

North Metro TV

July 2021 Update

Program Production

In June, a total of 114 **new programs** were produced utilizing the North Metro facilities, funds, and services. This constitutes **93:00:00 hours of new programming**.

- 19 programs were produced by the public
- 91 programs were produced by NMTV staff
- 4 programs were produced by City staff



Van Shoots

The HD production truck was utilized for 14:15:00 hours of production in July. The following events were produced live and recorded for additional playback:

- Centerville Fetes des Lacs Parade
- USA Cup Soccer:
 - June 14, 2021: 3 Games



vMix Live Streaming Shoots

The vMix single camera production system was utilized to record/transmit 41 USA Cup Soccer sporting events. 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.

- USA Cup Soccer: June 9: 8 Games
- USA Cup Soccer: June 10: 8 Games
- USA Cup Soccer: June 11: 8 Games
- USA Cup Soccer: June 14: 2 Games
- USA Cup Soccer: June 15: 6 Games
- USA Cup Soccer: June 16: 6 Games
- USA Cup Soccer: June 17: 3 Games



Most Viewed Live Stream Sporting Event

USA Cup Soccer
2,205 Views

Live Workshops

Workshop	Instructor	Organization	Students
How to Make a TV Show: Week 1: Camera and Tripod	Eric Houston	General Public	6
How to Make a TV Show: Week 2: Microphones/Promo Shoot	Eric Houston	General Public	2
How to Make a TV Show: Week 2: Microphones/Promo Shoot	Eric Houston	General Public	4
3 Live Workshops			12 Students

VOD Workshop Views

Workshop	Type	# of Views	Hours Viewed
We Love Lucy: The Lucille Ball Story	Full	21	1.25 hrs
The Immortal Ingrid Pitt	Mini	34	1.5 hrs
The Oscars: 90 Years of the Academy Awards	Full	6	1 hrs
Tim Curry Horror Picture Show	Mini	12	.25 hrs
Back to the Eighties: The Decade's Biggest...	Full	N/A	N/A
James Bond: 50 Years of 007	Full	N/A	N/A
Eurovision: A Celebration	Mini	N/A	N/A
Yabba-Dabba-Do! The Fantastic World of Hanna...	Full	669	72 hrs
Superman: The Man of Steel on the Silver Screen	Full	2	.75 hrs
The Fantastic Four on the Silver Screen	Mini	5	.25 hrs
Christmas in Hollywood	Full	5	.75 hrs
TV's Greatest Christmas Specials	Full	10	1.25 hrs
Chicago Christmas Classics	Mini	85	4.25 hrs
Let's Go Ghostbusters: Filmaton's Haunted Heroes	Mini	6	.25 hrs
Monster Movies of the 40s and 50s	Full	154	15.5 hrs
Monster Movies of the 20s and 30s	Full	25	4 hrs
The Presidency on Film JQA to JFK	Full	N/A	N/A
Monstervision: The Legend of Joe Bob Briggs	Mini	35	2.5 hrs
The Cult of Caroline Munro	Mini	935	39 hrs
The Marilyn Monroe Story	Full	1358	266 hrs
Nick at Nite: A TV Viewer's Dream	Mini	36	1.25 hrs
The Birth of Animation: Mickey, Bugs, and Betty...	Full	7	1.5 hrs
Hollywood Goes to War: World War II	Full	17	2.5 hrs
Come on Down: Game Shows of the 70s and 80s	Full	47	2.5 hrs
The Quiz Show Scandals and Other Game Shows...	Full	78	19.5 hrs
The Three Stooges: Comedy's Heavy Hitters	Full	10	.25 hrs
The Marx Brothers: Groucho, Harpo, Chico...	Full	78	6.5 hrs
Mary Pickford: The World's First Movie Star	Full	9	.5 hrs
Hollywood Goes to the Dogs: Lassie, Benji...	Full	6	1 hr
29 VOD Workshops		3,650 Total Views	459.5 Hours Viewed



Most Viewed YouTube Workshop

The Marilyn Monroe Story
1,358 Views

YouTube Stats

Month	Viewers	Videos Viewed	Hours Watched	New Subscribers	Total Impressions
January	23,800	38,487	3,620.2	132	532,400
February	21,198	34,307	3,201	103	507,655
March	26,738	46,359	5,147	145	668,404
April	20,378	28,623	1,653	84	462,844
May	26,205	39,801	4,364	141	559,725
June	78,020	98,880	16,114	335	2,187,848
July	19,290	25,592	1,848.5	61	401,947
TOTAL:	215,629	312,049	35,947.7	1,001	5,320,823

NMTV Website Stats

Month	Number of Users	Number of Views	Live Stream Views
January	6,103	20,923	1,324
February	5,860	16,285	1,692
March	5,347	14,476	2,182
April	4,313	9,558	599
May	3,534	8,928	845
June	4,072	10,641	1,360
July	4,563	12,497	2,205
TOTAL:	33,792	93,308	10,207

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	387	74	136	3	516	\$1,927.20
February	358	77	101	15	1,097	\$688.06
March	587.50	153	76	73	850	\$3,007.08
April	429	134	52	92	860	\$1,550.12
May	302.5	92	83	0	300	\$1,916.48
June	230.5	37	57	0	363	\$582.78
July	345.25	69	79	0	166	\$1,761.16
TOTAL:	2,640.00	636	584	183	4,152	\$11,432.88

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 July highlights include:

- 3M Open, Blaine Ready to Welcome Fans Back This Month



- Anoka County Master Gardener: Watering Techniques
- Fireworks on Short Supply According to Retailers
- Lino Lakes Could Look for Partners to Help Reopen Former YMCA
- Weinermobile makes Stop in Spring Lake Park
- State Takes Input From North Metro Drivers About Highway 65, University Avenue
- Anoka County License Centers Back Open to Walk-In Customers
- Centennial Fire District Celebrates Retirement of 44 Year Veteran Firefighter
- Lino Lakes Community Leaders Help Revive Blue Heron Days Events This Summer
- USA Cup Returns, Brings Hundreds of Teams and Thousands of Fans Back to Blaine
- Blaine A New Senior Living Hotspot, According to Developers
- 35W To Fully Reopen in the North Metro, With New EZPass Lanes
- 3M Open In Its Third Year in Blaine
- Local Companies Get a Boost During 3M Open
- Master Gardeners Help Solve Garden Mysteries
- Potential Bus Route Changes in Spring Lake Park
- Lino Lakes Gives Out Life Saving Awards
- Turf Installed at Blaine High School
- New County Effort to Support Shopping Local

In addition to daily playbacks of North Metro TV News on the cable systems, there are 907 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

Turf Installed at Blaine High School
188 Views

Night to Unite

Municipal Producer, Trevor Scholl, produced five versions of a Night to Unite video, featuring various communities and Police Departments. Representatives from Anoka County, the Centennial Lakes Police Department, Spring Lake Park, Blaine and Lino Lakes all participated in the project. Each segment featured interviews with local law enforcement and footage from neighborhood parties. The importance of police interaction, in a stress free environment, was highlighted along with the opportunity to meet and interact with neighbors.

Cumulatively, the videos have been watched nearly 600 times on the NMTV Youtube channel.



USA Cup Soccer

As always, July is a busy soccer month for North Metro TV. Staff, interns, and volunteers rallied forces to cover a total of 44 USA Cup games, including the pre-USA Cup weekend games. Three of the games were covered utilizing the HD production van. The rest were done utilizing the very nimble and mobile vMix system. Because of the agility provided through this system we were able to cover more than one game at a time and stream it live on all of our outlets. It is much easier to break-down the vMix equipment and move from field to field. (Once the truck is set-up it has to stay where it is.)

The National Sports Center also contracted with NMTV to live-stream several matches through their media outlets.



In Person Classes

In person classes are back at NMTV! Instructor, Eric Houston, began his five-week production series for public access users in mid-July. The series focuses on the basics of video production and includes workshops covering cameras, tripods, microphones, editing, and studio shooting. Once the basics are taught, the students work in teams to create original station promos and as a crew to record an in-studio talk show. The practical experiences give the students a chance to use their new-found skills in a live production environment. Eric limits class attendance to six participants. The class is full!



City Productions

In July, Municipal Producer, Trevor Scholl, completed ten productions. The shows include an episode of Mayor's Minutes, coverage of Night to Unite throughout the North Metro, and a video for use in the tent at the 3M Open. Programs completed include:

- Blaine Mayor's Minutes: Summer 2021
- Blaine 3M Open Tent Video
- Night to Unite: Spring Lake Park
- Night to Unite: Blaine
- Night to Unite: Centennial Lakes Police Department
- Night to Unite: Anoka County
- Centerstage Centerville: Centerville Lions Club
- Centerstage Centerville: Laurie's School of Dance
- Business Profile: Alloy Brewing
- Ham Lake Farmers Market



New and ongoing projects 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

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	00:27:00
A Fresh New Day	Anita Wardlaw	00:14:31
Rice Creek Watershed District Meeting	Theresa Stasica	02:07:10
Christ Lutheran Church (4 episodes)	Chance Amundson	03:42:43
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	02:47:32
19 New Programs		15:18:56 New Hours

NMTV Staff Programs

Title	Producer	Runtime
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	Patrick Willson	01:26:21

Committee Meeting (7/15/21)		
NMTV News (5 episodes)	Danika Peterson/Rusty Ray	01:56:15
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 Mysteries	Danika Peterson/Rusty Ray	00:03:09
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
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
Ham Lake Farmers Market	Trevor Scholl	00:02:19
Centerville Fetes des Lacs Parade	Kenton Kipp/J. Millington	00:36:44
USA Cup Soccer: Alaska/Lakes United	Kenton Kipp/J. Millington	01:15:27
USA Cup Soccer: Fusion Navy/Tonka	Kenton Kipp/J. Millington	01:27:27
USA Cup Soccer: Iowa/Manitou	Kenton Kipp/J. Millington	01:06:08
USA Cup Soccer: Red Elite/Edina	Kenton Kipp/J. Millington	00:56:31
USA Cup Soccer: Academy Elite/Blaine	Kenton Kipp/J. Millington	00:57:00
USA Cup Soccer: Tonka/Eclipse SC	Kenton Kipp/J. Millington	00:57:35
USA Cup Soccer: St.Michael A/MN Rush	Kenton Kipp/J. Millington	00:53:24
USA Cup Soccer: Chicago/MN Rush	Kenton Kipp/J. Millington	00:52:21
USA Cup Soccer: BVB/Celtic	Kenton Kipp/J. Millington	00:53:23
USA Cup Soccer: Prior Lake/Gitchie G	Kenton Kipp/J. Millington	00:53:23
USA Cup Soccer: Tempo/Mpls United	Kenton Kipp/J. Millington	00:52:40
USA Cup Soccer: Twin Cities/Aztecs	Kenton Kipp/J. Millington	01:02:23
USA Cup Soccer: WI/Inter FC	Kenton Kipp/J. Millington	01:04:09
USA Cup Soccer: Central MN/Mundelein	Kenton Kipp/J. Millington	00:57:03
USA Cup Soccer: Doughty/Portage	Kenton Kipp/J. Millington	01:03:32
USA Cup Soccer: Firebirds/Tri-City	Kenton Kipp/J. Millington	01:04:36
USA Cup Soccer: MN Rush/Tri-City	Kenton Kipp/J. Millington	01:03:47
USA Cup Soccer: Mpls/United	Kenton Kipp/J. Millington	00:55:05
USA Cup Soccer: CC United/Magic	Kenton Kipp/J. Millington	01:05:36
USA Cup Soccer: Magic City/Mpls	Kenton Kipp/J. Millington	01:34:35
USA Cup Soccer: Tri-City/WI Rapids	Kenton Kipp/J. Millington	01:21:50
USA Cup Soccer: Mundelein/Campton	Kenton Kipp/J. Millington	01:13:11
USA Cup Soccer: BVB/River FC	Kenton Kipp/J. Millington	01:13:55
USA Cup Soccer: Inter FC/Club Champs	Kenton Kipp/J. Millington	01:05:30
USA Cup Soccer: Campton/North Oaks	Kenton Kipp/J. Millington	01:14:41
USA Cup Soccer: Keliix/Rayaditos	Kenton Kipp/J. Millington	01:35:59
USA Cup Soccer: Lakeville/Dakota	Kenton Kipp/J. Millington	01:13:11
USA Cup Soccer: CRINLS/MTA	Kenton Kipp/J. Millington	01:06:30
USA Cup Soccer: Fusion/Manitou	Kenton Kipp/J. Millington	01:05:20
USA Cup Soccer: Fire SC/Cleveland	Kenton Kipp/J. Millington	01:19:56
USA Cup Soccer: SE Pumas/NW United	Kenton Kipp/J. Millington	01:37:45
USA Cup Soccer: Fusion FC/JaHbat FC	Kenton Kipp/J. Millington	01:23:13
USA Cup Soccer: Iowa/Centennial SC	Kenton Kipp/J. Millington	01:11:25

USA Cup Soccer: MN Eclps/Maplewood	Kenton Kipp/J. Millington	01:35:02
USA Cup Soccer: Urban V/Sheridan	Kenton Kipp/J. Millington	01:26:30
USA Cup Soccer: N. Sub/Alaska	Kenton Kipp/J. Millington	01:14:07
USA Cup Soccer: Eagan/Blaine	Kenton Kipp/J. Millington	01:24:23
USA Cup Soccer: Joy/Winona	Kenton Kipp/J. Millington	01:24:52
USA Cup Soccer: Wright Co/MN Rush	Kenton Kipp/J. Millington	01:15:02
USA Cup Soccer: Fusion SC/NE United	Kenton Kipp/J. Millington	01:24:15
USA Cup Soccer: CCL/NSSA	Kenton Kipp/J. Millington	01:22:40
USA Cup Soccer: Tonka/CCL	Kenton Kipp/J. Millington	01:22:40
USA Cup Soccer: Lakeville/St. Paul	Kenton Kipp/J. Millington	01:23:16
71 New Programs		59:54:03 New Hours

City Meetings

Title	Producer	Runtime
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 (7/14/21)	Anne Serwe	00:42:54
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
24 New Programs		27:40:16 New Hours

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

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