

## Video Production



Municipal Producer, Trevor Scholl, completed ten productions in July. The shows include an episode of Mayor’s Minutes, a series of Night to Unite videos, Centerstage Centerville business profiles and a very popular piece on the Ham Lake farmer’s market (over 500 views on Youtube). Programs were also produced by T.J. Tronson, Danika Peterson, Rusty Ray, Kenton Kipp, and Patrick Willson 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.

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

Title	Producer	Runtime
Blaine 3M Open Tent Video	Trevor Scholl	00:20:00
Night to Unite 2021: Spring Lake Park	Trevor Scholl	00:02:06
Night to Unite 2021: Centennial Lakes Police Department	Trevor Scholl	00:03:26
Business Profile: Alloy Brewing	Trevor Scholl	00:08:00
Night to Unite 2021: Anoka County	Trevor Scholl	00:02:09
Night to Unite 2021: Blaine	Trevor Scholl	00:02:39
Centerstage: Centerville Lions Club	Trevor Scholl	00:01:30
Blaine Mayor’s Minutes Summer	Trevor Scholl	00:04:41
Centerstage: Laurie’s School of Dance	Trevor Scholl	00:01:30
Blaine Leaders Mull Changes to Pioneer Park	Danika Peterson/Rusty Ray	00:01:00
Centennial Fire District Celebrates Retirement of 44 Year Veteran	Danika Peterson/Rusty Ray	00:02:05
Centerville History Exhibit Opens in City Hall	Danika Peterson/Rusty Ray	00:02:21
Lino Lakes Community Leaders Help Revive Blue Heron Eents this Summer	Danika Peterson/Rusty Ray	00:02:26
35W to Reopen Soon	Danika Peterson/Rusty Ray	00:01:39
USA Cup Soccer Brings Tourism Dollars to Blaine	Danika Peterson/Rusty Ray	00:02:48
Master Gardeners Diagnose Plant and Insect	Danika Peterson/Rusty Ray	00:03:09

Mysteries		
Lino Lakes Gets Ready for Night to Unite	Danika Peterson/Rusty Ray	00:03:29
Life Savers Recognized in Lino Lakes	Danika Peterson/Rusty Ray	00:03:55
Centerville Fetes des Lacs Parade	Kenton Kipp/J. Millington	00:36:44
Anoka County Board Meeting (7/13/21)	T.J. Tronson	01:27:08
Anoka County Board Meeting (7/27/21)	T.J. Tronson	00:23:29
Centennial Fire District Steering Committee Meeting (7/15/21)	Patrick Willson	01:26:21

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

- Fall Mayor's minutes
- Blaine PD awards
- Anoka County community action promo
- Centerville business profiles
- BPD hearing impaired relations
- Circle Pines virtual tour
- Taking some vacation in August

## Equipment Consulting/Technical Support

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### **Blaine**

- 7.2.21: Went to Blaine City Hall to check on audio issue. The graphics not receiving audio. Adjusted the FS2 to the right audio settings and the right upconverting settings.
- 7.5.21: The audio setting for the FS2 was not on embedded. Fixed. Audio and video from Brightsign working.
- 7.5.21: Switched the 2x1 switch over to the Brightsign. It was on the chamber feed.
- 7.2.21: Went with NMTV staff to get the document camera to work. Figured out how to send the video to the monitors and broadcast feed. Uses same path as the Crestron input. Showed staff how to add marks and set sources with the LCS.

### **Centerville**

- 7.14.21: Adjusted frame sync for Centerville meetings. Keeps reverting to -10db on the audio output for no apparent reason. Reset to +5db. Will monitor.

### **Circle Pines**

- 7.14.21: Met with NMTV staff to set-up for fire steering committee meetings. Problem with LSA Dashboard program. Ross remoted in and found problem. Had to readjust the amount of RAM allocated to Dashboard. Then created new Xpression files, representatives, marks and LCLS files for new meetings.

### **Ham Lake**

- No assistance required.

### **Lexington**

- No assistance required.

### **Lino Lakes**

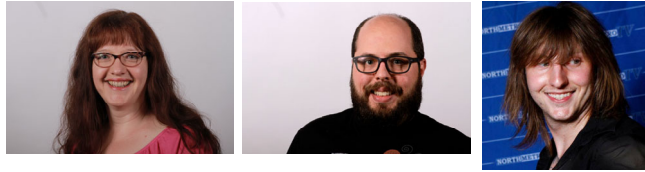
- No assistance required.

### **Spring Lake Park**

- 7.2.21: Installed new camera. Had to restripe the RS-232 cable and make it into an Ethernet cable. Launched the Sony Camera control by adding it to devices. Camera signal will need to be formatted.

- 7.2.21: Brought new power adapter for the Crestron HDMI convertor that stopped working.  
**All Cities**
- 7.12.21: Staff Brightsign meeting to discuss regular updates and training for additional staff.

## 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 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 July:

<b>Title</b>	<b>Producer</b>	<b>Runtime</b>
Blaine City Council Meeting (7/7/21)	T.J. Tronson	02:07:38
Blaine Planning Commission Meeting (7/13/21)	T.J. Tronson	02:16:08
Blaine City Council Meeting (7/19/21)	Trevor Scholl	01:05:24
Blaine Park Board Meeting (7/27/21)	Trevor Scholl	00:44:11
Centerville Park & Planning & Zoning Meeting (7/6/21)	Dylan Salber	02:32:43
Centerville Park & Rec Meeting (7/7/21)	Dylan Salber	01:58:02
Centerville City Council Meeting (7/14/21)	Teresa Bender	01:37:02
Centerville EDA Meeting (7/21/21)	Dylan Salber	02:11:38
Centerville City Council Meeting (7/28/21)	Teresa Bender	01:51:03
Circle Pines City Council Meeting (7/13/21)	Trevor Scholl	00:39:02
Circle Pines Utility Commission Meeting (7/21/21)	Patrick Willson	00:38:50
Circle Pines City Council Meeting (7/27/21)	Danika Peterson	00:50:24
Ham Lake City Council Meeting (7/6/21)	Patrick Willson	01:17:40
Ham Lake Planning Commission Meeting (7/12/21)	Danika Peterson	00:07:06
Ham Lake City Council Meeting (7/19/21)	Patrick Willson	00:49:36
Ham Lake Planning Commission Meeting (7/26/21)	T.J. Tronson	00:38:25
Lexington City Council Meeting (7/1/21)	Lexington Staff	00:11:27
Lexington City Council Meeting (7/15/21)	Lexington Staff	00:10:26
Lino Lakes City Council Meeting (7/12/21)	Anne Serwe	00:20:07
Lino Lakes Planning & Zoning Meeting	Anne Serwe	00:42:54

(7/14/21)		
Lino Lakes City Council Meeting (7/26/21)	Anne Serwe	00:58:27
Lino Lakes Environmental Board Meeting (7/28/21)	Anne Serwe	00:38:46
Spring Lake Park City Council Meeting (7/6/21)	Isaac Quick	01:29:44
Spring Lake Park City Council Meeting (7/19/21)	Isaac Quick	01:43:33
<b>24 New Programs</b>		<b>27:40:16 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	233	325:16:43
Centerville	92	134:05:59
Circle Pines	152	89:16:58
Ham Lake	73	71:13:54
Lexington	99	33:56:22
Lino Lakes	83	82:44:21
Spring Lake Park	116	149:52:46
<b>Totals:</b>	<b>848 Program Playbacks</b>	<b>886:27:03 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 July:

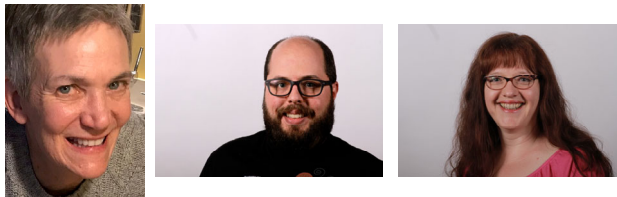
**Blaine**

- Transcoded and uploaded 7 videos to Carousel.

**Centerville**

- Transcoded and uploaded 7 videos to Carousel.
  - Sent Teresa copies of all 44 graphics currently running on Centerville Carousel
- Circle Pines**
- Transcoded and uploaded 4 video to Carousel.
  - Amended 2 data pages for Carousel.
- Ham Lake**
- Transcoded and uploaded 4 video to Carousel.
  - Responded to request for new Carousel slide.
- Lexington**
- Transcoded and uploaded 3 video to Carousel.
- Lino Lakes**
- Transcoded and uploaded 5 video to Carousel.
- Spring Lake Park**
- Transcoded and uploaded 3 videos to Carousel.
  - Created 5 new data pages for 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. 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 July:

- **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**
- 4 meetings bookmarked and placed on VOD.
- **Lexington**
- 2 meeting placed on VOD.
- **Lino Lakes**
- 4 meetings bookmarked and placed on VOD.
- **Spring Lake Park**
- 2 meetings bookmarked and placed on VOD

## Administrative

The issues dealt with in July included processing the 2<sup>nd</sup> quarter franchise and PEG fee data, tallying new expense reports for additional COVID 19 costs, and participating in the petition for re-hearing of the 6<sup>th</sup> Circuit Court decision regarding franchise fees.



## **2<sup>nd</sup> Quarter Franchise Fee and PEG Fee Processing**

- Received 2nd quarter franchise and PEG fee reports and payments from Comcast.
- Entered data into spread sheets for PEG fees received, franchise fees received, and gross revenues.
- Comcast franchise fees, were up \$2,705 over the previous quarter. PEG fees were down \$2,377 over the previous quarter.
- Subscriber numbers continue to slowly decline.
- Income predictions continue to meet expectations.

## **Franchise Renewal**

- Comcast has our draft of the franchise.
- Waiting for a response from Comcast regarding.

## **Miscellaneous**

- Worked with staff to schedule Fire Steering Committee meeting on requested channels.
- Signed on to Petition for Re-Hearing of the 6<sup>th</sup> Circuit Court decision regarding franchise fees. Read Petition.
- Spoke with Council Member Steve King regarding audio on Centerville channel.
- Responded to request from Ham Lake for pictures/drone shots of parks for website. Coordinated staff.
- Scheduled staff meeting to discuss possible upgrades to city Carousel home pages.
- Sent out meeting canceled reminders to Cable Commission and Operations Committee.
- Signed Alliance for Community Media letter requesting the President Biden nominate a fifth member to the FCC.
- Reviewed July Legal Report. Forwarded to Cable Commission and Operations Committee.
- Finalized COVID 19 expenses incurred after first COVID grant documentation.
- Went on vacation.
- Read industry articles.