

### Program Production

In April, a total of **61 new programs** were produced utilizing the North Metro facilities, funds, and services. This constitutes **59:30:00 hours of new programming**.

- 22 programs were produced by the public
- 35 programs were produced by NMTV staff
- 4 programs were produced by City staff



### Van Shoots

The HD production truck was utilized for 18:45:00 hours of production in April. The following events were produced live and/or recorded for additional playback:

- Boys Tennis: Blaine vs. Spring Lake Park
- Baseball: Centennial vs. Blaine
- Girls Lacrosse: Spring Lake Park vs. Centennial



### vMix Live Streaming Shoots

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

- Softball: Centennial vs. Blaine



### Most Viewed YouTube Sporting Event

Girls Lacrosse: Spring Lake Park vs. Centennial  
269 Views

## VOD Workshop Views

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Workshop	Type	# of Views	Hours Viewed
Batman's Greatest Villains	Mini	147	12.25 hrs
Columbo: One More Thing	Mini	4718	589.75 hrs
King of the Cowboys 4 – John Wayne	Mini	41	4 hrs
King of the Cowboys 3 – Randolph Scott	Mini	94	4 hrs
King of the Cowboys 2 – Autry/Rogers	Mini	265	15.5 hrs
King of the Cowboys 1 – Strong and Silent	Mini	41	3.5 hrs
Great British Game Shows	Mini	38	1.75 hrs
We Love Lucy: The Lucille Ball Story	Full	88	14 hrs
The Immortal Ingrid Pitt	Mini	486	22.25 hrs
The Oscars: 90 Years of the Academy Awards	Full	49	6.25 hrs
Tim Curry Horror Picture Show	Mini	29	1 hrs
Back to the Eighties: The Decade's Biggest...	Full	8	1.25 hrs
James Bond: 50 Years of 007	Full	16	2 hrs
Eurovision: A Celebration	Mini	NA	NA
Yabba-Dabba-Do! The Fantastic World of Hanna...	Full	434	34.25 hrs
Superman: The Man of Steel on the Silver Screen	Full	NA	NA
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	143	6.5 hrs
Let's Go Ghostbusters: Filmmation's Haunted Heroes	Mini	NA	NA
Monster Movies of the 40s and 50s	Full	260	14 hrs
Monster Movies of the 20s and 30s	Full	NA	NA
The Presidency on Film JQA to JFK	Full	5	.5 hrs
Monstervision: The Legend of Joe Bob Briggs	Mini	12	.5 hrs
The Cult of Caroline Munro	Mini	1242	46.5 hrs
The Marilyn Monroe Story	Full	59	6.5 hrs
Nick at Nite: A TV Viewer's Dream	Mini	93	1.5 hrs
The Birth of Animation: Mickey, Bugs, and Betty...	Full	NA	NA
Hollywood Goes to War: World War II	Full	90	10.75 hrs
Come on Down: Game Shows of the 70s and 80s	Full	78	16.25 hrs
The Quiz Show Scandals and Other Game Shows...	Full	100	41.5 hrs
The Three Stooges: Comedy's Heavy Hitters	Full	NA	NA
The Marx Brothers: Groucho, Harpo, Chico...	Full	72	6.25 hrs
Mary Pickford: The World's First Movie Star	Full	NA	NA
Hollywood Goes to the Dogs: Lassie, Benji...	Full	4	.5 hrs
<b>36 VOD Workshops</b>		<b>8,612 Total Views</b>	<b>863 Hours Viewed</b>



### Most Viewed YouTube Workshop

Columbo: One More Thing  
4,718 Views

## YouTube Stats

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Month	Viewers	Videos Viewed	Hours Watched	New Subscribers	Total Impressions
January	26,847	33,656	2,176.25	64	375,076
February	39,350	51,758	5,263	201	1,169,051
March	58,859	74,726	7,070	237	1,833,467
April	53,014	97,942	3,445	58	421,789
<b>TOTAL:</b>	<b>178,070</b>	<b>258,082</b>	<b>17,954.25</b>	<b>560</b>	<b>3,799,383</b>

## NMTV Website Stats

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Month	Number of Users	Number of Views	Live Stream Views
January	5,568	10,793	1,625
February	5,229	10,091	1,040
March	6,404	11,943	868
April	6,626	11,569	799
<b>TOTAL:</b>	<b>23,827</b>	<b>44,396</b>	<b>4,332</b>

## Home Movie Transfers

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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	225	51	59	0	0	\$764.92
February	180.75	35	43	0	0	\$234.52
March	284.75	82	62	0	0	\$1,046.56
April	564	149	161	27	236	\$1,871.45
<b>TOTAL:</b>	<b>1,254.5</b>	<b>317</b>	<b>325</b>	<b>27</b>	<b>236</b>	<b>\$3,917.45</b>

## Production Highlights

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### NMTV News Highlights

Each week Danika Peterson and Eric Nelson create a news program that highlights events, people, issues, and information important to citizens of our Member Cities. Some April highlights include:

- Twin Cities Suburb Rolls Out Welcome Mat for President Joe Biden
- No Mow May Coming to More North Metro Cities
- North Metro Politician Gets a Couple Minutes With President Joe Biden
- Blaine Bike Shop Ready for Cycling Season
- Groundbreaking for 911 Call Center is a Huge Step for Anoka County
- Leslie Larson Wins Blaine Special Election
- Visionary Student Brings Cricket to Blaine High School
- North Metro Impacted By Spring Floods
- North Suburban Arts Center Faces Funding Challenges



- Local Volunteers Try to Keep the Mississippi River Clean

In addition to daily playbacks of North Metro TV News on the cable systems, there are **1,209 local stories** archived for viewers on the **NMTV YouTube channel**. The channel can be accessed through the [northmetrotv.com](http://northmetrotv.com) website.



### Most Viewed YouTube News Story

Water World! North Metro Impacted by Spring Floods  
323 Views

### Arrive Alive 2023

Arrive Alive 2023 has been completed. The final production included three parts. The first was an intro recorded with Jackie Wagner, the Centennial High School Resource Officer. The intro was used for the long-form version of the program to explain, in more detail, the intent of the program. The party/accident video was another part of the program that was prerecorded and then played during the funeral event. The final part includes the funeral event before the student body. All three segments were combined for the final program currently playing on all NMTV platforms. The 15 minute party/accident video is also available on YouTube as a stand alone production. While Arrive Alive is a very time consuming and technically difficult production, it is a very impactful project that NMTV is proud to be a part of.



### Digital Equity Committee

As a part of NMTV's collaboration with the Minnesota Office of Broadband Development, we are gathering information regarding internet affordability, barriers to accessing internet-enabled devices, and issues certain groups may face trying to use devices and the internet. First we are ascertaining what programs and services may already be available in our seven cities that might address some of these problems. Second, Studio Manager, Eric Houston, has set up listening sessions for various demographics, including senior citizens, to gather qualitative examples of barriers folks face accessing and utilizing broadband services. Third, Eric is distributing surveys to various groups to gather quantitative data that we can share with the OBD. Staff believes that NMTV is uniquely qualified to address possible solutions to access and training for broadband usage.

### Conversations

The News Team of Danika Peterson and Eric Nelson produced an episode of Conversations in April. The episode focused on mental health awareness and suicide prevention. It featured Katie Shatusky, the Executive Director of Thumbs Up, an organization committed to preventing suicides and supporting families dealing with suicide. The show also featured two moms who lost children to suicide.



## Home Movie Transfers Up

After a winter lull, April was a very busy month for home movie transfers. It was both the busiest month of the year, and the second busiest month since the beginning of the service. Advertisements in several city newsletters seemed to have helped get the word out! Almost all of the customers were from Blaine, Circle Pines, Ham Lake, and Lino Lakes. Coincidence?? Probably.

## City Productions

In April, Municipal Producer, Trevor Scholl, completed three productions. They included a public safety employee profile and a Center Stage Centerville episode. Completed programs include:

- Public Safety Employee Profile: SLP SRO Imig
- Animal Humane Society: Walk for Animals
- Center Stage Centerville: NorBella Senior Living



New and ongoing projects include:

- Blaine Police Department community outreach events
- Public safety employee profiles, fire departments
- Summer Mayor's Minutes
- City summer events
- Business profiles
- Rookery show
- Blaine Facebook live town halls

Trevor touches base with contacts on a regular basis and also encourages Cities to contact him with ideas for new videos.

## Public Access Programs

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Title	Producer	Runtime
Rice Creek Watershed District Meeting (2 episodes)	Theresa Stasica	03:53:21
Christ Lutheran Church Worship (5 episodes)	Chance Amundson	04:23:20
Christ Lutheran Church Worship Message (2 episodes)	Chance Amundson	01:01:41
Christ Lutheran Church Music	Chance Amundson	00:32:00
Lovepower (4 episodes)	Rick Larson	04:00:00
The Power of Love (4 episodes)	Rick Larson	02:00:00
Oak Park Community Church (3 episodes)	David Turnidge	02:04:28
Hope Church On-line	Parker Payne	00:46:51
<b>22 New Programs</b>		<b>18:41:41 New Hours</b>

## NMTV Staff Programs

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Title	Producer	Runtime
Anoka County Board Meeting (4/11/23)	T.J. Tronson	01:11:49
Anoka County Board Meeting (4/25/23)	T.J. Tronson	01:08:28
Arrive Alive 2023	T.J. Tronson	01:14:05
NMTV News (2 episodes)	Danika Peterson/Eric Nelson	00:54:57
Conversations With Thumbs Up Mental	Danika Peterson/Eric	00:36:10

Health Awareness	Nelson	
Walk for Animals 2023	Trevor Scholl	00:01:51
Meet the Staff: SLP SRO Imig	Trevor Scholl	00:05:26
Center Stage Centerville: NorBella Senior Living	Trevor Scholl	00:01:30
Boys Tennis: Blaine/Spring Lake Park	Kenton Kipp/Ted Leroux	01:24:46
Baseball: Centennial/Blaine	Kenton Kipp/Ted Leroux	03:08:55
Girls Lacrosse: Spring Lake Park/Centennial	Kenton Kipp/Ted Leroux	01:17:43
Softball: Centennial/Blaine	Kenton Kipp/Ted Leroux	01:59:16
Blue Heron Elementary Choir Concert	Kenton Kipp/Ted Leroux	00:22:13
<b>14 New Programs</b>		<b>13:23:34 New Hours</b>

## City Meetings

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Title	Producer	Runtime
Blaine City Council Meeting (4/3/23)	T.J. Tronson	02:12:54
Blaine Planning Commission Meeting (4/12/23)	T.J. Tronson	00:30:32
Blaine City Council Meeting (4/17/23)	Trevor Scholl	02:44:14
Blaine Natural Resources Conservation Board Meeting (4/18/23)	Trevor Scholl	01:50:34
Blaine Park Board Meeting (4/25/23)	Trevor Scholl	01:23:02
Centerville Planning & Zoning Meeting (4/4/23)	John Murphy	00:47:01
Centerville Park & Rec Meeting (4/5/23)	John Murphy	02:06:02
Centerville City Council Meeting (4/12/23)	Teresa Bender	01:37:05
Centerville EDA Meeting (4/19/23)	John Murphy	02:13:16
Centerville City Council Meeting (4/26/23)	Teresa Bender	01:27:15
Circle Pines Park Board Meeting (4/4/23)	Ray Flint	00:22:30
Circle Pines City Council Meeting (4/11/23)	Ray Flint	01:45:33
Circle Pines Utility Commission Meeting (4/19/23)	Ray Flint	00:37:47
Circle Pines City Council Meeting (4/25/23)	Ray Flint	01:04:14
Ham Lake City Council Meeting (4/3/23)	Eric Nelson	00:03:20
Ham Lake City Council Meeting (4/17/23)	Danika Peterson/David Little	00:28:55
Ham Lake Planning Commission Meeting (4/24/23)	Danika Peterson/David Little	00:08:00
Lexington City Council Meeting (4/6/23)	Lexington Staff	00:28:29
Lexington City Council Meeting (4/20/23)	Lexington Staff	00:19:54
Lino Lakes City Council Meeting (4/10/23)	Anne Serwe	00:18:09
Lino Lakes City Council Meeting (4/24/23)	Anne Serwe	00:19:55
Lino Lakes Environmental Board Meeting (4/26/23)	Anne Serwe	01:02:38
Spring Lake Park City Council Meeting (4/3/23)	Ray Flint	00:35:54
Spring Lake Park City Council Meeting (4/17/23)	Ray Flint	00:57:43
Centennial Fire District Steering Committee Meeting (4/20/23)	Ray Flint	01:54:15
<b>25 New Programs</b>		<b>27:19:11 New Hours</b>

If you have any questions or comments regarding this monthly report please contact Heidi Arnson at 763.231.2801 or [harnson@northmetrotv.com](mailto:harnson@northmetrotv.com).