



NORTHWEST COMMUNITY TELEVISION

2013

Annual Programming Report

Proudly serving the communities of the Northwest Suburbs for over 30 years.





Northwest Community Television

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February, 2014

Northwest Suburbs Cable Communications Commission Members
Northwest Community Television Board Members

It is my honor to present to you the Northwest Community Television 2013 Annual Programming Report. This report is our second report in our organization's history. The first report was for 2012. 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 accepted by the board. The report will continue to 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.

At our November 21, 2013 board meeting, we officially announced the start of a multi-year project to produce high quality history programs for our nine cities. This is a major undertaking for our organization and our staff is up to the challenge.

Each city has its own unique history and story to tell and we want to produce these programs to educate residents of how their city has evolved from the early days to present day.

The city history programs will require a lot of research, hundreds of hours of interviews, scanning or photographing of old documents such as photos, news clippings, pamphlets and many other historical artifacts that will be helpful in the overall presentation of the program. In addition, there will be a lot of time devoted to transcription of interviews, logging of video content, writing, narration and final editing. We will be working closely with local historical societies and our cities to bring these programs to fruition.

Another important initiative we have implemented in late 2013 was the expansion of our on-line e-mail marketing to stakeholders. Although we have been actively using e-mail marketing for several years, we have expanded the marketing to include sending video links of some of our content directly to people who have expressed interest in specific topic areas. Early indications have shown this to be an extremely effective method of connecting with our stakeholders and others as well. The goal is to help simplify the finding and viewing of local content which a person may or may not be aware of and to also drive viewers to our channels and our website with not only e-mail marketing but by using the power of social media as well.

SERVING

Brooklyn Center

Brooklyn Park

Crystal

Golden Valley

Maple Grove

New Hope

Osseo

Plymouth

Robbinsdale

You will see that we have included our Mission Statement in the report as well as our organization chart. Speaking of organization, we are very fortunate to have a first rate staff fully dedicated to community programming whether they are in a support role, behind the scenes or in front of the camera. The average length of service of all full time staff is currently at 13 years and the average length of service for our leadership team is nearly 22 years of service. Four members of this team will be celebrating 29 years of service with NWCT this coming May. I want to thank our staff for their hard work, energy and creative abilities they bring to the organization each and every day.

You will also see the outcome of all the volunteer effort put forth in Public Access within this annual report. We are very proud of the many volunteers from all walks of life who participate in community programming.

In addition to all the community programming statistical data, we have included the list of Northwest Suburbs Cable Communications Commission (NWSCCC) members and Northwest Community Television (NWCT) board members who served in 2013.

The NWSCCC formally recognized Helen LaFave who represents Plymouth for her 25 years of service on the NWCT board. In addition, Phil Leith, council member from Maple Grove, was recognized for his 5 years of service on the NWSCCC and Jamie Verbrugge, City Manager of Brooklyn Park, was recognized for 5 years of service on both NWSCCC and NWCT.

Finally, I want to say a special thank you to every Northwest Suburbs Cable Communications Commission Member and Northwest Community Television Board Member along with the communities you represent for the 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.

Sincerely,



Mike Johnson
Executive Director

Northwest Suburbs Cable Communications Commission Commissioners who Served in 2013

		Date Started
Bill Blonigan	City of Robbinsdale	February 1981
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
John Irvin	City of Brooklyn Park	September 2011
Rex Newman	City of Brooklyn Center	May 2012
Joanie Clausen	City of Golden Valley	February 2013
George Selman	City of Robbinsdale	February 2013
James Jackson	City of Brooklyn Park	May 2013

Northwest Community Television

Board of Directors

who Served in 2013

		Date Started
Duane Orn	City of Brooklyn Center	April 1982
Helen LaFave	City of Plymouth	August 1987
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
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
Jesse Stinski	Public Access	February 2013

NWSCCC and NWCT

MISSION STATEMENT

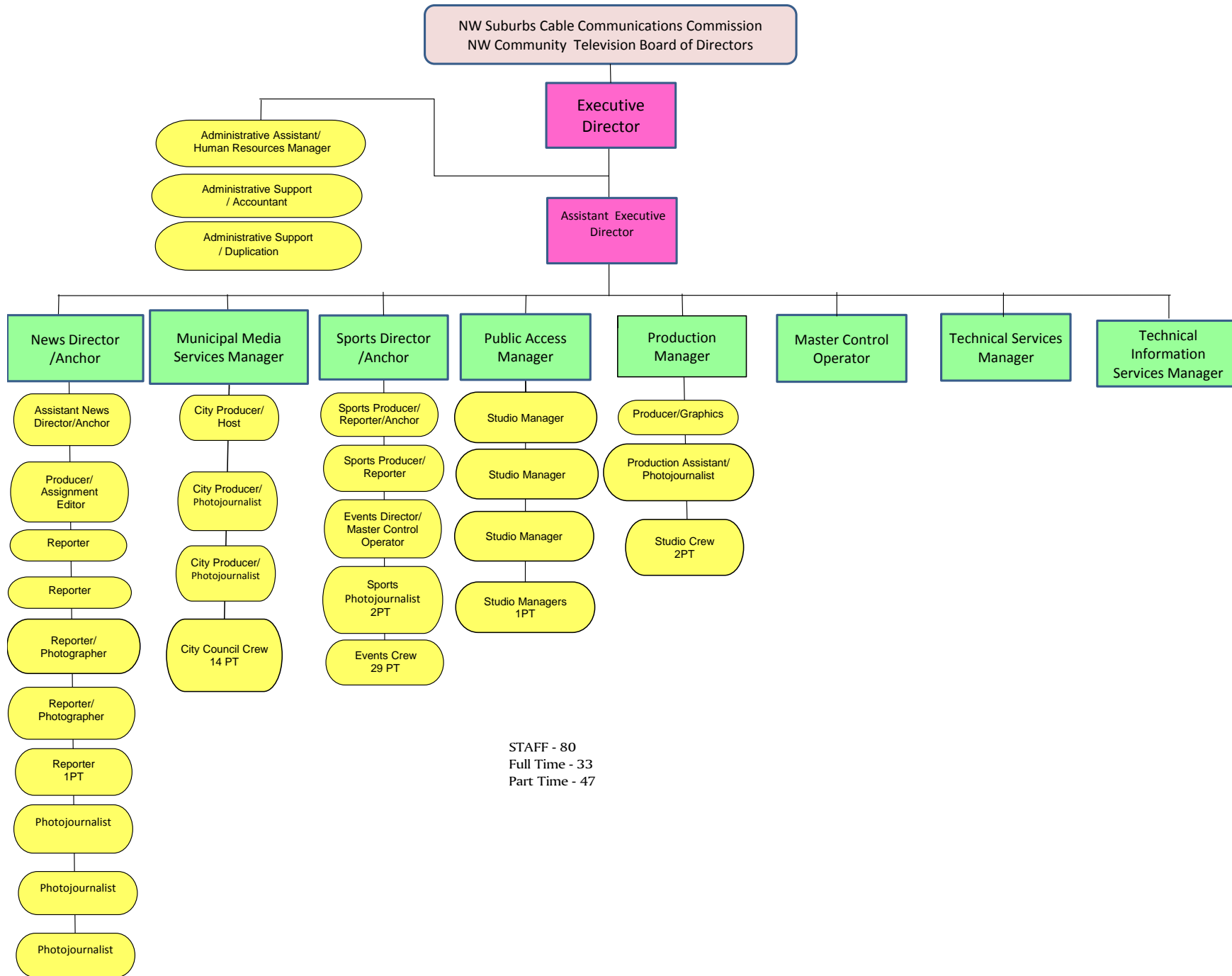
Northwest Suburbs Cable Communications Commission

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

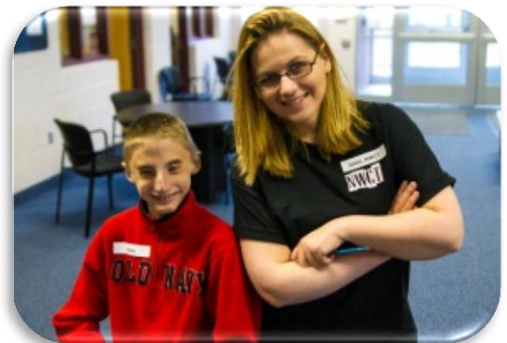
Northwest Community Television

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 the cities.

Northwest Community Television/Channel 12 Organization Chart



PUBLIC ACCESS ANNUAL REPORT 2013



OUR MISSION

"This is an incredible example of what democracy is all about—having the opportunity to come in, make use of equipment and get your message out on the airwaves."

Rita Fox, NWCT volunteer & producer, "Minnesingers"



The NWCT public access department provides our nine communities with "access" to cable television channels and production equipment for individual expression of ideas as protected by the First Amendment. Though technology continues to change, NWCT's mission has remained unchanged for the past 30 years—to provide area residents and organizations with the tools necessary to effectively communicate their ideas with fellow residents.

Staff

Community TV Manager

Barb Nolan Clark

Studio Managers

Tamisha Touray

Nikki Jackett

Roger Larson

Javier Cedillo



MEMBERSHIP

"NWCT has given me an opportunity to share with the community what I think the community would perhaps not get in any other medium".

Art Cunningham, NWCT volunteer & producer, "The Art Cunningham Show"



NWCT volunteers enrich their communities by sharing their unique stories, talents, interests and views. In 2013, NWCT had an active volunteer base of **522** residents. We also had **53** out of area members who worked with local nonprofits/organizations to create local programming. Our volunteer members hail from each of the nine cities we serve. In 2013, these members worked together to create **974** hours of programming for Channels 19 and 20. 2013 was a momentous year—NWCT celebrated 30 years of community television programming. Our first program, "Seniors On Screen," broadcast in January 1983.

EQUIPMENT/FACILITIES

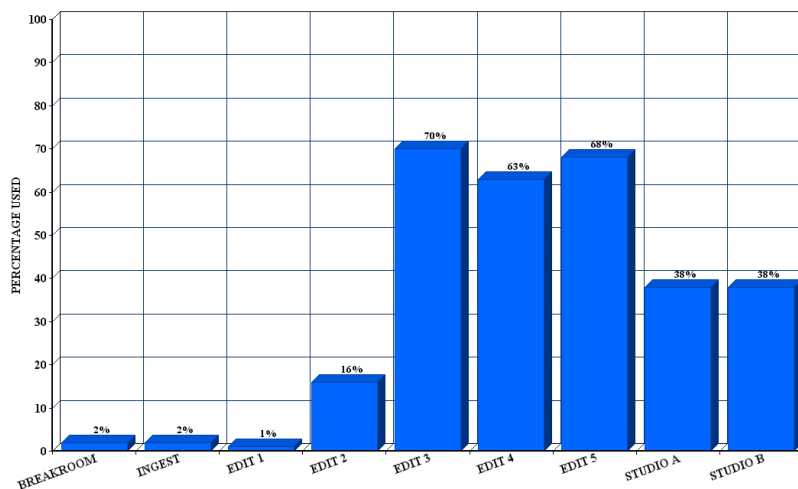
"The studio has everything you need—all I need to bring is my voice."
Zipporah Mesesi, NWCT volunteer & producer, "The Zipporah Mesesi Swahili Show"



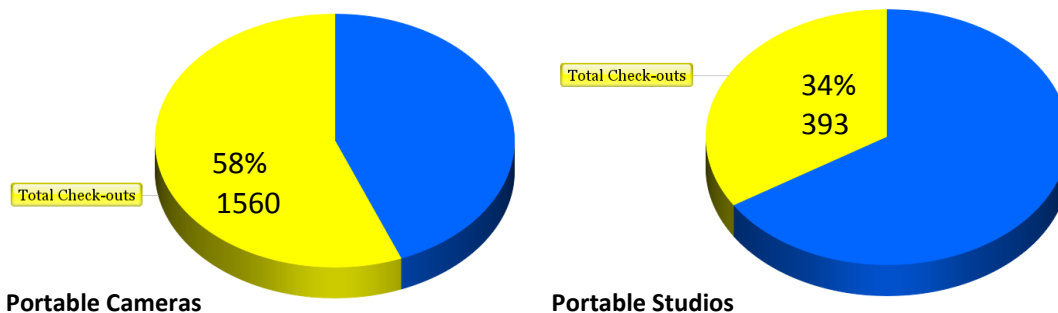
NWCT provides residents with studio and portable production equipment so that they can create TV programs for airing on our community television channels. We have two studio spaces that share a control room, three Final Cut Pro nonlinear edit rooms, one linear edit room (we had two briefly in 2013), one ingest/upload room, nine portable cameras and two portable studios available for use. We are open 7 days a week to accommodate the various schedules of our volunteer members. In 2013, members utilized **2752** hours of studio time, **7942** hours of nonlinear edit time and **602** hours of linear edit hours.

The access staff realized three major equipment-related goals in 2013. The first was transitioning our volunteers from tape/DVD acquisition to file-based acquisition and playback. We replaced our studio cameras with HD-ready 16:9 models and also created edit/record workflows that had us ready to switch to 16:9 playback on our channels in January 2014. We are ready to make the switch to HD when Comcast and the budget provides us the opportunity.

STUDIO EQUIPMENT USE



PORTABLE EQUIPMENT USE



TRAINING

"I learn something every time I come here. After 30 years you'd think I'd know everything....but I don't!"

Eleanor Jesse, recognized as NWCT's longest active volunteer, 1983-2013



Staff provides monthly television production classes to residents. Our free workshops covering basic production skills are geared toward beginners with no television experience. Once a class is complete, residents are certified to use the corresponding equipment. Our general training series include the following:

Orientation

Northwest Community Television staff introduces residents to all we have to offer—it's informative, fun, and required!

Studio Production

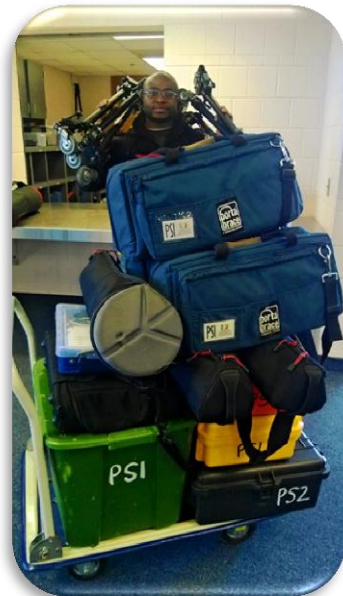
Receive basic hands-on training with studio cameras, the audio board, and the switcher. New skills are put to the test when the class crews a studio production!

Portable Camera

Learn how to record quality video and audio on the HD portable camera equipment. Participants shoot a class project.

Nonlinear Editing

Edit programs digitally! Import video and audio, add graphics and music, and output to digital file and DVD. All participants edit a class project for Channel 18.



In 2013, we offered **11** training series (four classes each) and **119** residents attended these classes. Once a year we also offer SUPER SATURDAY—this day presents the opportunity to complete all our training classes in one day. In 2013, **12** residents took advantage of this one day event. To improve the production skills of our active members, staff also offers advanced training classes. In 2013, we offered **3** Advanced Edit classes, **2** File Organization classes, **2** Advanced Lighting classes, **1** Chroma-Key class and **1** Compix Graphics class. An average of **12** members attended each of these courses.

TRAINING CLASSES - 2013 OVERVIEW

- 11 General training series** (Orientation, Studio, Portable Camera, Nonlinear Edit)
- 9 Advanced training classes**
- 1 Super Saturday all-day training**
- 239 Total NWCT volunteers trained**

PROGRAMMING

"Something happens in the community and people need to be aware of that and people need to be interested in that and people need to get involved in that. And without community TV to bring that something out, I don't know how people would find out."

Roger Bergman, regular NWCT viewer

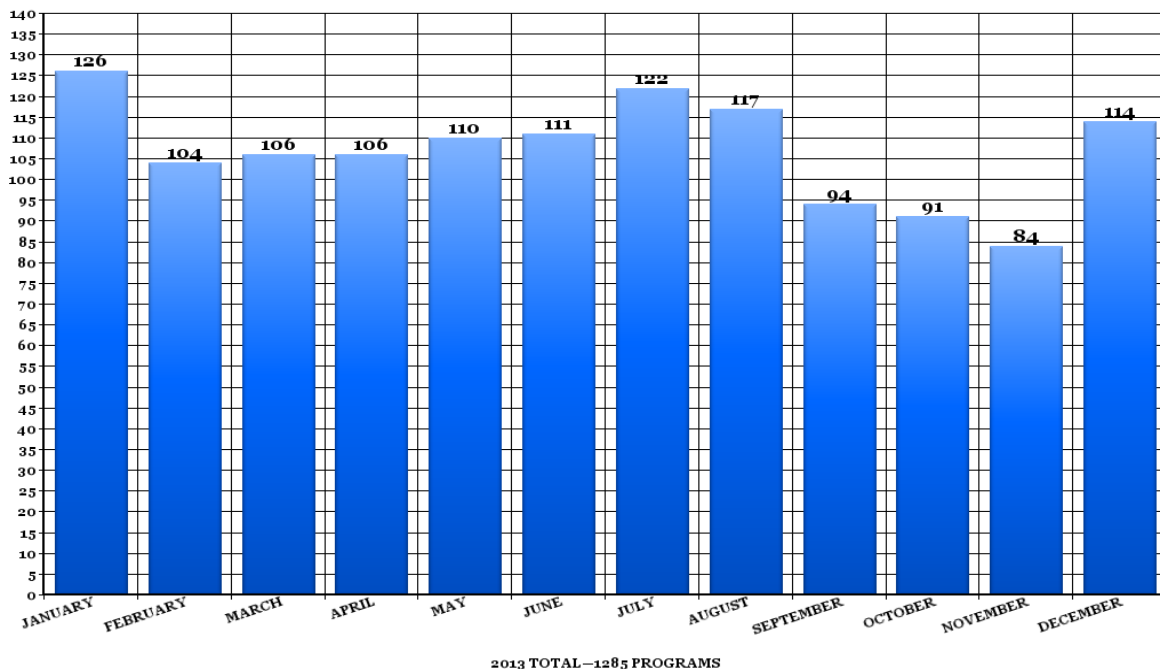


NWCT channels 19 and 20 cablecast locally produced programs 24 hours each day. Our channels are programmed in 8 hour blocks which repeat twice during the day. Volunteers may submit individual programs or they may create a series of programs that hold a regular time slot on our channels.

Though members of NWCT receive priority on our channels, programming is open to producers within the State of Minnesota. Regular time slots on our channels are only available to NWCT members. Over two-thirds of our programming is created with NWCT equipment by NWCT members. The other third is produced by residents/organizations of our member cities or Minnesota residents. We currently have **82** regular time slot holders on our channels; **60** of these programs are produced entirely using NWCT equipment—the others are produced by members using their own equipment.

Each year NWCT programs **5840** hours of local programming—that adds up to **17,520** hours if we include the repeat programming blocks. In 2013, our volunteer members produced a total of **1285** new programs (**974** hours) for Channels 19 and 20.

MONTHLY PROGRAMS CREATED AT NWCT 2013



STAFF PROJECT/PRODUCTION HIGHLIGHTS

"NWCT gatherings are a great way to meet others who have an interest in the same types of programming I'm interested in producing."

Trevor Scholl, NWCT volunteer



- 9 Track Cities—five local bands recorded for playback on our channels. Organized by access staff/crewed by NWCT volunteer members. (Access channels)
- Two Volunteer Nights featuring short film topics. A chance for volunteer members to gather, watch and ask production questions of local filmmakers/staff.
- Four Get It Local promos—created by Nikki Jackett to entice viewers to tune in to specific access programs. (Channel 18, web, Facebook, YouTube)
- Follow Us, Super Saturday and Volunteer Gala promos—created by Roger Larson to promote our social media sites and events. (Channel 18, access channels)
- Five Javie's Tech Tips—produced by Javie Cedillo to provide equipment tips for volunteers. (Channel 18, web, Facebook, YouTube)
- Two DIY videos—do-it-yourself video projects produced by Roger Larson for volunteer members. (Channel 18, web, Facebook, YouTube)
- Access to the Future movie—written by Nikki Jackett and shot by staff/volunteer members for 2013 Volunteer Gala. (Access channels, Facebook, YouTube)
- Class Composition video—video created by Javie Cedillo and Roger Larson for use in studio production class.
- Get It Local documentary—written, shot and edited by Nikki Jackett, Award of Excellence, Best in Show—Best of the Midwest Video Fest (Wisconsin Community Media)
- Channel 18—edited monthly by Nikki Jackett to keep viewers aware of NWCT's programming, classes and events.
- "Access to the Future" Annual Volunteer Gala—organized by staff to celebrate NWCT volunteers and NWCT's 30 years of community programming, 1983-2013.

SOCIAL MEDIA/PR INFORMATION




The access department maintains a website and three social media sites. Tamisha Touray oversees these efforts and also edits our bi-monthly newsletter, NWCT Spotlight. Our social media sites are found at the following addresses:

 **NWCT website (nwct.org)**

 **NWCT YouTube page (nwct18)**

 **Facebook Page (Northwest Community Television)**

 **Twitter (@NWCTACCESS)**

Municipal Television Services

Broadcast of City Meetings

NWCT City Meeting Crews recorded and broadcast live a total of 361 regular and special city meetings in 2013. In addition, we provided production services for 11 city council chambers events such as employee benefit meetings; wellness seminars; special community presentations; state of the city; forums and other meetings. That is an average of 31 council chambers based events per month covered by NWCT crews.

City Meeting Recap for 2013					
City	Council	Planning	EDA/HRA	Other	Total
Brooklyn Center	23		incl	2	25
Brooklyn Park	40	15	12	5	72
Crystal	24		18		42
Golden Valley	25	11	7	1	44
Maple Grove	25	15	N/A		40
New Hope	25	4	incl	2	31
Osseo	24	5	13	1	43
Plymouth	22	18			40
Robbinsdale	24		11		35

Grand Total:

372

Web Streaming of City Meetings

NWSCCC/NWCT implemented the Granicus webstreaming system in the summer of 2008 to provide on-line streaming of city meetings and other municipal video content to area residents and interested others.

In late February of 2013, we hosted a meeting with a representative from Granicus who presented information about the current upgraded version of the basic system as well as information about other services available beyond what we subscribe to currently. The general consensus of the group in follow-up discussions is that webstreaming of city meetings and other appropriate programming has been a good thing, that the Granicus system has worked well with very few problems and that we should continue with it.

Our initial agreement with Granicus was for three years. We secured an extension under the same terms, until June of 2014. At that time the webstreaming servers based at each city hall will be 6 years old and will have exceeded the recommended 3-5 year life expectancy by a comfortable margin. Also there are limitations to the current servers that do not allow for streaming that is viewable on mobile devices or streaming at a higher video quality level.

The NWCT/NWSCCC boards have approved funds in the 2014 budget for replacement of the webstreaming servers at all city halls. The new servers will be an upgrade that will allow residents to view meetings on their mobile devices such as phones and tablets. The new equipment has been ordered and will be arriving in stages and installed during the first half of 2014.

2013 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-13	42	374	98	133	309	79	138	152	54
Feb-13	57	429	59	96	162	79	85	136	25
Mar-13	70	443	55	118	126	61	122	93	42
Apr-13	45	381	55	92	153	102	95	200	31
May-13	18	545	55	113	363	36	202	273	33
June-13	47	453	66	156	252	90	162	378	16
July-13	71	217	109	51	150	62	181	260	14
Aug-13	54	335	105	80	232	46	87	240	24
Sep-13	100	365	155	126	135	30	217	216	22
Oct-13	52	410	148	248	189	75	122	381	26
Nov-13	65	592	104	146	176	18	179	264	10
Dec-13	46	525	148	132	119	118	102	138	27
TOTALS	667	5,069	1,157	1,491	2,366	796	1,692	2,731	324

Channel 16 Cablecast System

In 2013 we continued and expanded utilization of the city Tighrope broadcast systems that were installed at each city hall in 2011 and 2012. 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 replay 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 2013, we had a bit of a hiatus from city council chambers renovations with only one project ongoing that was a holdover from 2012. At the city of Brooklyn Park, at the beginning of 2013, we were 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. This system installation and commissioning proved to be a far more complex project than the vendor and consultant anticipated and there were delays in corrections and documentation. NWCT staff has been closely involved with the project management, installation and implementation of these two systems throughout 2013 and the project has recently come to a successful conclusion in late December.

Moving into 2014, we are in the midst of planning the replacement of the Crystal City Council Chambers system. That installation is scheduled for late June – early July. This project includes not only replacement of the broadcast television equipment, but an upgrade to lighting and sound systems as well as presentation displays and technology in the chambers.

Also still in the early planning stages, is 2014 replacement of the Brooklyn Center City Council Chambers broadcast system and related systems.

With completion of Crystal and Brooklyn Center, we will have completed the current replacement cycle for all nine of our cities that began in 2009. As we replaced these systems, we have been planning for the future when we will be able to broadcast digital/HD signals so that final conversion to that broadcast technology will have the lowest budgetary impact possible when the time comes.

www.twelve.tv Website Statistics

Unique Visitors

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

Month	2011	2012
January	9,619	9,415
February	9,823	11,435
March	10,348	10,840
April	10,366	10,892
May	8,825	10,294
June	8,864	8,937
July	8,885	9,724
August	10,678	10,860
September	10,114	12,279
October	11,200	17,708
November	9,968	15,458
December	9,459	11,790
Average	9,846	11,636

Month	2013
Jan-13	12,087
Feb-13	11,577
Mar-13	14,922
Apr-13	13,393
May-13	12,695
Jun-13	10,712
Jul-13	11,478
Aug-13	11,592
Sep-13	10,821
Oct-13	12,843
Nov-13	13,864
Dec-13	9,271
Average	12,105

On-line Video

A Video OD (On-Demand) View is tallied every time a web site visitor opens the player and the video begins to play.

Live 24/7 Hours are for viewers of the the 24/7 stream of Channel 12 on the twelve.tv website.

2012

Month	Old Video OD Views	YouTube Video OD Views	Old Live Video Views	Live 24/7 Hours Viewed
Jan-12	10,023.00	66.00	1,521.00	
Feb-12	10,929.00	822.00	1,467.00	
Mar-12	9,592.00	2,925.00	1,966.00	
Apr-12	9,158.00	4,714.00	1,544.00	
May-12	7,828.00	8,728.00	1,260.00	187.85
Jun-12	7,369.00	12,139.00	1,383.00	102.50
Jul-12	8,068.00	12,811.00	1,547.00	186.38
Aug-12	3,587.00	16,458.00		453.95
Sep-12	1,792.00	23,405.00		557.07
Oct-12	1,901.00	292,224.00		568.67
Nov-12		45,109.00		729.93
Dec-12		41,309.00		455.10
Total	70,247.00	460,710.00	10,688.00	3,241.45
Average	7,024.70	38,392.50	1,526.86	405.18

2013

Month	YouTube Video OD Views	Live 24/7 Hours Viewed
Jan-13	43,342	563.50
Feb-13	39,703	294.62
Mar-13	50,774	590.77
Apr-13	52,732	477.90
May-13	60,428	419.10
Jun-13	51,747	711.17
Jul-13	59,515	825.17
Aug-13	62,087	775.25
Sep-13	60,551	1,003.23
Oct-13	75,982	1,026.38
Nov-13	67,436	913.22
Dec-13	65,383	534.75
Total	689,680	8,135.06
Average	52,541	677.92

Views in October related to Soccer Brawl: 260,127

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

❖ Community Corner City Videos	255
❖ Mayors Minute's	52
❖ Northwest Cities	52
❖ Community Calendar	52

E-subscribe system (Gov Delivery) Report

Topic	Year total	Jan – Oct Weekly average	Nov - Dec Weekly average
Bulletins Sent	739	10	30
Unique Email Opens	53,357	962	1,332
Unique Link Clicks	2,937	35	159
Clicks from Shared Links	1,616	25	61
Total Subscribers	1,198		
Total Subscriptions	3,747		

NEWS

Number of Daily Newscasts: 250

Number of Weekend Newscasts: 50

- ❖ The Average story count per newscast not including sports is 8 to 12 stories, which includes 3 to 5 full package stories put together by reporters and photographers working as a team, or by a reporter/photographer working alone.

Number of News Specials: 2

- ❖ Summer Special: "Focus on Water"
- ❖ Thanksgiving Special: "Stepping Up"

ELECTION COVERAGE

- ❖ Candidate Minutes: 30 candidates featured from Golden Valley, and four local school districts in an off-year election
- ❖ Election Night coverage: Results crawled along bottom of screen, updated every 15 minutes on election night

FRANCHISE SEGMENTS:

- ❖ Health Check Segments: 52
- ❖ Money Savers Segments: 48
- ❖ Business Matters Segments: 49
- ❖ Weekend Showcase Segments 51
- ❖ In the Garden Segments: 18 (replaces Standout Student in summer)
- ❖ Standout Student Segments: 39, featuring 41 students
Armstrong 4, Breck 1, Brooklyn Center 2, Champlin Park 3, Cooper 5, Heritage Christian Academy 2, Maple Grove 1, Maranatha Christian Academy 3, Osseo 3, Park Center 2, Perpich 2, Providence Academy 3, Wayzata 6, West Lutheran 2, Connections Academy 1, Benilde St. Margaret 1

AWARDS FROM 2013

Eric Sevareid Award from Northwest Broadcast News Association

Newscast-First Place

- ❖ 12 News/Northwest Community Television - "12 News April 11, 2012 newscast"

National Press Photographers Association

Quarterly award, General News, 2nd place

- ❖ Ben Kroll, photojournalist: Cooper students volunteer at ranch.



2013 Community Events Participation

Denotes: (F) Full Event (S) Segment Coverage (M) Media Sponsor/Participant (P) Promo

Saturday, February 2	Maple Grove Polar Bear Plunge	S/P	
Saturday, February 2	Plymouth Fire and Ice Festival *	S/M/P	
Sunday, March 16	Tree House Hoopin' it up for Hope	S/M/P	
Thursday, March 21	Empty Bowls – Robbinsdale Area Schools *	S/M/P	
Saturday, March 23	Robbinsdale Chamber EGGstravaganza *	S/M/P	
Saturday, April 6	Northwest Suburban Remodeling Fair *	S/M/P	
Fri. & Sat., April 12-13	Plymouth Yard and Garden Expo	S/P	
Saturday, April 13	Run the Valley – Golden Valley *	S/M/P	
Wednesday, April 17	NWHHSC Seniors Forum	F/S/M/P	
Thursday, May 2	Maple Grove Mayor's Prayer Breakfast	F/S/P	
Saturday, May 4	Brooklyn Center Community Breakfast	F/P	
Sunday, May 5	District 279 Investment in Youth Awards	F/M	No web promo
Saturday, May 18	Golden Valley Days & Parade *	S/M/P	
Saturday, May 18	Vehicle Fair in Crystal*	S/M/P	
June – August	Concerts in the Park	F/S/P	No web promo
Saturday, June 15	Brooklyn Park Tater Daze Parade *	F/S/M/P	
Saturday, June 22	New Hope City Day *	S/M/P	
Thursday, June 27	Brooklyn Center Earle Brown Days Parade *	F/S/M/P	
Saturday, June 29	Osseo Marching Band Festival	S/P	
Tuesday, July 2	Music in Plymouth	S/P	
Sunday, July 14	Robbinsdale Whiz Bang Days Parade *	F/S/M/P	
Thursday, July 11	Maple Grove Pierre Bottineau Parade *	F/S/M/P	
Friday, July 12	Golden Valley Golf Classic *	S/M/P	
Fri-Sun, July 19-21	New Hope Duk Duk Daze	S/M/P	
Sunday, July 28	Crystal Frolics	F/S/M/P	
Saturday, August 17	District 279 Foundation Reading is Fun Run *	S/M/P	
Wednesday, August 12-15	CEAP Supplies for Success	S/M/P	
Saturday, September 7	Osseo Lions Roar Parade *	F/S/M/P	
Sunday, September 15	Steve Lampi Memorial A Sundae in the Park	S/M/P	
Saturday, September 28	Plymouth on Parade *	F/S/M/P	
Saturday, October 12	Three Rivers Autumn Woods Classic *	S/M/P	
Tuesday, October 22	Brooklyn Park Mayor's Prayer Breakfast	F/S/M/P	
Friday, October 25	New Hope Community Breakfast	F/S/M/P	
November 16-17	Plymouth Arts Fair	S/P	
Saturday, November 23	Wayzata Boys Turkey Trot Hockey Tournament *	F/S/M/P	
November/December	Area Holiday Toy and Food Drives	S/P	
Sunday, December 1	Brooklyn Center Holly Sunday	S/P	
Saturday, December 7	Crystal Winter Fest *	S/M/P	
Wednesday, December 11	NH Chamber Star Student Awards *	F/S/M/P	No web promo
December 26, 27, 28	Holiday Classic Girls Hockey Tournament *	F/S/M/P	

* Indicates Channel 12 Talent Onsite Involvement Date has been verified!

Modified 9-11-13

Community Outreach Events

2013 Summer Production Schedule

Tues. 6/18 – 7pm	Sarah Morris Concert	Parkers Lake
Thurs. 6/20 – 7pm	Shoreview Variety Band	Hilde
Tues. 6/25 – 7pm	Plymouth Concert Band	Parkers Lake
Wed. 7/3 – 7pm	Concrete Surgery Concert	Town Green
Tues. 7/9 – 7pm	Reuben Ristrom Band	Brooklyn Center Comm. Ctr
Wed. 7/10 – 7pm	Rocket Club Band	Town Green
Tues. 7/16 – 7pm	Brooklyn Community Band	Brooklyn Center Comm. Ctr
Thurs. 7/18 – 7pm	Tangled Roots Band	Eidem Farm – BP
Tues. 7/23 – 7pm	Dirty Shorts Band	Parkers Lake
Thurs. 7/25 – 6pm	Tim Mahoney	Shoppes at Arbor Lakes
Tues. 7/30 – 7pm	Classic Big Band	Osseo Boerboom Park
Wed. 7/31 – 7pm	White Sidewalls	Town Green
Thurs. 8/1 – 7pm	Robbinsdale City Band	Robbinsdale Sanborn Park
Wed. 8/7 – 7pm	Prior Lake Ski Show	Parkers Lake
Thurs. 8/8 – 7pm	Paul Spring Family	Eidem Farm - BP
Tues. 8/13 – 7pm	Golden Strings	Osseo Boerboom Park
Wed. 8/14 – 7pm	Free Fallin	Town Green
Thurs. 8/15 – 6pm	Lamont Cranston	Shoppes at Arbor Lakes
Tues. 8/20 – 7pm	Long Time Gone	Parkers Lake

2013 SPORTS AND EVENTS DEPARTMENT YEAR-END RECAP

MOBILE PRODUCTION EVENTS

Our mobile production truck is in our coverage area at least three times a week televising local high school games plus a number of community events of interest.

Number of high school games televised: 120

Number of other community events televised (city parades, graduations, etc.): 41

STUDIO PRODUCTIONS

12 NEWS

As part of Channel 12's daily newscast, we produce approximately 4 ½ minutes of sports content.

Number of programs produced for 2013 (weekday and weekend shows): 300

SPORTS JAM

Our weekly 30-minute program featuring highlights, interviews and feature stories on local high school athletes, coaches and teams.

Number of programs produced for 2013: 41

12 SPORTS HALL OF FAME PROGRAM

There are now 43 athletes and coaches in our 12 Sports Hall of Fame, which we started in 2004 with a charter class of seven. Here are the 2013 inductees:

Curt Carlson, Maple Grove, 2007

Two-time state swimming champion in 100 & 200 freestyle and a member of 200 & 400 freestyle relay state champions for Maple Grove in 2006. 13-time All-American at the University of Minnesota. Broke school record in the 100 freestyle.

Stephanie (Erickson) Foster, Wayzata, 1994

Four-year starter in soccer. Played in four state tournaments for the Trojans, winning a state championship in 1991. Wayzata's career leader in goals, assists and points. Four-year starter at Northwestern University. Led the Big Ten in scoring in 1996.

Tera (Lobdell) Hansbro, Armstrong, 2001

Led Armstrong's volleyball team to undefeated season and state championship in 2000. Named Star Tribune Metro Player of the Year and 1st team all-state in 2000. Led Northern Illinois University in kills all four seasons 2001-2004. 2nd in career kills at NIU.

Caleb Marx, Maple Grove, 2000

Three-sport letter winner in football, basketball and baseball for the Crimson. Played in five state tournaments in his prep career, finishing as state runner-up in basketball and baseball. Named all-conference six times.

AWARDS

AWARDS FOR CHANNEL 12 SPORTS AND EVENTS DEPARTMENT

In 2012, Our 12 Sports Hall Of Fame show won First Place at the Eric Sevareid Awards from the Northwest Broadcast News Association in March of 2013. *Sports Jam* received an Award of Merit in the same category (Sportscast/Program).

Channel 12's Production Events Director, Steve Brockhaus, was nominated for a regional Emmy Award in September 2013 by the National Academy of Television Arts and Sciences.

2013 NWCT MOBILE PRODUCTION SPORTS RECAP

SPRING SPORTS

(listed chronologically):

Cooper at Benilde-St. Margaret's Softball
Providence Academy at Brooklyn Center Baseball
Hopkins at Wayzata Girls/Boys Lacrosse
Armstrong at Champlin Park Baseball
Champlin Park at Armstrong Girls Lacrosse
Anoka at Osseo Softball
Wayzata at Hopkins Softball
Park Center at Armstrong Softball
Hopkins at Wayzata Baseball
Maple Grove vs. Champlin Park Section Softball
Cooper vs. Maple Grove Section Baseball
Park Center vs. Irondale Section Baseball
Wayzata vs. Hopkins Section Softball
Champlin Park vs. Centennial Section Girls Lacrosse
Champlin Park vs. Forest Lake Section Boys Lacrosse
Maple Grove vs. Coon Rapids Section Softball
Maple Grove vs. Coon Rapids Section Baseball
Maple Grove vs. Elk River Section Girls Lacrosse
Armstrong vs. Mounds View Section Girls Lacrosse
Wayzata vs. Coon Rapids State Baseball
High School All-Star Baseball Game (played in June)
High School All-Star Football Game (played in June)

FALL SPORTS

(listed chronologically):

Heritage Christian at Cooper Girls/Boys Soccer
Park Center at Armstrong Girls Soccer
Osseo at Maple Grove Girls/Boys Soccer
Anoka at Park Center Football
Blake at Brooklyn Center Football
Providence Academy at Brooklyn Center Boys Soccer
Park Center at Armstrong Boys Soccer

Benilde-St. Margaret's at Cooper Football
Wayzata at Hopkins Boys/Girls Soccer
Eden Prairie at Totino-Grace Football
Elk River at Maple Grove Football
Rockford at Park Center Volleyball
Maple Grove at Osseo Volleyball
Armstrong at Osseo Football
St. Paul Academy at Breck Football
Totino-grace at Champlin Park Volleyball
Benilde-St. Margaret's at Cooper Volleyball
Wayzata at Hopkins Football
Armstrong at Maple Grove Volleyball
Eden Prairie at Hopkins Volleyball
Hopkins vs. Wayzata Section Girls Soccer
Prairie Seeds Academy vs. Maple Grove Section Boys Soccer
Park Center vs. Totino-Grace Section Girls Soccer
Heritage Christian vs. Totino-Grace Section Boys Soccer
Park Center vs. Fridley Section Football
Prairie Seeds Academy vs. North St. Paul State Boys Soccer
Champlin Park vs. Osseo Section Football
Wayzata vs. Minnetonka Section Volleyball
Minnetonka vs. Maple Grove Section Football
Osseo vs. Champlin Park Section Volleyball
Maple Grove vs. Roseville State Football
Osseo vs. Totino-Grace State Football

WINTER SPORTS

(listed chronologically):

Osseo at Maple Grove Boys Hockey
Coon Rapids at Champlin Park Boys Basketball
Breck vs. Totino-Grace Boys Hockey
Hopkins at Wayzata Wrestling
Champlin Park at Armstrong Boys Basketball
Cooper at Benilde-St. Margaret's Boys Basketball
Park Center at Maple Grove Gymnastics
Armstrong vs. Cooper Boys Hockey
Hopkins at Wayzata Gymnastics
Cooper vs. Armstrong Wrestling
Edina at Wayzata Boys Hockey
Park Center at Armstrong Boys Basketball
Champlin Park at Armstrong Girls Basketball
Wayzata at Maple Grove Boys Basketball

Park Center at Osseo Boys Basketball
Champlin Park vs. Armstrong Boys Hockey
Brooklyn Center at Breck Boys Basketball
Wayzata vs. Buffalo Section Girls Hockey
Armstrong-Cooper vs. Hopkins Section Girls Hockey
Breck vs. Orono Section Girls Hockey
Armstrong-cooper vs. Benilde-St. Margaret's Section Girls Hockey
Maple Grove at Osseo Girls/Boys Basketball
Eden Prairie at Hopkins Boys Basketball
Wayzata vs. Hopkins Section Boys Hockey
Minnetonka at Wayzata Girls Basketball
Champlin Park vs. Anoka Section Boys Hockey
Breck vs. Delano Section Boys Hockey
Edina at Hopkins Boys Basketball
Cooper vs. Hopkins Section Girls Basketball
Wayzata vs. Minnetonka Section Girls Basketball
Armstrong vs. St. Louis Park Section Boys Basketball
Hopkins vs. Minnetonka Section Girls Basketball
Cooper vs. Maple Grove Section Boys Basketball
Park Center vs. Delasalle Section Girls Basketball
Osseo vs. Roseville Section Girls Basketball
Cooper vs. Park Center Section Boys Basketball
Osseo vs. Centennial Section Boys Basketball
Osseo vs. St. Paul Central State Girls Basketball
Park Center vs. Osseo Section Boys Basketball
Park Center vs. Lakeville North State Boys Basketball
Champlin Park at North Metro Girls Hockey
Wayzata at Benilde-St. Margaret's Girls Hockey
Turkey Trot Boys Hockey Tournament Semifinals
Turkey Trot Boys Hockey Tournament, 3rd Place and Championship
Blaine at Maple Grove Girls Hockey
Park Center at Armstrong Boys Basketball
Champlin Park at Armstrong Girls Basketball
Wayzata at Cooper Boys Basketball
Shakopee at Wayzata Wrestling
Breck at Brooklyn Center Boys Basketball
Hopkins at Wayzata Girls Hockey
Osseo at Maple Grove Girls and Boys Basketball
Armstrong at Osseo Girls Basketball
Maple Grove at Osseo Wrestling
St. Paul Como Park at Cooper Boys Hockey
Armstrong-Cooper Girls Hockey Tournament Semifinals
Hopkins Girls Basketball Tournament Semifinals

2013 NWCT MOBILE PRODUCTION EVENTS RECAP

Community Events

(excluding concerts in the park, listed chronologically):

Brooklyn Park Ice Skating Show
District 279 Wastebasket Revue
Maple Grove Ice Skating Show
Brooklyn Park Parks and Rec Dance Recital
Brooklyn Center Parks and Rec Dance Recital
Crystal Parks and Rec Dance Recital
Plymouth Parks and Rec Dance Recital
New Hope Parks and Rec Dance Recital
North Hennepin Community College Commencement
Wayzata High School Commencement
Robbinsdale Cooper High School Commencement
Osseo High School Commencement
Maple Grove High School Commencement
Park Center High School Commencement
Tater Daze Parade, Brooklyn Park
Earle Brown Days parade, Brooklyn Center
Pierre Bottineau Parade, Maple Grove
Whiz Bang Days Parade, Robbinsdale
Osseo Lions Roar Parade
North Memorial Public Safety Awards
North Hennepin Chamber of Commerce Star Student Awards

*** (some of these events may also be listed on the Community Events Participation page)

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“Your Local Source”

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