

North Metro TV

July 2020 Update

Program Production

In July, a total of 68 **new programs** were produced utilizing the North Metro facilities, funds, and services. This constitutes **58:45:00 hours of new programming**.

- 23 programs were produced by the public
- 25 programs were produced by NMTV staff
- 20 programs were produced by City staff



Van Shoots

Due to the cancellation of all public events, the HD truck was not used during the month of July. The Sports production staff spent the month making changes in the truck to help safeguard crew once shoots resume....and some more archiving and organizing.



Workshops

Workshop	Instructor	Organization	Students
Lecture Series – LIVE-Hollywood Goes to War	Eric Houston	General Public via Youtube Live	25 Live, 33 VOD
Lecture Series – VOD Quiz Show Scandals and Other Game Shows of the 50s and 60s	Eric Houston	General Public via Youtube	22 VOD
Lecture Series – VOD-The Three Stooges: Comedy's Heavy Hitters	Eric Houston	General Public via Youtube	6 VOD
Lecture Series – VOD Come On Down! Game Shows of the 70s and 80s	Eric Houston	General Public via Youtube	29 VOD
Lecture Series – VOD Mary Pickford: The World's First Movie Star	Eric Houston	General Public via Youtube	5 VOD
Lecture Series – VOD The Marx Brothers: Groucho, Chico, Harpo, and Sometimes Zeppo	Eric Houston	General Public via Youtube	104 VOD
1 Live Workshop			25 Live Students, 199 Students w/VOD

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	192.75	69	4	13	415	\$639.00
February	286	69	86	18	1,020	\$3,595.00
March	343.25	58	107	0	3,587	\$627.00
April	0	0	0	0	341	\$0.00
May	0	0	0	0	495	\$0.00
June	333.5	107	25	0	1,258	\$1,153.00
July	387	60	139	0	0	\$1,114.00
TOTAL:	1,542.5	363	361	31	7,116	\$7,128.00

Public Usage Stats

For statistical purposes, the public access department documents total numbers of unique individuals and total hours of usage of the facility by the general public, every month. These numbers include regular users, class participants, individuals transferring videos, people who attend events, and any other public usage of the facility. The numbers do not take into account the many members of the public who work with any other NMTV department, such as news, sports, municipal, or educational.

Month	Unique Individuals	Total Usage Hours
January	131	504.75
February	155	636.5
March	59	466.75
April	0	0
May	0	0
June	93	702
July	45	660.75
TOTAL PUBLIC USAGE:		2,970.75

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 July highlights include:

- State and Local Chambers of Commerce Distribute Masks to Business Owners
- North Metro School Leaders React to State Re-Opening Plans
- Mail-in Ballots Taking Off Ahead of Primary and General Elections
- Lino Lakes Leaders Search for Answers After YMCA Closes
- Anoka County Leaders Work to Bring High Speed Internet Access to More People
- Managing Mosquitos With the Metropolitan Mosquito Control District
- Social Media Provides Results for Police
- 3M Open Brings High PR Value Even Without Spectators
- 3M Open Mural
- Summer Camps in a Box Happening From Home
- Anoka County Man Shares his COVID19 Story



- Food Shelves Get Financial Boost
- Anoka Ramsay Community College Plans for Fall Term
- Wolf Puppies Get Ready to Join the Pack at the Wildlife Science Center
- Video Games Available for Check-out at Johnsville Library
- Centennial Dance Team Takes Major Fundraiser On-line

In addition to daily playbacks of North Metro TV News on the cable systems, there are 694 local stories archived for viewers on the NMTV YouTube channel. The channel can be accessed through the northmetrotv.com website.

Decision 2020: Primaries

And we're off! The 2020 election season has started. Danika Peterson and Rusty Ray launched the primary season by creating web pages for the the primary candidates. Each candidate was sent an invitation to send a picture and bio for the web page. All of the candidates were also invited to participate in one-on-one interviews so voters could get to know them. Candidates for Blaine City Council Wards 1 and 3, and candidates for the Blaine Mayoral race were invited to participate. So far, the Local Decision Primary Interviews have logged over 4,430 views on the NMTV YouTube page. The interviews also played on the Blaine channel and on NMTV.



Production Truck Safety Measures

Steps are being taken to make the production truck a safer work environment, considering COVID19. Plexi-glass separators have been installed between crew spots that cannot be socially distanced. Other crew spots have been moved throughout the truck to maximize distances between operators. Extra head-sets and mic screens have been purchased to eliminate the need for sharing and cross-contamination. We are also looking into a filter for the air-conditioning and HVAC system for cleaner air filtration. Crew members will be required to wear masks and hand sanitizer will be provided.

New Lecture

Instructor, Eric Houston, presented one new lecture, live, on YouTube in July. The class is called Hollywood Goes to War. It includes information about patriotic efforts of film stars during World War II. This was the first lecture produced with a more elaborate editing presentation that better fits the YouTube format. Participants seemed to like it. Comments included, "Wonderfully done. The new format was flawless," and, "I have seen all the shows you have produced. Hollywood Goes to War is the best one yet. Very moving!"

City Productions

In July, Municipal Producer, Trevor Scholl, completed nine productions, including three new episodes of Centerstage Centerville, three projects for Blaine Public Works and Park and Rec, and an advertisement for the 2020 3M Open for Blaine. He also got final approval on a project with the Blaine Police Department. Programs completed include:

- Centerstage Centerville: Carbones
- Centerstage Centerville: Ruffridge Johnson
- Centerstage Centerville: Centerville Floral and Design
- Blaine 3M Open 2020 Commercial
- Blaine Police Department Community Message
- Parks & Rec at Home Blaine Wetlands 1
- Parks & Rec at Home Blaine Wetlands 2
- Parks & Rec at Home Blaine Wetlands 3
- Blaine Public Works Tree Removal (For City Council)

New and ongoing projects include:

- Continuing Centerville business profiles
- Car seat videos with the SBM
- Blaine community gardens update



- Summer Mayor's Minutes
- Ham Lake Cars for Neighbors

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.

Production Equipment Consulting for Cities

- **Blaine**
- No assistance required.
- **Centerville**
- No assistance required.
- **Circle Pines**
- No assistance required.
- **Ham Lake**
- 7.27.20: Went to City Hall with T.J. to setup the marks and change the locations of the board members for the PC meeting. Reviewed equipment set-up and operation.
- 7:27:20: Helped with problem 10 minutes before live meeting.
- 7.28.20: Stopped by City Hall to look into to check on document camera.
- **Lexington**
- No assistance required.
- **Lino Lakes**
- No assistance required.
- **Spring Lake Park**
- 7.21.20: Talked with Wanda about trouble with the projector. Scheduled visit.
- 7.22.20: Went to Spring Lake Park to trouble shoot. An AC adaptor had shorted out. Will purchase new adaptor.
- **All Cities**
- No assistance required.

City Channel 16 Playback Stats

City	Number of Times Long-Form Programs Played	Hours Programmed on Channel
Blaine	228	287:32:49
Centerville	51	86:25:56
Circle Pines	159	148:48:37
Ham Lake	59	51:53:58
Lexington	94	75:59:10
Lino Lakes	65	60:12:29
Spring Lake Park	89	72:52:01
Totals:	745 Program Playbacks	783:45:00 Hours of Video Programming on Channels

Programs Produced by the Public

Title	Producer	Runtime
Lovepower (6 episodes)	Rick Larson	06:00:00
The Power of Love (6 episodes)	Rick Larson	03:00:00
Rice Creek Watershed District Meeting (2 episodes)	Theresa Stasica	05:48:39
Christ Lutheran Church (4 episodes)	Chance Amundson	04:16:11
Oak Park Community Church (5 episodes)	David Turnidge	03:01:41
23 New Programs		22:06:31 New Hours

Programs Produced by NMTV Staff

Title	Producer	Runtime
Anoka County Board Meeting (7/14/20)	T.J. Tronson	01:16:29
Anoka County Board Meeting (7/28/20)	T.J. Tronson	01:27:49
NMTV News (4 episodes)	Danika Peterson/Rusty Ray	01:45:52
Local Decision 2020: Blaine City Council Ward 1 Primary	Danika Peterson/Rusty Ray	00:21:30
Local Decision 2020: Blaine Mayoral Primary	Danika Peterson/Rusty Ray	00:39:29
Local Decision 2020: Blaine City Council Ward 3 Primary	Danika Peterson/Rusty Ray	00:42:03
Blaine 3M Open 2020 Advertisement	Trevor Scholl	00:00:30
Centerstage Centerville: Carbones	Trevor Scholl	00:01:30
Centerstage Centerville: Ruffridge Johnson	Trevor Scholl	00:01:30
Centerstage Centerville: Centerville Floral	Trevor Scholl	00:01:30
Blaine PD Community Message	Trevor Scholl	00:13:44
Park & Rec at Home: Blaine Wetlands 1	Trevor Scholl	00:09:56
Park & Rec at Home: Blaine Wetlands 2	Trevor Scholl	00:09:53
Park & Rec at Home: Blaine Wetlands 3	Trevor Scholl	00:12:26
Blaine Public Works Tree Removal	Trevor Scholl	00:02:00
Private Video: Sidney Kubes College Soccer Recruiting Highlight Video	Kenton Kipp	00:12:28
19 New Programs		07:18:39 New Hours

City Meetings

Title	Producer	Runtime
Blaine City Council Meeting (7/6/20)	Blaine Staff	02:14:35
Blaine Planning Commission Meeting (7/14/20)	Blaine Staff	01:03:53
Blaine City Council Meeting (7/20/20)	Blaine Staff	01:43:10
Blaine Natural Resources Conservation Board Meeting (7/21/20)	Blaine Staff	00:46:59
Blaine Park Board Meeting	Blaine Staff	01:03:45
Centerville Park & Rec Meeting (7/1/20)	Centerville Staff	00:42:38
Centerville Planning & Zoning Meeting (7/7/20)	Centerville Staff	02:20:25
Centerville City Council Meeting (7/8/20)	Centerville Staff	01:37:16
Centerville EDA Meeting (7/15/20)	Centerville Staff	02:11:31
Centerville City Council Meeting (7/22/20)	Centerville Staff	02:12:49
Circle Pines City Council Meeting (7/14/20)	Circle Pines Staff	01:04:32
Circle Pines Utility Commission Meeting (7/15/20)	Circle Pines Staff	00:40:10
Circle Pines Planning Commission Meeting (7/20/20)	Circle Pines Staff	00:15:38
Circle Pines City Council Meeting (7/28/20)	Circle Pines Staff	01:29:22
Ham Lake City Council Meeting (7/6/20)	T.J. Tronson	01:04:32
Ham Lake Planning Commission Meeting (7/13/20)	T.J. Tronson	00:12:07
Ham Lake City Council Meeting (7/20/20)	T.J. Tronson	00:26:58
Ham Lake Planning Commission Meeting (7/27/20)	T.J. Tronson	00:22:19
Lexington City Council Meeting (7/2/20)	Lexington Staff	01:23:24
Lexington City Council Meeting (7/16/20)	Lexington Staff	00:12:48

Lino Lakes Planning & Zoning Meeting (7/8/20)	Lino Lakes Staff	01:11:38
Lino Lakes City Council Meeting (7/13/20)	Anne Serwe	00:56:59
Lino Lakes City Council Meeting (7/27/20)	Anne Serwe	01:11:16
Lino Lakes Environmental Board Meeting (7/29/20)	Lino Lakes Staff	01:13:13
Spring Lake Park City Council Meeting (7/6/20)	Spring Lake Park Staff	00:28:57
Spring Lake Park City Council Meeting (7/20/20)	Spring Lake Park Staff	01:07:41
26 New Programs		29:18:45 New Hours

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