



**NORTHWEST
COMMUNITY
TELEVISION**

**ANNUAL REPORT
2012**





Northwest Community Television

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February, 2013

Northwest Suburbs Cable Communications Commission Members
Northwest Community Television Board Members

It is my honor to present to you our very first Northwest Community Television Annual Report. This report is for 2012 and our plan is to provide you with a report each year and present it at the February meeting and then post it on our website after the report has been officially accepted. The report may evolve over time in terms of its content, layout and overall look, but the goal is to simply package data we are already collecting and present it to you in report form.

Although we are primarily reporting on programming and the overall operation of Northwest Community Television, it is my intent to also highlight some of the actions of the Northwest Suburbs Cable Communications Commission within this letter to summarize some of the important actions taken by the commission in order to support the on-going operations of Northwest Community Television.

The cable commission approved contracts in February, 2012 with the ATS&R architectural firm in Golden Valley and CBG Communications to work with our staff on the needs assessment for the cable franchise renewal. **(It should be noted that Comcast presented the commission with official notification of franchise renewal on January 3rd, 2011. A lot of work for franchise renewal took place in both 2011 and 2012).** Our franchise with Comcast expires in December, 2013 and one of the most important aspects of the franchise renewal is our needs assessment. ATS&R made their presentation about a proposed building expansion to the cable commission in May of 2012. CBG Communications presented their technical report about High Definition, Video on Demand and other technologies that are vital to the on-going success of Northwest Community Television at the meeting in September. The Northwest Suburbs Cable Communications Commission approved the Proposed Franchise Renewal Agreement along with all of the supporting documents at the meeting which took place on November 15. Those cable franchise documents were then forwarded to Comcast.

SERVING

Brooklyn Center
Brooklyn Park
Crystal
Golden Valley
Maple Grove
New Hope
Osseo
Plymouth
Robbinsdale

The commission formally recognized Dr. Duane Orn who represents Brooklyn Center for his 30 years of service on the NWCT board and continues to serve as an active member. Robbinsdale Mayor, Mike Holtz was also recognized for his 20 years of service on the NWCT board and cable commission. Mike Holtz announced his retirement from both the board and commission effective at the end of 2012.

Executive Director, Greg Moore announced that he would be retiring on December 13, 2012. The commission appointed Assistant Executive Director, Mike Johnson to be the new Executive Director effective December 14. Both Greg and Mike have served together in the northwest suburbs for 30 years and Greg was formally recognized at the November meeting for his outstanding service and leadership to both the cable commission and board since January of 1983.

In addition to all the community programming statistical data, we have also included the list of cable commission and NWCT board members who served in 2012 as well as our mission statement and organization chart.

In terms of our organization, we are only as good as the staff within it. I want to thank our staff for their hard work, energy and creative abilities they bring to the organization each and every day.

Finally, I want to say a special thank you to every cable commission and board member along with the communities you represent for your on-going strong support and commitment to our organization. We have been providing an essential and important service to the northwest suburbs for over 30 years. Cable customers, community organizations and residents value our services and we are committed to not only meeting their expectations but exceeding them.

Sincerely,

A handwritten signature in cursive script that reads "Mike Johnson". The signature is written in dark ink and is positioned above the printed name and title.

Mike Johnson
Executive Director

Northwest Suburbs Cable Communications Commission Commissioners who Served in 2012

		Date Started
Bill Blonigan	City of Robbinsdale	February 1981
Mike Holtz	City of Robbinsdale	January 1992
Joan Russell	City of Golden Valley	March 1994
Al Madsen	City of Maple Grove	June 1997
Helen LaFave	City of Plymouth	May 1999
Anne Norris	City of Crystal	June 2000
Andy Hoffe	City of New Hope	January 2007
Jim Willis	City of Plymouth	January 2007
Kirk McDonald	City of New Hope	October 2007
Jamie Verbrugge	City of Brooklyn Park	June 2008
Phil Leith	City of Maple Grove	October 2008
Tim Willson	City of Brooklyn Center	January 2010
Doug Reeder	City of Osseo	September 2010
Mark Schulz	City of Osseo	September 2010
Julie Deshler	City of Crystal	February 2011
Mike Freiberg	City of Golden Valley	February 2011
John Irvin	City of Brooklyn Park	September 2011
Rex Newman	City of Brooklyn Center	May 2012

Northwest Suburbs Community

Access Corporation

Board of Directors

who Served in 2012

		Date Started
Duane Orn	City of Brooklyn Center	April 1982
Helen LaFave	City of Plymouth	August 1987
Mike Holtz	At Large	January 1992
Al Madsen	City of Maple Grove	June 1997
Marcia Glick	City of Robbinsdale	February 1998
Anne Norris	City of Crystal	January 2001
Joan Russell	At Large	November 2002
Rex Newman	At Large	April 2005
Jamie Verbrugge	City of Brooklyn Park	June 2008
Scott Jameson	Public Access	February 2010
Tom Burt	City of Golden Valley	May 2011
Mike Goebel	Public Access	February 2012
Doug Reeder	City of Osseo	May 2012
Kirk McDonald	City of New Hope	October 2012

NWSCCC & NWCT MISSION

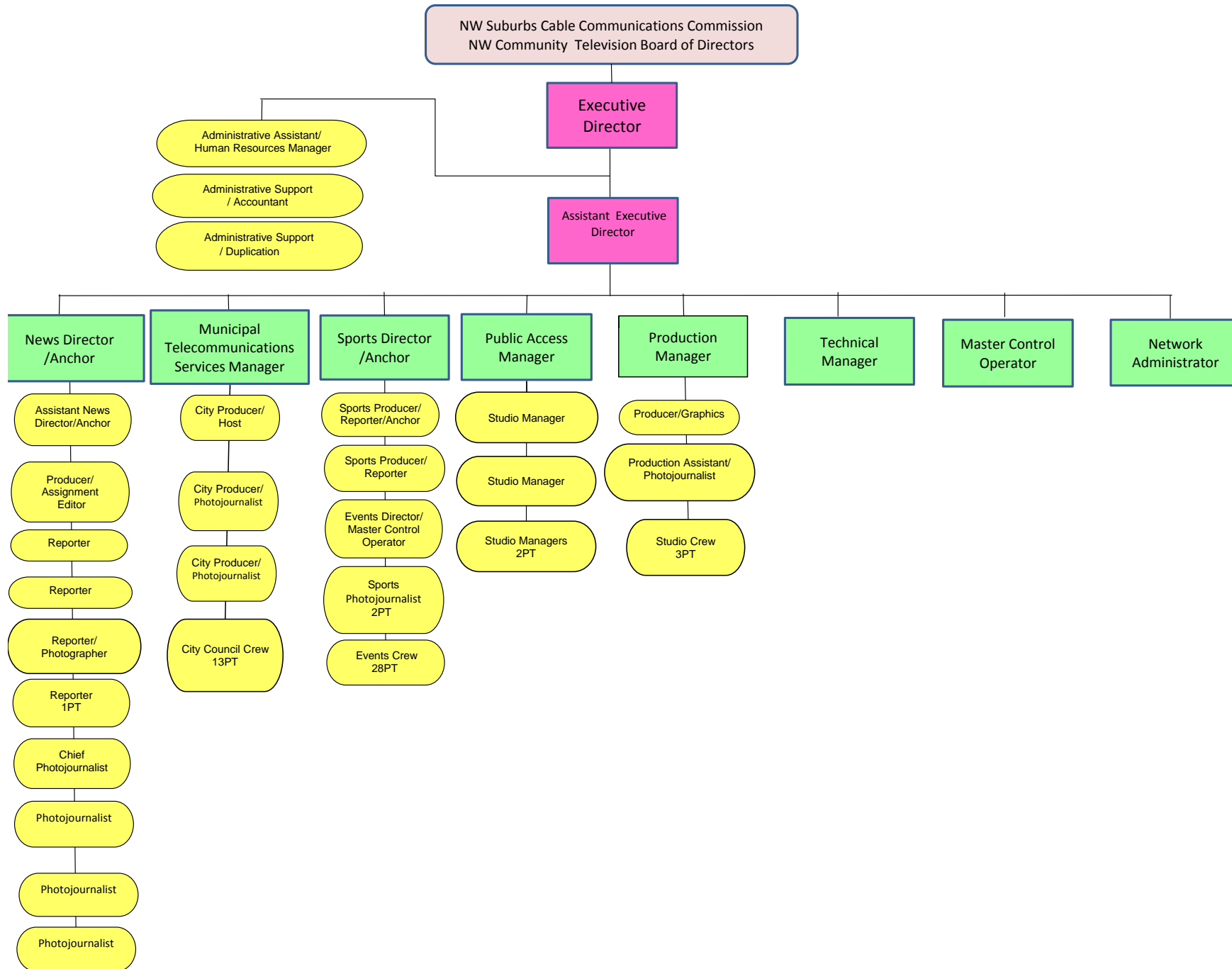
Northwest Suburbs Cable Communications Commission

Protect the member cities constituents' interest as they relate to cable television and other services, especially as they impact the rights-of-way. Protect the franchise fee and peg fee for community television and related interest.

Northwest Community Television

Continue our mission to be subscriber focused by keeping citizens in the northwest suburbs better informed and help build a strong sense of community by providing news and information to cable television subscribers which is family appropriate and specifically about the area that we serve. Provide area residents the opportunity to make television programs and to assist cities by producing television programs about their communities. Cablecast and webcast official meetings and to provide on-going technical support to cities.

Northwest Community Television/Channel 12 Organization Chart



Municipal

City Meetings

NWCT City Meeting Crews recorded and broadcast live a total of 348 regular and special city meetings in 2012. That is an average of 29 per month.

They break down like this:

Brooklyn Center	Total: 24 24 City Council
Brooklyn Park	Total: 58 36 City Council, 11 Economic Development Authority, 11 Planning Commission
Crystal	Total: 46 24 City Council, 22 Economic Development Authority,
Golden Valley	Total: 42 24 City Council, 5 Housing Redevelopment Authority, 13 Planning Commission
Maple Grove	Total: 34 22 City Council, 12 Planning Commission
New Hope	Total: 22 22 City Council, (<i>Adding Planning Commission Meetings in 2013</i>)
Osseo	Total: 47 24 City Council, 12 Economic Development Authority, 7 Planning Commission, 4 Work sessions
Plymouth	Total: 41 22 City Council, 19 Planning Commission
Robbinsdale	Total: 34 23 City Council, 11 Economic Development Authority

Grand Total: 348 Meetings

Candidate Forums

City Meeting Crews recorded and broadcast live Candidate Forums encompassing 17 different nights or events, featuring forums for **37 different political races** in our area. Those forums received more than 2600 views on YouTube.

Channel 16 Cablecast systems

In 2012, we completed the installation and implementation of the city Tighrope systems that was started in the fall of 2011. This system has allowed our cities the ability to much more effectively utilize the Channel 16 signal that is narrow-cast within their city. This technology has streamlined the process of replaying city meetings, and has allowed them to be shown more frequently. In addition, the automated replays systems have given much added benefit to the programming produced for the Community Corner segments on Channel 12. We are now replaying on channel 16 the Northwest Cities, Mayors' Minutes, and the specific topic video segments that are produced for each city on a rotating basis. In addition, the electronic billboarding part of the system is easily managed by NWCT administrative staff and producers who produce and maintain the information visuals based on content requests from each city.

City Hall Council Chambers projects

In 2012, we had two significant city broadcast system replacement projects that were undertaken.

At **New Hope**, the Cameras and video switcher and related infrastructure were replaced with HD equipment that will allow us to easily make the transition to High Definition on the cable system when that opportunity presents itself. As part of that project, the lighting system in the council chambers was replaced in order to provide a much better lighting environment for the cameras. Both aspects of the project were planned and managed by NWCT staff.

At the city of **Brooklyn Park**, we are just in the final stages of installation and implementation of the completely replaced council chambers broadcast system, and the addition of a broadcast video system in one of the city hall conference rooms. In addition, a whole new control room and office area was built on the upper level of city hall to accommodate the equipment and the city's Communications Staff. Starting last spring, NWCT staff has worked closely with the city and an AV/Broadcast systems consulting firm to specify, design and bid the project. Staff also has been closely involved with the project management, installation and implementation of these two systems which we expect to be completed in the next few weeks.

Switch to YouTube

In the spring of 2012, we began a process of switching our online video archives for Channel 12 programming over to YouTube. Our previous streaming service provider, based in Mankato, MN had been swallowed up a couple of times by larger corporations and was no longer able to respond adequately to our needs at a cost that was reasonable. They informed us that the current services we were getting would be no longer available by February of 2013. After much research by staff and hours of debate and discussion, it was decided that YouTube would be the most economical alternative and give us the most on-line exposure for our Cities' video programming as well as the Channel 12 content. Over the course of the Summer and Fall we worked to make sure that all existing video that was still being linked to on various city websites was transferred to YouTube, and we worked on refining procedures and training staff for implementing the new system and developed the Channel 12 YouTube home page. By mid-August we were no longer uploading to the old system and by December 1, 2012 we were able to abandon the old system. Our fees for the old system had been running about \$2000 per month on average. . . YouTube costs are significantly less.

In addition to the switch to YouTube we also implemented a new service for 24/7 live streaming of Channel 12 and many sporting events. Those sporting events are archived on Livestream for on-demand viewing as well. We continue to use the Granicus system for streaming and archiving of city meetings.

Websites

Both websites underwent some changes during 2012.

Parts of the **NWSCCC site** were recently reworked to provide a more organized way for visitors to find video of their particular city's meetings. Archived meeting videos are now displayed and organized by type of meeting and then under a tab for each year's archive list. Staff worked with the service provider, Granicus, to make these changes to each individual city's archive page.

The more significant changes took place with the **twelve.tv website**. We started out with the intention of doing just a cosmetic update to the look of the twelve.tv website. As it became apparent that the new video streaming system was going to have different technical parameters, we were going to have to change how video was being presented on the website. This led to a more extensive revamp of the site, and a rework of much of the back-end automation by our consultant web designer and hosting service. The result is a whole new look for the twelve.tv web site, a new streaming video management system in the form of YouTube and Livestream, and a much more cost effective and viewer friendly platform for showcasing videos about our communities and Channel 12 news and events coverage content.

City Granicus Webstreaming and NWSCC.org Statistics

Granicus Video Views - Under each city heading is the number of times that a video clip was viewed in that city's webstreaming video archive.

	Brooklyn Center	Brooklyn Park	Crystal	Golden Valley	Maple Grove	New Hope	Osseo	Plymouth	Robbinsdale
Jan-12	34	197	53	158	131	67	215	127	42
Feb-12	50	298	47	107	159	78	258	183	19
Mar-12	55	323	38	248	165	88	347	150	27
Apr-12	39	329	48	88	216	69	305	126	26
May-12	46	318	40	167	233	50	102	169	19
June-12	38	228	128	96	137	67	141	133	60
July-12	57	331	31	215	167	35	256	210	17
Aug-12	43	299	36	131	197	44	327	133	42
Sep-12	79	345	18	85	156	74	183	153	27
Oct-12	108	394	150	78	167	133	181	109	22
Nov-12	70	260	57	97	241	115	235	124	20
Dec-12	90	402	125	149	118	128	104	156	34

NWSCCC Web Site Visits – The first column shows the total number of unique visitors to the nwsgcc.org website for each month. Under each city heading is the number of times that city's webstreaming archive page was viewed on nwsgcc.org in each month.

	NWSCCC Web Site Unique Visitors 2011/12	Brooklyn Center	Brooklyn Park	Crystal	Golden Valley	Maple Grove	New Hope	Osseo	Plymouth	Robbinsdale
Jan 11/12	1107/1259	159	398	144	239	720	136	380	509	73
Feb 11/12	1157/1420	169	424	164	250	1034	122	549	589	75
Mar 11/12	1279/1601	227	473	182	346	1183	150	636	586	102
Apr 11/12	1235/1419	236	603	246	226	1239	125	582	565	92
May 11/12	1227/1399	210	536	168	224	1398	124	309	668	86
Jun 11/12	1338/1246	160	387	249	177	1145	101	220	503	77
July 11/12	1129/1252	155	477	151	144	1184	76	294	659	69
Aug 11/12	1372/1400	206	566	191	209	1243	93	567	686	73
Sep 11/12	1185/1419	186	733	119	198	1003	105	243	613	75
Oct 11/12	1306/1212	166	512	233	198	1116	139	285	484	87
Nov 11/12	1475/1373	220	458	200	320	1442	121	324	549	101
Dec 11/12	1244/1285	222	625	311	429	748	158	241	525	106

WWW. Twelve.tv Website Statistics

Unique Visitors

Each person visiting the site is counted only once, regardless of how many times they visit.

2011		2012	
Month	Unique Visitors	Month	Unique Visitors
Jan-11	9,619	Jan-12	9,415
Feb-11	9,823	Feb-12	11,435
Mar-11	10,348	Mar-12	10,840
Apr-11	10,366	Apr-12	10,892
May-11	8,825	May-12	10,294
Jun-11	8,864	Jun-12	8,937
Jul-11	8,885	Jul-12	9,724
Aug-11	10,678	Aug-12	10,860
Sep-11	10,114	Sep-12	12,279
Oct-11	11,200	Oct-12	17,708
Nov-11	9,968	Nov-12	15,458
Dec-11	9,459	Dec-12	11,790
Average	9,846	Average	11,636

On-line Video

A Video View is tallied every time a web site visitor opens the Player and the video begins to play.

A Live View is tallied every time a web site visitor opens the 24/7 stream of Channel 12.

2011			2012				
Month	Video Views	Live Stream Views	Month	Old Video OD Views	YouTube Video OD Views	Old Live Video Views	Live 24/7 Hours Viewed
Jan-11	12,236	1,947	Jan-12	10,023	66	1,521	
Feb-11	12,618	1,924	Feb-12	10,929	822	1,467	
Mar-11	14,838	1,879	Mar-12	9,592	2,925	1,966	
Apr-11	12,325	1,943	Apr-12	9,158	4,714	1,544	
May-11	11,963	3,273	May-12	7,828	8,728	1,260	187.85 hrs
Jun-11	12,330	2,704	Jun-12	7,369	12,139	1,383	102.50 hrs
Jul-11	10,232	2,068	Jul-12	8,068	12,811	1,547	186.38 hrs
Aug-11	11,643	2,402	Aug-12	3,587	16,458		453.95 hrs
Sep-11	11,378	2,081	Sep-12	1,792	23,405		557.07 hrs
Oct-11	11,750	2,338	Oct-12	1,901	292,224		568.67 hrs
Nov-11	9,715	2,176	Nov-12		45,109		729.93 hrs
Dec-11	11,390	1,817	Dec-12		41,309		455.10 hrs
Total	142,418	26,552	Total	70,247	460,710	10,688	
Average	11,868	2,213	Average	7,025	38,393	1,527	

Views in October related to Soccer Brawl: 260,127

Total on-demand video views 2012: 530,957

Community Corner City Videos, Mayors Minute's, Northwest Cities, Community Calendar

Community Corner City Videos	256
Mayors Minute's	52
Northwest Cities	52
Community Calendar	52

Awards

The City-County Communications and Marketing Association's (3CMA) annual Savvy Awards presented us an award for “Ode to Recycling”, a Plymouth Recycling Promotional Spot.

Public Access

2012 COMMUNITY TELEVISION PROGRAMMING HIGHLIGHTS

NWCT volunteers produced 1160 programs in 2012. These programs were created using portable camera/portable studio gear, NWCT production studios and our nonlinear editing suites. NWCT volunteers did a fantastic job of assisting one another in their programming endeavors. Using NWCT's website and word of mouth, volunteers networked with one another to create production crews both in the studios and out on location shoots in the community.

In 2012, we had a number of houses of worship creating programs for our channels. Over 20 local churches/ministries currently have regular playback times on our channels. Some of the churches utilizing our equipment are Redeemer Covenant, Brooklyn Park; Cross of Glory, Plymouth; The House of God, Plymouth; Winner's Chapel, Golden Valley; Shekannah Glory Ministries, Brooklyn Park; Healing Center International, Golden Valley and Osseo United Methodist Church.

City oriented programming was also up in 2012. Brooklyn Park Now and Plymouth Police's Along for the Ride programs continued their monthly productions. Volunteer produced, Northwest City Politics also featured a number of city representatives on their weekly productions. As 2012 was an election year, a number of candidates were also featured on our channels.

A number of African news and information programs continued to produce weekly/monthly programs in 2012. Those holding regular time slots on our channels include firstWorldTV, Africa Rendezvous, Ivoir TV, Oromo TV, New Liberian Foundation and the Zipporah Mesesi Swahili Show. Many of these programs are produced in other languages to appeal to non-English speaking viewers.

Music/arts productions also continued their programming output last year. Our regular music programs, Baby Blue Arts, Polka Spotlight and Country Music Jubilee continued their monthly productions. Next year we look forward to adding a monthly program produced by the Maple Grove Jazz Ensemble. We also saw continued programming efforts by The Northwoods Cooking Show, The Magic Book Nook, Yoga on the Go and the Finnish Talk and Variety Show.

Staff also hosted a Do It Yourself taping marathon where we invited residents to come in and showcase their talents. Eight programs were taped that day—two programs continue today due to this outreach initiative.

NWCT also has seen a rise in local short film productions. We have several residents working on short films that will air on our channel—staff member, Nikki Jackett will air her short film on our channels in 2013!

2012 Year-end Volunteering Statistics

Studio Productions	2813 hours
Nonlinear Edit Hours	7683 hours
Linear Edit hours	769 hours
Portable Camera Checkouts	1536 hours
Portable Studio Checkouts	754 hours
New NWCT Volunteers Trained	143
Classes Offered	95
Orientation	23
Studio	23
Portable Camera	23
Nonlinear Edit	23
Advanced (Edit/Lighting)	3
Total Programs	1160
Total Program Hours	935
Average Number of Producers	
Active Each Month	89
Average Number of Crew	
Members Active Each Month	123
Yearly Volunteer Recognition	NOVEMBER 12, 2012

Community Outreach Events

2012 summer concert production schedule

Tuesday	6/26	Teddy Bear Band	Osseo
Thursday	6/28	Brooklyn Band	Crystal
Tuesday	7/10	Plymouth Band	Plymouth-Parkers
Wednesday	7/11	Rockin Hollywoods	MG– Town Green
Tuesday	7/17	James Hersch	Osseo
Wednesday	7/18	Water Ski Show	Plymouth-Parkers
Thursday	7/19	Grace Unleashed	Edinbrook Church – BP
Thursday	7/19	Mick Sterling	MG – Shoppes
Tuesday	7/24	Joe Meyer	Plymouth-Parkers
Wednesday	7/25	Blood on the Tracks	MG – Town Green
(two bands at the same location – tape as separate events)			
Thursday	7/26	BZ Girls	BP – Eidem Farm
Tuesday	7/31	Everett Smitson	Plymouth – Parkers
Wednesday	8/1	Vic Volare & Orch	MG – Town Green
Thursday	8/2	Robbinsdale Band	Robbinsdale - Sanborn
Wednesday	8/8	The Elements	MG – Town Green
Thursday	8/9	Barbershop Quar.	BP – Eidem
Tuesday	8/14	Elvis	Osseo
Wednesday	8/15	Dirty Shorts Brass	MG – Town Green
Thursday	8/16	Dan Perry	Crystal
Tuesday	8/21	Nuance A Duo	Plymouth – Parkers
Wednesday	8/22	Shalo Lee & Band	MG – Town Green
Thursday	8/23	C Sharp	Plymouth – HILDE

2012 Community Events Participation

Saturday, February 4	Maple Grove Polar Bear Plunge
Saturday, February 4	Plymouth Fire and Ice Festival
Friday, February 24	Brooklyn Youth Night Out
Sunday, March 18	Tree House Hoopin' it up for Hope
Thursday, March 15	Empty Bowls – Robbinsdale Area Schools*
Saturday, March 31	Northwest Suburban Remodeling Fair
Saturday, March 31	Robbinsdale Chamber EGGstravaganza *
Fri. & Sat., April 13-14	Plymouth Yard and Garden Expo
Fri. – Mon., April 13-16	Plymouth Primavera Art Exhibit
Saturday, April 14	Run the Valley – Golden Valley *
Wednesday, April 18	NWHHSC Seniors Forum *
Wednesday, April 25	NH Chamber Star Student Awards *
Thursday, May 3	Mayor Grove Mayor's Prayer Breakfast
Saturday, May 5	Brooklyn Center Community Breakfast
Sunday, May 6	District 279 Investment in Youth Awards
Saturday, May 19	Golden Valley Days & Parade
Saturday, May 19	Vehicle Fair in Crystal*
June – August	Concerts in the Park
June – July	Channel 12 Parade Food Drives
Thursday, June 14	Brooklyn Park Tater Daze Parade *
Thursday, June 21	Brooklyn Center Earle Brown Days Parade *
Saturday, June 23	Osseo Marching Band Festival
Saturday, June 23	New Hope City Day
Tuesday, July 3	Music in Plymouth
Sunday, July 15	Robbinsdale Whiz Bang Days Parade *
Thursday, July 12	Maple Grove Pierre Bottineau Parade *
Friday, July 13	Golden Valley Golf Classic*
Fri-Sun, July 20-22	New Hope Duk Duk Daze
Sunday, July 29	Crystal Frolics Parade *
Wednesday, August 22	CEAP Back to School Program *
Saturday, September 8	Osseo Lions Roar Parade *
Saturday, September 8	NH Chamber Lions Roar Business Expo
Saturday, September 22	District 279 Reading is Fun Run
Saturday, September 29	Plymouth on Parade *
Saturday, October 13	Three Rivers Autumn Woods Classic
Thursday, October 23	Brooklyn Park Mayor's Prayer Breakfast

Friday, October 26	New Hope Community Breakfast
Saturday, November 24	Wayzata Boys Turkey Trot Hockey *
November/December	Area Holiday Food Drives
Saturday, December 1	Crystal Winter Fest *
Sunday, December 2	Brooklyn Center Holly Sunday
December 27, 28, 29	Holiday Classic Girls Hockey Tournament *

* Indicates Channel 12 Talent Onsite Involvement

NEWS

Number of Daily Newscasts : 250

Number of weekend Newscasts : 50

(Average news story count per newscast not including sports is 8 to 12 stories which includes 3 to 4 full package stories put together by reporters and photographers)

Number of Specials: 2

“3 Things” –3 Things you may have not known about your city

“ Memorable Stories Remarkable People of 2012”

ELECTION COVERAGE:

Candidate Minutes (88 candidates featured)

Election Night Live Coverage along with approximately 20 Interviews

Special Update Election Newscast

FRANCHISE SEGMENTS:

“Three Things”: 9 Stories about local cities, and 3 things you may not have known about each. This was a summer replacement for the Standout Student segment.

HEALTH CHECK SEGMENTS: 18

MONEY SAVERS SEGMENTS: 51

BUSINESS MATTERS SEGMENTS: 43

IN THE GARDEN SEGMENTS: 30

STANDOUT STUDENT SEGMENTS: 39

41 Students

Armstrong 5, Breck 1, Brooklyn Center 2, Champlin Park 1,

Cooper 4, Heritage 1, Maple Grove 2, Maranatha 5, Osseo 4,

Park Center 2, Perpich Center 2, Providence 4,

Robbinsdale Transition Center 1, Wayzata 3, West Lutheran 3

LOCAL LIVING SEGMENTS: 28

Awards from 2012:

Eric Sevareid Awards from Northwest Broadcast News Association

Award of Merit : “Pink Lemonade Stand”

A story about Maple Grove children raising money for cancer research

Soft feature Large Market TV

Award of Merit : “Cemetery Vandals”

A story about vandalism in a Plymouth cemetery

Photojournalism Large Market TV

Award of Merit : “Operation New Dawn”

A special documentary about northwest area Red Bull Soldiers on their final mission in Iraq

Documentary/Special Large Market TV

First Place : “Northwest Community Television Channel 12 News February 1, 2011”

Cable Newscast Large Market TV

First Place : “If you Only Knew Me”

A special documentary and series of reports about the Treehouse organization serving the northwest suburbs and troubled teens

Documentary/Special Large Market TV

National Academy of television arts and sciences

2012 Upper Midwest Regional Emmy Award

Emmy Nominations

“News on Tour: Music in Plymouth”

Full newscast on location at the Plymouth Hilde Center

Special Event Coverage (other than news or sports) Live

“Victory Memorial Drive Special”

A special program featuring a special re-dedication of the World War 2 monument in Robbinsdale

Emmy Award

(we won this category for second year in a row)

“News on Tour: Music in Plymouth”

Special Event Coverage (other than news or sports) Live

Sports

Number of high school games televised: **130**

Number of other community events televised (graduations, city parades, etc.): **46**

Number of specials: **1** (12 Sports Hall of Fame show; aired Labor Day Weekend; repeated again over Thanksgiving weekend)

2012 Hall of Fame Inductees:

There are 39 athletes and coaches in our 12 Sports Hall of Fame, which we started in 2004 with a charter class of seven.

Brenda Stachowski, 1996 Brooklyn Center H.S. graduate (basketball and volleyball player; later Mankato State Female Athlete of the Year in 1999-2000)

David O'Hagan, 2000 Breck School graduate (football, hockey and baseball player; later an all Pac-10 baseball player at Stanford)

Joe Miller, 2006 Wayzata H.S. graduate (football and hockey player; later captain of the University of Minnesota men's hockey team)

Sports Jam

Number of *Sports Jam* programs produced (our 30-minute weekly show on high school sports that airs from September through mid-June): **40**

Each show contains approximately 11-16 “highlight” stories, with clips from the various games and sports of the past week, plus an extended interview segment with 2-3 players from a specific team each week and our *Sports Jam Spotlight* story which features one local student-athlete in an extended story—generally 3:30 minutes or more in length.

Number of Daily Sportscasts (part of 12 News): **250**

Number of Weekend Sportscasts (part of 12 News Weekends): **50**

Each show contains 3-6 stories; average length of the sportscast is 4 minutes, 40 seconds. We cover all of the sports the local schools offer at a varsity level and try to balance our coverage as best as possible between schools, sports, and gender. To us a good game is a good game, regardless of the schools or sport involved.

Awards

Eric Sevareid Awards from Northwest Broadcast News Association

Award of Merit: "Sports Jam"

Sportscast/Program

Large Market TV

First Place: "2011 12 Sports Hall of Fame"

Sportscast/Program

Large Market TV

First Place: "Blaine vs. Maple Grove Hockey"

Sports Play-by-Play

Large Market TV

National Academy of Television Arts and Sciences

2012 Upper Midwest Regional Emmy Awards

Emmy Nomination: "Plymouth Community Band"

Overall Performing Arts Category

Large Market TV

Baseball

Maple Grove vs Champlin Park Baseball 4/5/12
West Lutheran vs Providence Baseball 4/10/12
Centennial vs Park Center Baseball 4/17/12
Totino-Grace vs Cooper Baseball 4/19/12
Wayzata vs Maple Grove Baseball 5/9/12
Armstrong vs Osseo Baseball 5/10/12
Coon Rapids vs Maple Grove Baseball 6/1/12
Cooper vs Totino-Grace Baseball 6/1/12
Wayzata vs Hopkins Baseball 6/4/12
Wayzata vs Richfield Baseball 6/4/12
Totino-Grace vs Maple Grove Baseball 6/6/12
South vs Metro East Baseball 6/22/12
North vs Metro West Baseball 6/22/12

Boys Basketball

Maranatha vs Heritage boys Basketball 1/6/12
BSM vs Cooper boys Basketball 1/10/12
Osseo vs Armstrong boys Basketball 1/17/12
Osseo vs Hopkins boys Basketball 1/24/12
Irondale vs Park Center boys Basketball 1/31/12
Hopkins vs Wayzata boys Basketball 2/3/12
Maple Grove vs Champlin Park boys Basketball 2/8/12
Cooper vs Armstrong boys Basketball 2/9/12
Edina vs Wayzata boys Basketball 2/24/12
Centennial vs Maple Grove boys Basketball 3/8/12
Osseo vs Maple Grove boys Basketball 3/13/12
Cooper vs Champlin Park boys Basketball 3/13/12
Champlin Park vs Osseo boys Basketball 3/16/12
Cooper vs Wayzata boys Basketball 12/14/12

Boys Hockey

Osseo vs Maple Grove Boys Hockey 1/7/12
Osseo vs Wayzata Boys Hockey 1/19/12
Cooper vs Armstrong Boys Hockey 1/21/12
N. Metro vs Maple Grove Boys Hockey 2/23/12
Osseo vs Champlin Park Boys Hockey 2/23/12
Wayzata vs Minnetonka Boys Hockey 2/25/12
Osseo vs Maple Grove Boys Hockey 2/28/12
Blake vs Breck Boys Hockey 3/1/12
Blaine vs Maple Grove Boys Hockey 3/2/12
Maple Grove vs Holy Family Hockey 11/24/12
Wayzata vs Edina Hockey 11/24/12

BSM vs Maple Grove boys Hockey 12/17/12

Boys Lacrosse

BSM vs Breck boys Lacrosse 4/27/12

Maple Grove vs Armstrong boys Lacrosse 5/24/12

Osseo/Pk Center vs Champlin Pk boys Lacrosse 5/2/12

Boys Soccer

Heritage vs Cooper boys Soccer 8/23/12

Maple Grove vs Armstrong boys Soccer 8/29/12

Osseo vs Park Center boys Soccer 9/11/12

Wayzata vs Minnetonka boys Soccer 9/20/12

St. Agnes vs Brooklyn Center boys Soccer 10/4/12

Mounds View vs Champlin Park boys Soccer 10/16/12

Totino-Grace vs Prairie Seed boys Soccer 10/18/12

Football

All Star Football 6/30/12

Maple Grove vs Holy Family Hockey 11/24/12

Houston Episcopal vs Hopkins Football 8/25/12

Cooper vs BSM Football 8/30/12

St. Croix Luth vs Providence Academy Football 8/31/12

Osseo vs Maple Grove Football 9/7/12

St. Paul Academy vs Brooklyn Center Football 9/14/12

Eden Prairie vs Hopkins Football 9/21/12

Armstrong vs Park Center Football 9/28/12

Edina vs Wayzata Football 10/5/12

Maple Grove vs Champlin Park Football 10/12/12

Park Center vs Cooper Football 10/23/12

Anoka vs Osseo Football 10/26/12

Champlin Park vs Wayzata Football 11/2/12

Eastview vs Wayzata Football 11/9/12

Wrestling

Maple Grove vs Park Center Wrestling 1/11/12

Armstrong vs Cooper Wrestling 1/13/12

Osseo vs Champlin Park Wrestling 1/26/12

St. Paul Central vs Brooklyn Cent. Wrestling 12/7/12

Osseo vs Maple Grove Wrestling 12/13/12

Girls Basketball

Champlin Park vs Armstrong girls Basketball 1/3/12
TG vs BSM girls Basketball 1/20/12
Pk Center vs Maple Grove girls Basketball 2/2/12
West Lutheran vs Maranatha girls Basketball 2/10/12
Cooper vs Wayzata girls Basketball 3/3/12
Minnetonka vs Hopkins girls Basketball 3/3/12
Mounds View vs Osseo girls Basketball 3/6/12
Wayzata vs Hopkins girls Basketball 3/7/12
Park Center vs De La Salle girls Basketball 3/9/12
Centennial vs Osseo girls Basketball 3/9/12
Cooper vs Park Center girls Basketball 11/27/12
Lakeville vs Wayzata girls Basketball 11/29/12
Maple Grove vs Park Center girls Basketball 12/6/12
Osseo vs Champlin Park girls Basketball 12/20/12
Osseo vs Eden Prairie girls Basketball 12/28/12
Prior Lake vs Hopkins girls Basketball 12/28/12

Girls Hockey

Hopkins vs Wayzata Girls Hockey 1/28/12
Buffalo vs Maple Grove Girls Hockey 2/11/12
Hopkins vs BSM Girls Hockey 2/15/12
Blake vs Breck Girls Hockey 2/16/12
Wayzata vs Edina Family Hockey 11/24/12
BSM vs Maple Grove boys Hockey 12/17/12
North Metro vs Champlin Park Girls Hockey 11/12/12
Andover vs Wayzata Girls Hockey 11/15/12
S. St. Paul vs Breck Girls Hockey 11/20/12
Anoka vs Maple Grove Girls Hockey 12/4/12
Mahtomedi vs Champlin Park Girls Hockey 12/27/12
Totino-Grace vs Armstrong-Cooper girls Hockey 12/27/12

Girls Lacrosse

Maple Grove vs Champlin Park Girls Lacrosse 5/14/12
Cooper vs Armstrong Girls Lacrosse 5/16/12
Mound vs Westonka Girls Lacrosse 5/24/12

Girls Soccer

Heritage vs Cooper girls Soccer 8/23/12
Maple Grove vs Armstrong girls Soccer 8/29/12
Osseo vs Park Center girls Soccer 9/11/12
Wayzata vs Minnetonka girls Soccer 9/20/12
Blake vs Breck girls Soccer 9/25/12

St Louis Park vs Armstrong girls Soccer 10/11/12
Monticello vs Totino-Grace girls Soccer 10/18/12
Wayzata vs St. Mich/Albertvl girls Soccer 10/24/12

Gymnastics

Breck vs Wayzata Gymnastics 1/12/12

Softball

Armstrong vs Champlin Park Softball 4/12/12
Wayzata vs Hopkins Softball 4/23/12
Fridley vs Cooper Softball 4/30/12
De La Salle vs Brooklyn Center Softball 5/4/12
Blaine vs Osseo Softball 5/7/12
Park Center vs Maple Grove Softball 5/17/12
Spring Lake Park vs Maple Grove Softball 5/22/12
Cooper vs Wayzata Softball 5/25/12
Orono vs Wayzata Softball 5/25/12
Champlin Park vs Maple Grove Softball 5/29/12
Orono vs Wayzata Softball -5/31/12

Volleyball

Champlin Park vs Park Center Volleyball 9/4/12
Cooper vs Columbia Heights Volleyball 9/18/12
Brooklyn Center vs Breck Volleyball 9/27/12
Maple Grove vs Armstrong Volleyball 10/2/12
Champlin Park vs Osseo Volleyball 10/9/12
Wayzata vs Hopkins Volleyball 10/30/12
Hopkins vs Eden Prairie Volleyball 11/3/12

Graduations

Cooper High School Graduation 6/7/12
Maple Grove High School Graduation 6/10/12
NHCC Graduation 5/11/12
Osseo High School Graduation 6/10/12
Park Center High School Graduation 6/10/12
Wayzata High School Graduation 6/5/12

Local Community Events

Brooklyn Center Dance Recital 4/29/12
Brooklyn Park Ice Show 4/13/12
Crystal Dance Recital 4/29/12
Maple Grove Ice Show 4/21/12
Plymouth Dance Recital 5/5/12

Public Safety Awards 11/8/12
Star Student Awards 4/25/12
Wastebasket Revue 4/20/12
St. Raphael/Holy Name Dance Recital 4/30/12
St. Raphael/Holy Name Dance Recital 5/1/12
New Hope Dance Recital 5/19/12
New Hope Dance Recital 5/20/12
Star Student Awards 12/12/12
2PM Brooklyn Park Dance Recital 4/22/12
3PM Brooklyn Park Dance Recital 4/21/12
5PM Brooklyn Park Dance Recital 4/22/12
6PM Brooklyn Park Dance Recital 4/21/12

NORTHWEST COMMUNITY TELEVISION
2012 ANNUAL REPORT
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