

Video Production



This month, Municipal Producer Trevor Scholl profiled the Harvest Hustle 5k. The annual Thanksgiving morning run brings together members of the community with the City of Blaine, Burn Boot Camp, TPC Twin Cities, and the 3M Open to highlight charity during the holidays. Runners can have a good time, collect some goodies, and donate to Toys for Tots.

Speaking of charitable giving, Trevor teamed up with the North Metro TV news team to cover the Serving Others event at the Spring Lake Park Hy-Vee. The event saw SBM firefighters shop for groceries, toys, and other essentials for the less fortunate.

Trevor also worked with Blaine Police Officer Wesley Villegas to produce a Community Notification and Education Meeting video regarding a level three sex offender moving into the community. Brad Vandervegt of the Department of Corrections came to our station to record a presentation that Trevor then shared with the City of Blaine and the Blaine Police Department. Trevor typically records one to two of these meetings a year. While the subject matter is often upsetting, these meetings are a necessary and valuable service to the community.



TJ Tronson worked with city staff to create a new promo video for the Ham Lake Senior Center. The promo took a couple of months to complete and is now airing on the Ham Lake city channel and is available online.



Interim Co-Executive Director and News Director Danika Peterson saw great online success with a story covering a nearby Blaine Police Department arrest. They also wrapped up their local election coverage. The 32 individual candidate interviews they created have received more than 8,000 views online. Danika also created custom result graphics for each race and shared them on social media the morning after the election.

This Month's Completed Videos Playing In-Between Scheduled Programming on City Cable Channels and Streaming

Title	Producer	Runtime
Blaine HS students collect record amount of coats for charity	Eric Nelson	2 minutes
Blaine Shooting 11-19	Eric Nelson	1 minute
Chain of Lake Rotary is serving the community	Danika Peterson	3 minutes
Election 2024 turnout in Blaine	Eric Nelson	2 minutes
Ham Lake Senior Center Promo	TJ Tronson	2 minutes
Harvest Hustle 5K	Trevor Scholl	3 minutes
Metro Transit propose new bus routes for Blaine	Eric Nelson	3 minutes
November student of the Month - Tyler Cook, Centennial HS	Eric Nelson	4 minutes
SBM Fire Department joins community grocery giving at Hy-Vee	Danika Peterson and Trevor Scholl	2 minutes
SBM holiday safety tips	Eric Nelson	2 minutes

Equipment Consulting/Technical Support



- Blaine**
 - Repaired a faulty HDMI cable that feeds the dais monitors
- Centerville**
 - No assistance required
- Circle Pines**
 - No assistance required
- Ham Lake**
 - No assistance required
- Lexington**
 - Serviced and tested city council microphones
- Lino Lakes**
 - Set up video feeds in city hall to accommodate an unusually large audience for the 11/21 meeting
- Spring Lake Park**
 - No assistance required



Channel Management

Programming Coordinator Michele Silvester, along with help from TJ Tronson and Eric Houston, 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 uploaded to our CG servers, formerly known as Carousel. As each live meeting

is being recorded at City Hall, it is routed to the North Metro TV head-end and then sent out live over the cable system. It is also simultaneously encoded on a server for future playbacks. The following meetings were processed this month:

Title	Producer	Runtime
Anoka County Board Meeting (11/12)	TJ Tronson	32 minutes
Blaine City Council Meeting (11/4)	TJ Tronson	2 hours
Ham Lake City Council Meeting (11/4)	Ben Brannon	2 minutes
Spring Lake Park City Council Meeting (11/4)	Ray Flint	44 minutes
Centerville Park & Recreation Committee Meeting (11/6)	Colin Branch	2 hours 36 minutes
Blaine Planning Commission Meeting (11/12)	TJ Tronson	22 minutes
Centerville City Council Meeting (11/13)	Colin Branch	1 hour 56 minutes
Centerville Planning & Zoning Committee Meeting (11/12)	Eric Houston	2 hours 8 minutes
Circle Pines City Council Meeting (11/12)	Ray Flint	25 minutes
Ham Lake Planning Commission Meeting (11/12)	Ben Brannon	2 hours
Lino Lakes City Council Meeting (11/12)	Anne Serwe	1 hour 30 minutes
Lino Lakes Planning & Zoning Board Meeting (11/13)	Anne Serwe	52 minutes
Blaine City Council Meeting (11/18)	Trevor Scholl	1 hour 37 minutes
Centerville EDA Meeting (11/18)	Colin Branch	51 minutes
Ham Lake City Council Meeting (11/18)	Ben Brannon	51 minutes
Spring Lake Park City Council Meeting (11/18)	TJ Tronson	32 minutes
Lino Lakes City Council Special Joint Meeting (11/21)	TJ Tronson	1 hour 33 minutes
Ham Lake City Council Meeting (11/25)	Ben Brannon	1 hour 32 minutes
Lino Lakes City Council Meeting (11/25)	Anne Serwe	36 minutes
Spring Lake Park Planning Commission (11/25)	Ray Flint	1 hour 5 minutes
Blaine Park Board Committee Meeting (11/26)	Trevor Scholl	36 minutes
Circle Pines City Council Meeting (11/26)	Ray Flint	1 hour 5 minutes
Circle Pines Utilities Commission (11/26)	Ray Flint	9 minutes
Lino Lakes Environmental Board Committee Meeting (11/26)	Anne Serwe	1 hour
24 New Programs		26.25 New Hours

Meetings are scheduled for replay based on schedules requested by each City. Additional, full length video programs, produced by NMTV staff, are also scheduled on the channels. Shorter videos and promos are loaded onto the CG servers, rather than being scheduled as separate playbacks. These short videos play back in a repeating cycle, along with graphics pages, and air on the channels between scheduled programs, 24 hours a day. The table below outlines how many times a regular length video program was entered into the Tightrope system and played back on each City channel.

City	Number of Times Programs Played	Hours Programmed on Channel
Blaine	169	169.5 hours
Centerville	76	111.75 hours
Circle Pines	127	76.25 hours
Ham Lake	104	89.5 hours
Lexington	90	30 hours
Lino Lakes	80	81.5 hours
Spring Lake Park	150	98 hours

The last category of programming on City channels consists of a bulletin board, or graphics pages, that display information about the City, local events, and other issues of interest to citizens. With the installation of the CG servers, Eric Houston updates the information on all seven channels. He works closely with City staff to ensure that all requested informational slides are created and posted to the satisfaction of the City. Even though Eric is doing the work of creating the informational pages, the Cities maintain editorial control. In addition to the graphics pages, the CG units play video. Each video's producer is responsible for posting any short videos that are displayed. The following work was done for City CG servers this month:

- **Blaine**
 Uploaded 7 videos to CG.
- **Centerville**
 Uploaded 1 videos to CG.
- **Circle Pines**
 Uploaded 2 videos to CG.
- **Ham Lake**
 Uploaded 7 videos to CG.
 Created 1 new CG slides.
- **Lexington**
 Uploaded 1 videos to CG.
- **Lino Lakes**
 Uploaded 1 videos to CG.
- **Spring Lake Park**
 Uploaded 3 videos to CG.
 Created 5 new CG slides.

Closed Captioning



Closed captioning is an additional service provided by North Metro TV. Every city meeting is closed captioned live via our Tightrope system. That process is assigned a per-minute price by Tightrope. Once the meeting is recorded on our servers for repeat airings, that version of the meeting must be captioned separately. This is accomplished through a system owned by North Metro TV and does not incur an additional cost. The following table tallies the number of minutes of captioning provided to each city for the month.

City	Minutes of Live Closed Captioning	Minutes of Post Closed Captioning
Blaine	252	252
Centerville	709	709
Circle Pines	100	100
Ham Lake	289	289
Lexington	16	16
Lino Lakes	332	332
Spring Lake Park	103	103
Totals:	1,801 Minutes	1,801 Minutes

Meetings on Demand



NMTV has created a Video on Demand service, with agenda item bookmarking, for our Cities' meetings. In order to accomplish this, each meeting goes through 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 agenda item and entering the corresponding chapter titles. Next, the meeting is linked to the NMTV website's city meeting page for Video on Demand. Finally, PDF copies of the meeting agenda are attached to the video. The following meetings were bookmarked and/or placed on VOD for the Cities this month:

- **Blaine**
 - 4 meetings bookmarked and placed on VOD.
- **Centerville**
 - 4 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 meetings placed on VOD.
- **Lino Lakes**
 - 3 meetings bookmarked and placed on VOD.
- **Spring Lake Park**
 - 3 meetings bookmarked and placed on VOD.

Meeting Podcasts



NMTV provides a city meeting podcast service. Depending on each city's wishes, any or all meetings can be converted. All podcasts are available across six platforms: Apple Podcasts, Spotify, Podbean, Amazon Music/Audible, iHeart Radio, and Pocket Casts. Links to each platform are available on each individual channel's website and at northmetrotv.com/podcasts.

- **Blaine**
 - Uploaded 4 city meeting podcasts.
 - 29 total downloads
- **Centerville**
 - Uploaded 4 city meeting podcasts.
 - 8 total downloads
- **Circle Pines**
 - Uploaded 2 city meeting podcasts.
 - 17 total downloads

Ham Lake

- Uploaded 2 city meeting podcasts.
- 23 total downloads

Lexington

- Uploaded 2 city meeting podcasts.
- 5 total downloads

Lino Lakes

- Has decided not to convert city meetings to podcasts.

Spring Lake Park

- Uploaded 3 city meeting podcasts.
- 32 total downloads

Meeting Transcripts



NMTV also provides a city meeting transcription service. Depending on each city's wishes, any or all meetings can be transcribed. The transcripts are generated using an online platform called Otter.ai, which creates an interactive transcript that is broken down by speaker. Anyone using the transcript can click on any word to hear the meeting audio. Once created, links to each transcript are sent to relevant city staff, who often use the transcripts to help with creating meeting minutes.

Blaine

- Not participating.

Centerville

- Created 4 meeting transcripts.

Circle Pines

- Created 3 meeting transcripts.

Ham Lake

- Created 4 meeting transcripts.

Lexington

- Not participating.

Lino Lakes

- Created 3 meeting transcripts.

Spring Lake Park

- Created 3 meeting transcripts.



Administrative

Potential Merger

- Appeared at a Lino Lakes City Council Workshop to present the comparison document and answer questions
- Appeared at a Centerville City Council Workshop to present the comparison document and answer questions
- Hosted a workshop for the Cable Commission to discuss a potential merger

Employee Handbook

- Continued to work on updates to the North Metro TV employee handbook
- Focused on updating time off policies, work from home policies, and cannabis policies
- Consulted existing member city handbooks for language and examples

Phone System Upgrade

- Worked with phone contractor to upgrade our fax line
- Decommissioned a redundant phone line

Staff Communication

- Continued regular meetings with station staff to foster communication and understanding and to create a more efficient workplace.
 - Conducted employee annual reviews
 - Continued with regular, twice monthly producers meetings
 - Continued with monthly full staff meeting
 - Continued with monthly NMTV Sports team meeting

Cable Customer Requests

- Requests forwarded to Comcast:
 - Jennifer Moss of Blaine was concerned about a series of texts she was receiving claiming something was wrong with her account. We advised her not to respond to the texts as they could be fraudulent. We then reached out to Comcast on her behalf.
 - Jennifer Welf needed help contacting Comcast to terminate the account of a deceased relative.
- We also receive a steady stream of phone calls from Comcast customers who call us in error after finding our number on their bill. We typically provide them with the proper number for Comcast and recommend calling them directly to resolve the issue. If they cannot resolve the issue in this way, we invite them to call back. We received 4 such calls this month.
 - 1 was a general billing question
 - 1 was an inquiry about channel line up
 - 1 was experiencing trouble with caller ID
 - 1 wished to inform Comcast that their bill payment would be late

Miscellaneous

- Reviewed November Legal Report
- Read industry articles
- Attended webinars and meetings hosted by MACTA