was utilized for 28:15:00 hours of production in April. The following events were produced live and/or recorded for additional playback:

- Boys Tennis: 1st Singles: Blaine vs. Centennial
- Girls Lacrosse: Coon Rapids vs. Spring Lake Park
- Boys Tennis: 1st Singles: Andover vs. Spring Lake Park
- Girls Lacrosse: Anoka vs. Blaine
- Softball: Rogers vs. Spring Lake Park

vMix Live Streaming Shoots

The vMix single camera production system was utilized to record/transmit 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.

- Boys Volleyball: Centennial vs. Spring Lake Park



Most Viewed YouTube Sporting Event

Boys Volleyball: Centennial vs. Spring Lake Park
396 Views

VOD Workshop Views

Workshop	Type	# of Views	Hours Viewed
Columbo: One More Thing *NEW*	Mini	114	13.25 hrs
King of the Cowboys 4 – John Wayne	Mini	40	3.75 hrs
King of the Cowboys 3 – Randolph Scott	Mini	39	2.5 hrs
King of the Cowboys 2 – Autry/Rogers	Mini	38	2 hrs
King of the Cowboys 1 – Strong and Silent	Mini	19	1 hr
Great British Game Shows	Mini	22	.5 hrs
We Love Lucy: The Lucille Ball Story	Full	92	15.75 hrs
The Immortal Ingrid Pitt	Mini	391	18 hrs
The Oscars: 90 Years of the Academy Awards	Full	215	36.75 hrs
Tim Curry Horror Picture Show	Mini	29	1 hr
Back to the Eighties: The Decade's Biggest...	Full	5	.5 hrs
James Bond: 50 Years of 007	Full	10	.25 hrs
Eurovision: A Celebration	Mini	NA	NA
Yabba-Dabba-Do! The Fantastic World of Hanna...	Full	543	45.25 hrs
Superman: The Man of Steel on the Silver Screen	Full	3	.5 hrs
The Fantastic Four on the Silver Screen	Mini	NA	NA
Christmas in Hollywood	Full	NA	NA
TV's Greatest Christmas Specials	Full	NA	NA
Chicago Christmas Classics	Mini	161	7.25 hrs
Let's Go Ghostbusters: Filmmation's Haunted Heroes	Mini	6	.5 hrs
Monster Movies of the 40s and 50s	Full	351	27.75 hrs
Monster Movies of the 20s and 30s	Full	27	2 hrs
The Presidency on Film JQA to JFK	Full	NA	NA
Monstervision: The Legend of Joe Bob Briggs	Mini	28	1.75 hrs
The Cult of Caroline Munro	Mini	1323	55 hrs
The Marilyn Monroe Story	Full	NA	NA
Nick at Nite: A TV Viewer's Dream	Mini	35	1.5 hrs
The Birth of Animation: Mickey, Bugs, and Betty...	Full	8	1.25 hrs
Hollywood Goes to War: World War II	Full	57	14.25 hrs
Come on Down: Game Shows of the 70s and 80s	Full	11	.25 hrs
The Quiz Show Scandals and Other Game Shows...	Full	51	11.25 hrs
The Three Stooges: Comedy's Heavy Hitters	Full	NA	NA
The Marx Brothers: Groucho, Harpo, Chico...	Full	61	2.5 hrs
Mary Pickford: The World's First Movie Star	Full	NA	NA
Hollywood Goes to the Dogs: Lassie, Benji...	Full	16	.25 hrs
35 VOD Workshops		3,695 Total Views	265.0 Hours Viewed



Most Viewed YouTube Workshop

The Cult of Caroline Munro
1,323 Views

YouTube Stats

Month	Viewers	Videos Viewed	Hours Watched	New Subscribers	Total Impressions
January	18,800	28,923	2,355	74	459,857
February	18,312	29,142	2,382	29	448,149
March	19,378	29,639	1,981.50	49	463,807
April	18,750	26,754	1,631.5	48	365,914
TOTAL:	75,240	114,458	8,350	200	1,737,727

NMTV Website Stats

Month	Number of Users	Number of Views	Live Stream Views
January	4,665	6,102	1,681
February	4,121	10,999	1,945
March	5,916	11,617	976
April	10,913	16,299	611
TOTAL:	25,615	45,017	5,213

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	327.5	141	8	58	75	\$878.44
February	262.2	36	85	10	0	\$2,028.95
March	249.75	46	79	10	603	\$1,560.82
April	359.75	104	34	24	100	\$1,947.54
TOTAL:	1,199.25	327	206	102	778	\$6,415.75

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 April highlights include:

- Centerville Hearing Plans for Major Online Retailer's Distribution Warehouse
- Blaine Leaders Work to Fill Open Council Seat After Jason Smith's Resignation
- Colleges Work to Help Fill "Thousands" of Healthcare Industry Vacancies
- Spring Lake Park Leaders Work With Residents to Develop Parks Master Plan
- School Bus Companies Can Apply for Millions of Dollars in Grants to Pay for Stop Arm Safety Cameras
- Lexington Fire Department Uses Unique Partnerships to Purchase Equipment it Needs



- Anoka Hennepin Recognizes Teacher Who Uses Comic Books to Lure More Students to Reading
- Blaine Leaders Discuss Moving Forward Without HyVee
- Chomonix Workers, Golfers Ready for Start of Season After Long Winter
- Lino Lakes Filling Open Jobs for Soon to Open Rookery Activity Center
- North Metro Law Enforcement Using New Tool to Curb Catalytic Converter Thefts
- Golden Lake Elementary School Readies for 50th Anniversary Celebration
- Spring Lake Park Police Host First “Coffee With a Cop” Event
- Sunrise Elementary School Expansion Plans in Works Just Three Years After it Opened

In addition to daily playbacks of North Metro TV News on the cable systems, there are 1,056 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

Anoka County Tax Assessor Answers Questions About Property Tax Notices
810 Views

Closed Captioning

NMTV is getting closer to providing closed captioning for all programs played on all of our platforms. Video Engineer, Matt Waldron is currently installing new playback equipment in master control, including equipment related to closed captioning. Once the install is completed, another round of testing will take place. If everything goes as planned, closed captioning should be added to programs by early summer.

Strategic Planning

NMTV staff met in April to kick off a series of meetings focused on developing a strategic plan for North Metro TV. Topics of discussion included services we currently provide, services we could add, and opportunities for generating additional income. A comprehensive metro-wide pay study and updates to the employee handbook are also underway.

Concerts and Plays

We have been busy this month with coverage of school plays and concerts. Educational Coordinator, T.J. Tronson recorded and uploaded Frozen, for Centennial Middle School, and The Little Red Hen for Golden Lake Elementary School. The plays were recorded for a fee, and then made available to parents to download. Similarly, the Sports Department recorded the Blue Heron Elementary 2nd Grade Choir Concert, the Centerville Elementary 2nd Grade Program, and the Blue Heron Elementary 4th Grade Program.



The performances were uploaded to YouTube for parents to enjoy. (Almost 2,000 views so far!)

Still Photography for Cities

Video production isn't the only communications resource NMTV staff provides to cities. More and more frequently requests are being made for still photography to be posted to city websites. Municipal Coordinator, Trevor Scholl, has been taking pictures of the Centerville City Council for their new website, and Special Events Coordinator, T.J. Tronson, is wrapping up a photoshoot of the Rookery for the City of Lino Lakes. His shoot includes underwater shots with the GoPro, along with standard DSLR shots.

City Productions

In April, Municipal Producer, Trevor Scholl, completed three productions. The shows include an episode of Mayor's Minutes, coverage of the Walk for Animals and a commercial for a paying client. Completed programs include:

- Mayor's Minutes: Blaine Spring 2022
- Walk for Animals 2022
- Kottke Bus Service Commercial (Commercial Client)



New and ongoing projects 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

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
Off Constantly	David Bauer	00:30:16
Bad Movie Bros	Eric Houston	00:25:12
Rice Creek Watershed District Meeting (2 episodes)	Theresa Stasica	04:31:36
Christ Lutheran Church (8 episodes)	Chance Amundson	06:01:09
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	02:25:54
24 New Programs		19:54:07 New Hours

NMTV Staff Programs

Title	Producer	Runtime
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
Frozen – Centennial Middle School Play (Fee Paid)	T.J. Tronson	01:04:39
The Little Red Hen – Golden Lake Elementary School (Fee Paid)	T.J. Tronson	00:20:57
NMTV News (4 episodes)	Danika Peterson/Rusty Ray	01:28:42
Mayor's Minutes: Blaine Spring 2022	Trevor Scholl	00:06:15
Walk for Animals	Trevor Scholl	00:02:54
Kottke Bus Service Ad (Commercial Client)	Trevor Scholl	00:01:00
Boys Tennis: Blaine/Centennial	Kenton Kipp/Ted Leroux	00:41:45
Girls Lacrosse: Coon Rapids/Spring Lake Park	Kenton Kipp/Ted Leroux	01:27:35
Boys Tennis: Andover/Spring Lake Park	Kenton Kipp/Ted Leroux	01:16:34
Girls Lacrosse: Anoka/Blaine	Kenton Kipp/Ted Leroux	01:26:28
Softball: Rogers/Spring Lake Park	Kenton Kipp/Ted Leroux	01:52:49

Boys Volleyball: Centennial/Spring Lake Park	Kenton Kipp/Ted Leroux	01:24:56
Blue Heron Elementary 2 nd Grade Concert (YouTube Only)	Kenton Kipp/Ted Leroux	00:33:14
Centerville Elementary 2 nd Grade Concert (YouTube Only)	Kenton Kipp/Ted Leroux	00:22:45
Blue Heron Elementary 4 th Grade Concert (YouTube Only)	Kenton Kipp/Ted Leroux	00:28:15
20 New Programs		14:56:55 New Hours

City Meetings

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
24 New Programs		27:00:30 New Hours

If you have any questions or comments regarding this monthly report please contact

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