



Northwest Community Television

2015 Annual Programming Report

Proudly serving the communities of the northwest suburbs for over 30 years





Northwest Community Television

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SERVING

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

February 2016

Northwest Suburbs Cable Communications Commission Members
Northwest Community Television Board Members

Dear Commission and Board Members,

We reached a significant milestone with a very special anniversary that took place on May 24, 2015. It was exactly 30 years ago to the day on May 24, 1985, that Northwest Community Television took over all the local programming operations from the cable company per a special agreement between the Northwest Suburbs Cable Communications Commission, Northwest Community Television Board of Directors and the cable company. This was by far the most pivotal moment in our history and the predominate reason for not only our organization's existence, but the tremendous growth and phenomenal success we have experienced throughout the past three decades.

I must say that coming to work every day is an honor. I know we are making a positive impact on the communities we serve thanks to a strong and supportive cable commission and board of directors. The entire staff at NWCT are the ones making these positive impacts in the community each and every day and I could not ask for a better group to work with. There are three individuals besides myself who have been employed at NWCT from the very beginning; they are: Tim Gaffron, Dave Kiser and Barb Nolan Clark. Prior to that, the four of us worked for the cable company in local programming before being hired by Northwest Community Television in 1985. We are deeply grateful to be working this long in the industry we all enjoy being a part of.

2015 has been extraordinary with viewer and stakeholder engagement of our channels and our local digital on-demand content offerings. For the first time ever, we are now able to telecast our programming in full high definition on some of the channels and the results are amazing!

Without question, NWCT is a valued community resource. We are here to serve our cities and we produce local content that reflects our ever-changing communities by producing stories, covering events and public meetings, and providing training to individuals and organizations who want to tell their story. Transparency is very important to the cities we serve and we reached another milestone by covering more than 10,000 public meetings since we began operations in the 1980s. We are making positive connections in the communities we serve each day and the 2015 programming report is a reflection of that.

Finally, we began laying the groundwork to update our mission statement and develop a vision statement as our guide for the future. Our goal is to build upon the process that has been started and bring it to fruition in 2016.

Sincerely,

A handwritten signature in blue ink that reads 'Mike Johnson'.

Mike Johnson
Executive Director

Northwest Suburbs Cable Communications Commission

Commissioners

who Served in 2015

		Date Started
Bill Blonigan	City of Robbinsdale	February 1981
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
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
Rex Newman	City of Brooklyn Center	May 2012
Joanie Clausen	City of Golden Valley	February 2013
George Selman	City of Robbinsdale	February 2013
Michael Sable	City of Brooklyn Park	February 2015
George Lessard	City of Brooklyn Park	February 2015
Roger Bergman	City of Golden Valley	June 2015
Riley Grams	City of Osseo	July 2015
Jay Stroebel	City of Brooklyn Park	October 2015

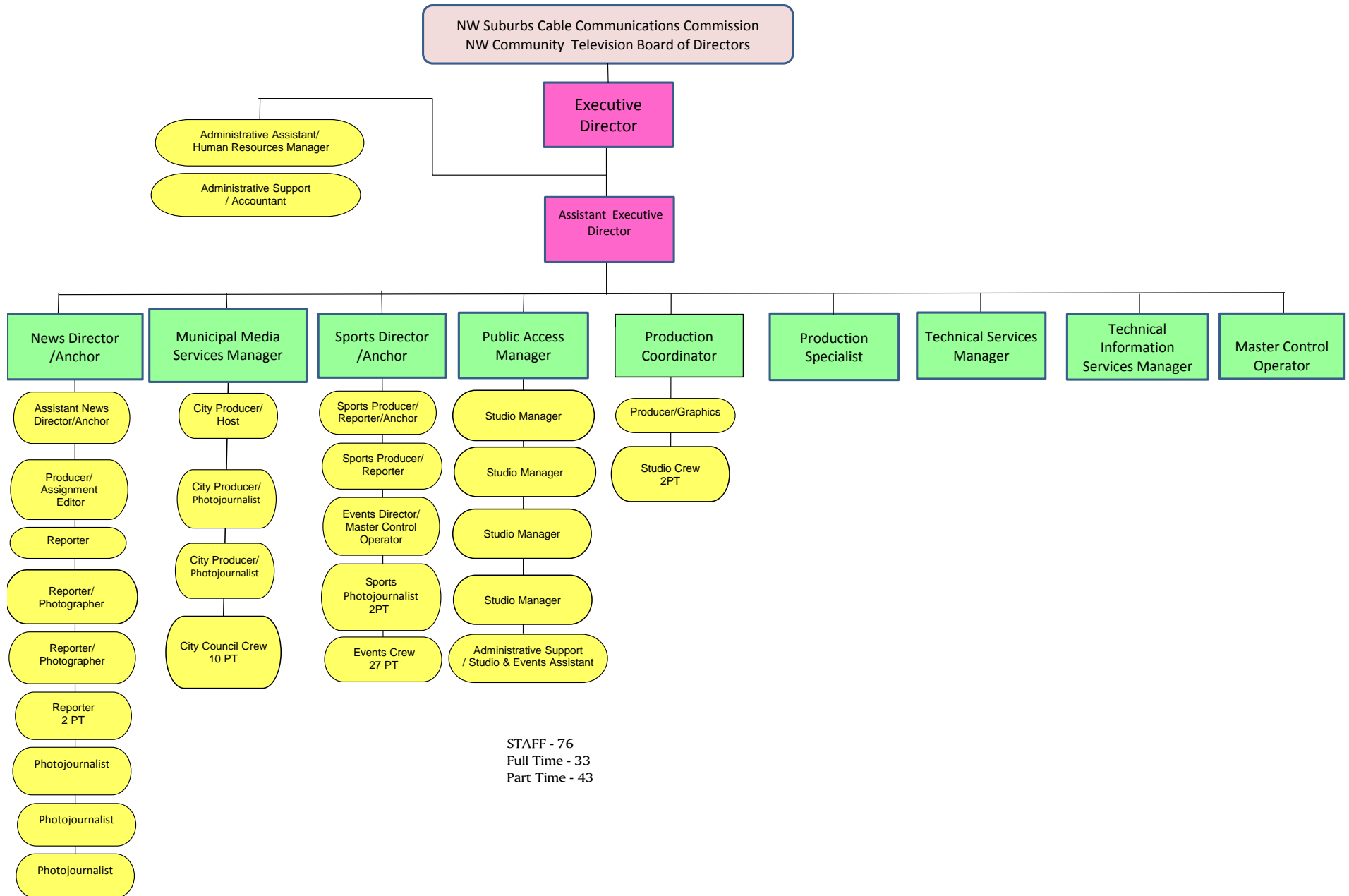
Northwest Community Television

Board of Directors

who Served in 2015

		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
Rex Newman	At Large	April 2005
Tom Burt	City of Golden Valley	May 2011
Doug Reeder	City of Osseo	May 2012
Kirk McDonald	City of New Hope	October 2012
Donald Jackson	Pubic Access	February 2014
Zipporah Mesesi	At Large	May 2014
Michael Sable	City of Brooklyn Park	February 2015
Joanie Claussen	At Large	February 2015
George Lessard	At Large	February 2015
Scott Burdette	Public Access	February 2015
Cheryl Weiler	City of Golden Valley	June 2015
Riley Grams	City of Osseo	July 2015
Jay Stroebel	City of Brooklyn Park	October 2015

Northwest Community Television/Channel 12 Organization Chart



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.

PUBLIC ACCESS ANNUAL REPORT



2015

OUR MISSION

Share your passion



The NWCT public access department provides residents with "access" to cable television channels, social media and equipment so that they can express their views as protected by the First Amendment. In short, NWCT gives residents the ability to tell their story and share what they are truly passionate about. Our programs take on many different forms—talk shows, music, sports, debates—and each give viewers the ability to listen, learn and better understand their fellow residents and local community.

NWCT STAFF

NWCT's public access staff takes on many roles throughout each day. They are not only responsible for the day to day scheduling and operation of the facility, but they also teach basic/advanced classes, assist volunteers in the studio/edit suites, maintain a website/three social media sites and create promotional materials for print and television.

In 2015, staff concentrated on HD equipment upgrades and procedural changes necessary for our channel realignment on Comcast. Promotions and social media outreach were also areas of focus.



MEET THE PUBLIC ACCESS DEPARTMENT (left to right)

Nikki Jackett – Studio Manager – 11 years of service

Trudy Radniecki – Administrative Support Specialist – 9 years of service

Javier Cedillo – Studio Manager – 3 years of service

Dustin Cooper – Studio Manager – 4 months of service

Roger Larson – Studio Manager – 10 years of service

Tamisha Touray – Studio Manager – 28 years of service

Barbara Nolan Clark – Community TV Manager – 30 years of service

OUR MEMBERS

Guaranteed unique!



According to a recent survey, NWCT members represent each of the nine northwest communities we serve. The majority of volunteers have been involved with NWCT for 2-10 years yet close to 6% have been active for more than 20 years! Our most active members range between 35-70 years of age. Most new members learn about NWCT through family/friend connections.

In 2015, NWCT had an active volunteer base of 611 local residents. Sixty-five out of area members also created programming for local nonprofits/organizations. Our volunteers are a mix of producers and technical crew. Last year an average of 110 members volunteered as crew for their fellow member's productions. Teamwork is important to our success!

2015 MEMBER FACTS

Total
program
hours
888

Programs
produced by
members
1137

Active
members
611

Out of
area members
65

Volunteer
as crew
each month
110

"The best thing about 2015 has been all the new friends I've made at NWCT. Joining up with this group of people to make fabulous shows—having a good time doing it AND getting to show something when we're done—it's been amazing!"

Scott Burdette, NWCT volunteer, NWCT Board member



EQUIPMENT & FACILITIES

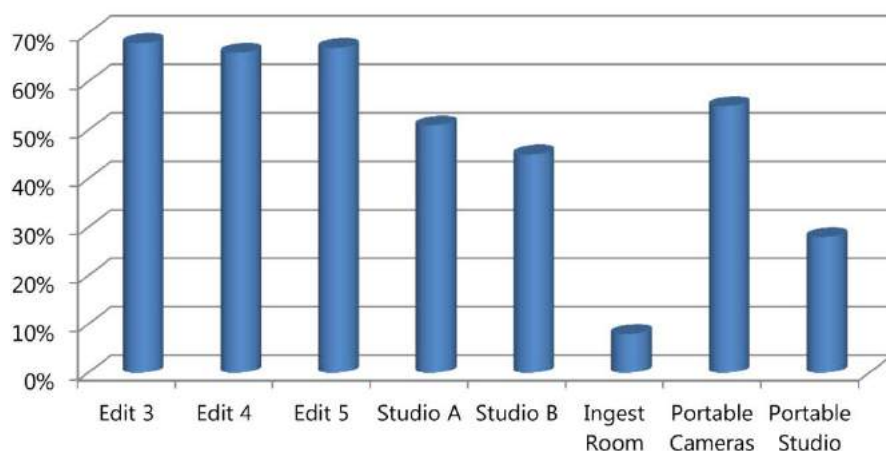
Produce. Shoot. Edit.



NWCT provides community members with studio and portable production equipment so that they can create TV programs for airing on our community television channels. Our access facility is equipped with two studio spaces that share a control room, three Final Cut Pro 7 edit rooms, one ingest/upload room, eight portable cameras, two portable studios and one computer work station. Our facility is staffed seven days a week to accommodate the various schedules of our volunteer members. In 2015, members utilized 3041 hours of studio time and 6392 hours of edit time. These production hours resulted in an average of 95 new programs produced each month.

NWCT upgraded edit storage for volunteer producers this year. Storage was increased to accommodate HD file acquisition. Plans for the final phase of the studio HD upgrade were solidified also by year's end. The studio camera/control room HD renovation is scheduled for February 2016. Its completion will result in a total HD production environment.

2015 Facility Use



"I really look forward to working with people who are in to video and are as excited about it as I am. I love it when people come up with exciting projects—it's fun to collaborate and make wonderful videos together."

Tosin Obembe, NWCT volunteer



PRODUCTION CLASSES

Hands-on training



NWCT staff provides monthly TV production classes to northwest residents. Our free workshops cover basic production skills and are geared toward beginners with no television experience. Our general training series include the following classes: Orientation, Studio Production, Portable Camera, and Video Editing. Classes are offered over four weeks, average two hours in length, and include a hands-on project. Once a class is complete, residents are certified to use the corresponding equipment.

To improve the production skills of our active members, NWCT also offers advanced training classes. These classes cover topics such as advanced editing, on-location lighting, and social media skills. This year we also hosted a half day mini conference in the fall—this event offered specific training on skills that could benefit both producers and crew members.

Once each year, staff also offers SUPER SATURDAY. This event is popular as it features all four of our basic classes in one day and puts volunteers on the fast track to producing a program.

2015 TRAINING NUMBERS



"I come from a family of nomads and before class I didn't know anything about cameras and what they do. I remember when I first saw myself on television—it was great! And then I found I could do so many things with the equipment!"

Jelil Abdelle – NWCT volunteer, Producer—Oromo TV



PROGRAMMING

100% locally made TV

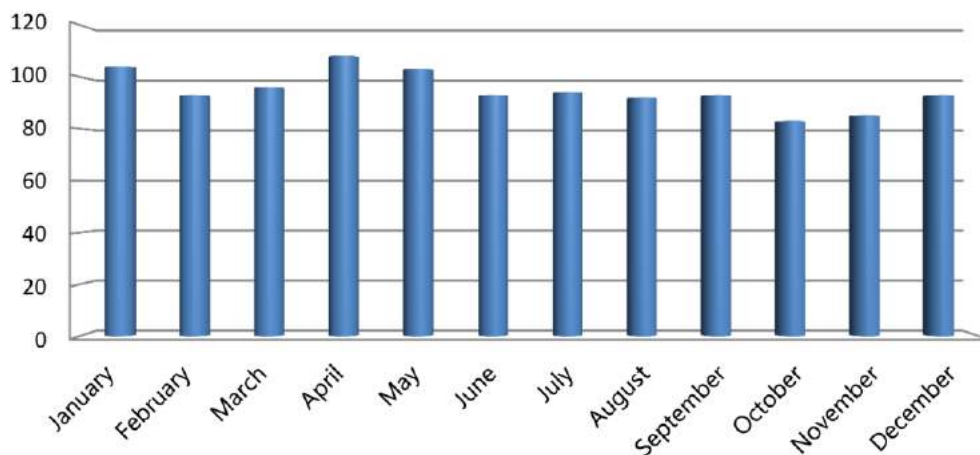


Our community television channels were realigned in 2015 in accordance with our new franchise agreement with Comcast. Our public access lineup now features one HD channel (Channel 19) and one SD channel (Channel 20). Our programming schedules now appear as part of the Comcast TV guide making it easy for viewers to find local programs.

Both of our channels cablecast locally produced programs 24 hours each day. Shows are programmed in 8 hour blocks which repeat twice per day. Members may submit individual programs or they may create a series of programs that hold a regular timeslot on our channels.

We currently have 61 series timeslot holders on our channels; 45 of these series are produced entirely using NWCT equipment—the others are produced by members using their own equipment. In 2015, our volunteer members produced a total of 1137 new programs (888 hours) for Channels 19 and 20. Each year NWCT programs 5824 hours of local programming. NWCT continued streaming our channels LIVE on our website. This makes our programming available to viewers worldwide.

2015 PROGRAMS BY MONTH 1137 TOTAL PROGRAMS



"There's a lot of really positive things going on here at NWCT. You can have your own show but working on other people's programs is just as rewarding. There are so many opportunities—you can be a camera person, director, you can run graphics and audio—it's just a lot of fun!"

Jesse Stinski, NWCT volunteer



STAFF PROJECTS

#teamnwct



NWCT staff members completed a number of interesting projects and promotional spots in 2015. NWCT also received recognition for their work —here's a look back at 2015.

"Crew for Coins" Volunteer Program – This incentive based program encourages volunteerism on fellow members programs. Crew members earn "coins" that can be used to purchase media and NWCT merchandise. The program was created by Nikki Jackett.

"Share Your Passion" access promotion – Staff created three of four HD promos for airing on Channel 12 and Comcast. The promos were written and produced by Nikki Jackett.

Summer Cooking Event – Volunteers and staff produced six programs featuring local chefs in July. "Taste of the Northwest" programs aired on both the access channels and Channel 12. Nikki Jackett produced the program.

Fall Volunteer Mini Conference – Thirty volunteers attended this half day conference featuring five sessions presented by NWCT staff. Classes focused on topics ranging from creating YouTube pages to improving your lighting skills. All staff taught at this event.

Volunteer Gala – This year's event took place off site at the New Hope Cinema Grill. The Gala featured food, a program, video highlights and a prize drawing. All staff was involved in producing this annual event.

Javie's Late Show – Staff created this interview program to feature NWCT producers and to offer production experience to new volunteers. The program is hosted/produced by staff member Javie Cedillo. This year he produced 20 episodes of the program.

City/Volunteer Promos for Channel 16 – Staff completed 9 promos featuring volunteers from each of the cities we serve. These promos appear on the access channels, Channel 12 and Channel 16. Roger Larson produced these promos.



SOCIAL MEDIA



#teamnwct

The access department maintains a website and manages three social media sites - Facebook, YouTube, and Twitter. These sites are used to promote our training, promote upcoming events and create a dialog with our members. Staff member Tamisha Touray oversees the daily updating of our media sites. She also creates and edits our bimonthly newsletter, NWCT SPOTLIGHT, that is emailed/mailed to members and posted to our website.

WEBSITE
www.nwct.org

FACEBOOK
facebook.com/nwctv

TWITTER
[@nwctaccess](https://twitter.com/nwctaccess)

YOUTUBE
youtube.com/nwct18

Best of the Midwest Media Awards : 5 Awards

EXCELLENCE AWARD

"Share Your Passion" promo

PSA professional

Nikki Jackett

ACHIEVEMENT AWARD

Channel 16 "Volunteers of the Cities We Serve" promo

PSA professional

Roger Larson

ACHIEVEMENT AWARD

DIY: Make your own mic boom pole

How to/Instructional professional

Roger Larson

MERIT AWARD

Javie's Tech Tip: the new H4n Zoom recorder

How to/Instructional professional

Javie Cedillo

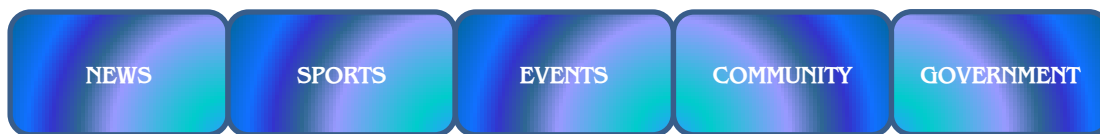
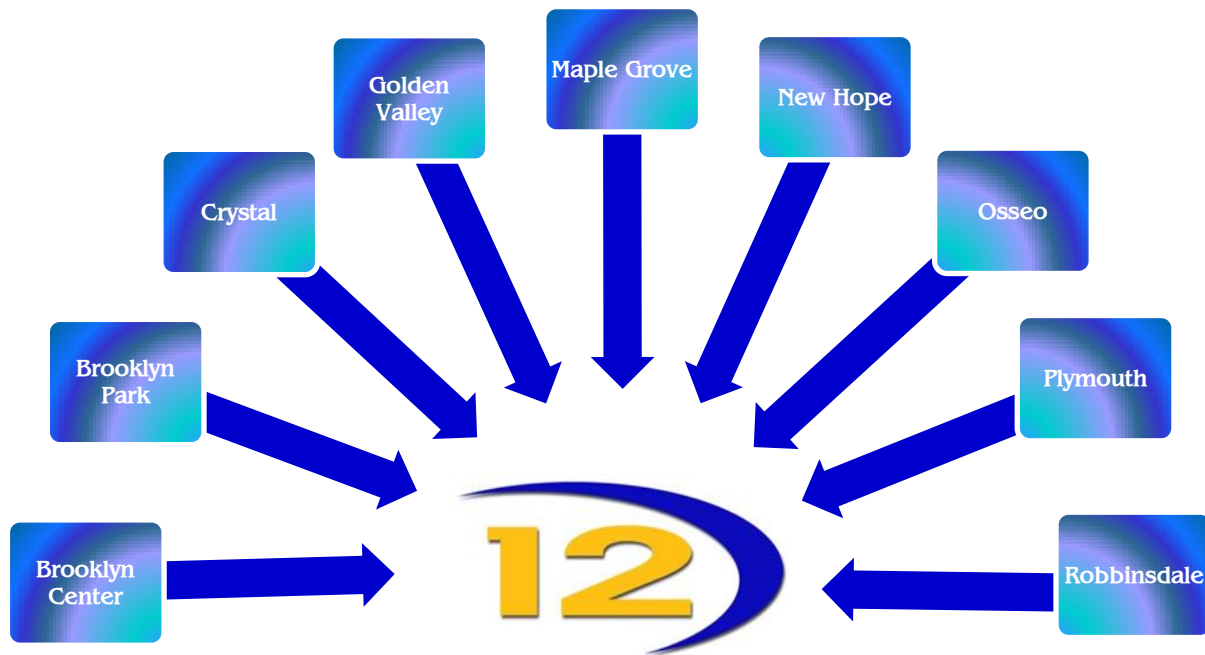
MERIT AWARD

NWCT Moments

Short Form Documentary/Featurette professional

Nikki Jackett





Channel 12

Annual Report

2015



“Your Local Source”

WHERE TO FIND US



Channel 12



www.twelve.tv



12localnews
12localsports



@12localnews
@12sports



twelvedottv



Apple App Store
Google play
Search:
NWCT Channel 12



story links and
updates via email

**A service of Northwest
Community Television
for over 30 years!**



Channel 12 News produces a daily newscast Monday through Friday focused closely on the nine northwest metro cities we serve. We also produce a weekend newscast that includes the best stories of the previous week. In addition, we post several stories daily on our website (twelve.tv), YouTube, and Twitter.

Number of Daily Newscasts aired in 2015: 250

Number of Weekend Newscasts aired in 2015: 47

(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)

News Specials



Spring Special: "Making the Grade"



Summer Special: "Project Parks"



Thanksgiving/Christmas Special:
"Against the Odds:
Stories of Triumph and Inspiration"



New Year Special:
"A Look Back:
2015"



ELECTION COVERAGE

This was a smaller election year, but we still recorded more than 30 candidate statements with people running for local school boards and one city election in our area. On election night, results were crawled across the screen. We produced live cut ins including interviews with city candidates. We also updated the top block of the newscast with election results and interviews.

FRANCHISE SEGMENTS



Monday Business Matters Segments: 52



Tuesday Health check Segments: 52



Wednesday Money Savers Segments: 52



Thursday Standout Student Segments: 36



Thursday in the Garden (summer) Segments: 19



Friday Weekend Showcase Segments: 48

AWARDS FROM 2015

Three Emmy Nominations

Feature News Report – Light single Story/Series

Carly Valentine – Shannon
Slatton Schwartz producer,
Benjamin Kroll,
Videojournalist

Writer – News

Carly Valentine – Shannon
Slatton Schwartz writer

Video Journalist

Delane Cleveland composite



National Press Photographers Association Recognition

First Place

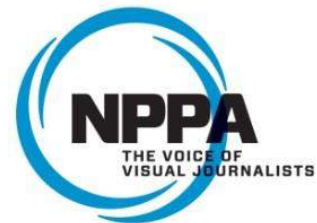
Early Snow by Ben Kroll

First Place

Johnson Backyard Baseball Fields by Ben Kroll

Second Place

Toy Tester by Ben Kroll



**Eric Sevareid Awards :8
Midwest Broadcast Journalist Association**



Cable Newscast-First Place
12 News/Northwest Community Television

Documentary/Special-First Place
"Silver Tsunami: Living Longer"

Broadcast Writing-Award of Merit
Shannon Slatton writing compilation

Photojournalism-Award of Merit
"Save the Osseo Water Tower" by Dustin Scholl photographer

Series-Awards of Merit
Continuing coverage of Ebola by Sonya Goins
Money Savers by Shannon Slatton

Soft Feature-Award of Merit
"Baby Marvelous" by Sonya Goins

Sports Reporting: Award of Merit
"Ultimate Frisbee" by Alexandra Renslo

Note: in addition to the awards presented to the News Department, three (3) additional awards were presented to the Sports Department. They are listed in the 2015 Sports review section.

2015 SPORTS AND EVENTS DEPARTMENT YEAR-END REVIEW

MOBILE PRODUCTION EVENTS

163 production events

The mobile production truck is out in the community several times a week covering high school sports plus many community events during the year. In 2015 we televised a total of **141** games in basketball, hockey, gymnastics, wrestling, baseball, fastpitch softball, lacrosse, football, soccer and volleyball. In addition we taped a total of **22** other events which includes city parades, ice shows, summer concerts in the park and more. This number was down from 2014 because of our switchover to high definition. During the equipment replacement in July and August 2015 the production truck was out of service for several weeks. We anticipate the number of concerts in the park to increase in the summer of 2016.

STUDIO PRODUCTIONS

297 Sports Content Segments

12 NEWS

As part of Channel 12's daily newscast, we produce approximately 4½ minutes of sports content.



Number of Sports content segments produced for 2015 (weekday and weekend shows): 297

41 SportsJam programs

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 2015: 41

12 SPORTS HALL OF FAME PROGRAM



50 athletes and coaches are now members of The *12 Sports Hall of Fame*.

The 12 Sports Hall of Fame began in 2004 with a charter class of seven. For the 2015 Labor Day Weekend, a show was produced inducting four new members.

Derrin Lamker, Armstrong 1993

Three-sport athlete at Armstrong, playing football basketball and baseball. All-state in football and basketball as a senior and a Mr. Basketball finalist in 1993. All-American quarterback at Augsburg College in 1997 and set school passing records for passing yards, completions and touchdown passes.

Leslie Knight, Hopkins 2004

All-Metro and All-State in basketball from 2002-2004 and winner of Ms. Basketball in 2004. All-time leading scorer and rebounder at Hopkins High School and helped lead the Royals to a state championship as a senior. Two-year letter winner at the University of Minnesota, starting every game in her junior and senior seasons.

Greg Martin, Maple Grove 2005

Outstanding two-sport athlete at Maple Grove in football and basketball. Three-time all-conference in basketball and an all-state football player as a senior. Broke the Crimson career scoring record in basketball and set school records in receptions, receiving yards and touchdowns in football.

Bill Miles, Wayzata Coach

Head boys cross country coach at Wayzata High School from 1976-2014, winning eight state championships. Also an assistant coach and a co-head coach in track and field. Coached 92 all-state runners in cross country and track and field. Member of the USATF-Minnesota and Minnesota Cross Country Coaches Association Hall of Fames.

AWARDS

In April 2015, Channel 12 sports won three Eric Sevareid awards for excellence in television sports production. One was for the 2014 12 Sports Hall of Fame program. In addition, John Jacobson was honored with two Sevareids for play by play of playoffs games from the fall of 2014.

TWITTER
Channel 12 Sports/Events

The 12 Sports Twitter handle has just over 2700 followers. Although that number is strong and continues to grow, what has really increased is the amount of impressions that the tweets we sent out have received.

2015	Impressions	Re-Tweets	Likes
Jan	105,400	128	214
Feb	104,500	113	189
Mar	95,900	145	196
Apr	87,000	84	137
May	62,000	67	86
June	34,000	17	25
July	24,300	18	27
Aug	68,600	116	183
Sept	112,500	157	220
Oct	121,000	178	293
Nov	165,600	245	395
Dec	129,300	190	387
TOTAL	1,110,100	1458	2352



2015 CHANNEL 12 SPRING SPORTS

SOFTBALL

April 8: Elk River at Champlin Park Softball

April 30: Anoka at Armstrong Softball

May 1: Cooper at Benilde-St. Margaret's Softball

May 4: Totino-Grace at Maple Grove Softball

May 6: Wayzata at Hopkins Softball

May 12: Park Center at Osseo Softball



POST-SEASON 2015:

May 21: Park Center vs. Maple Grove Section 5AAA Softball

May 28: Rogers vs. Maple Grove Section 5AAA Softball

2015 CHANNEL 12 SPRING SPORTS

BASEBALL

April 15: Wayzata at Minnetonka Baseball

April 16: Maple Grove at Osseo Baseball

April 17: Armstrong at Cooper Baseball

April 24: Benilde-St. Margaret's at Hopkins Baseball

April 29: Centennial at Park Center Baseball

May 11: Centennial at Champlin Park Baseball

May 19: West Lutheran at Brooklyn Center Baseball



POST-SEASON 2015:

May 22: Cooper vs. Wayzata Section 6AAA Baseball

May 27: Hopkins vs. Armstrong Section 6AAA Baseball

June 2: Wayzata vs. Armstrong Section 6AAA Baseball

June 5: Armstrong vs. Wayzata Section 6AAA Baseball

June 12: Armstrong vs. Mahtomedi State Class 3A Baseball

2015 CHANNEL 12 SPRING SPORTS

LACROSSE

April 20: Armstrong at Osseo-Park Center Boys Lacrosse

April 23: Wayzata at Hopkins Boys Lacrosse

April 23: Wayzata at Hopkins Girls Lacrosse

April 27: Champlin Park at Maple Grove Boys Lacrosse

April 28: Chaska at Cooper Girls Lacrosse

May 8: Maple Grove at Osseo-Park Center Girls Lacrosse

May 18: Armstrong at Champlin Park Girls Lacrosse



POST-SEASON 2015:

June 3: Wayzata vs. Maple Grove Section 8 Boys Lacrosse

June 3: Osseo-Park Center vs. White Bear Lake Section 5 Boys Lacrosse

June 9: Maple Grove vs. White Bear Lake State Boys Lacrosse

2015 CHANNEL 12 FALL SPORTS

FOOTBALL

August 22: Maple Grove at Osseo Football

August 28: Totino-Grace at Anoka Football

September 3: Armstrong at Cooper Football

September 4: Mpls. Roosevelt at Brooklyn Center Football

September 11: Wayzata at Minnetonka Football

September 18: Champlin Park at Osseo Football

September 25: Benilde-St. Margaret's at Park Center Football

October 2: Minnetonka at Hopkins Football

October 9: Shakopee at Maple Grove Football



POST-SEASON 2015:

October 14: Mpls. Southwest vs. Park Center Section 5AAAAA Football

October 16: Farmington vs. Wayzata Class 6A Section Football

October 20: Park Center vs. Cooper Section 5AAAAA Football

October 23: Armstrong vs. Maple Grove Class 6A Section Football

October 29: Osseo vs. Lakeville North State Class 6A Football

October 30: Maple Grove vs. Burnsville State Class 6A Football

November 5: Osseo vs. Totino-Grace State Class 6A Football

November 6: Maple Grove vs. East Ridge State Class 6A Football

2015 CHANNEL 12 FALL SPORTS

SOCCER

August 27: Heritage Christian Academy at Cooper Boys Soccer

August 27: Heritage Christian Academy at Cooper Girls Soccer

September 21: Totino-Grace at Maple Grove Boys Soccer

September 21: Totino-Grace at Maple Grove Girls Soccer

September 29: Blake at Breck Boys Soccer

October 1: Hopkins at Wayzata Boys Soccer

October 1: Hopkins at Wayzata Girls Soccer

October 3: Champlin Park at Osseo Boys Soccer

October 3: Champlin Park at Osseo Girls Soccer

October 8: Park Center at Armstrong Boys Soccer

October 8: Park Center at Armstrong Girls Soccer



POST-SEASON 2015:

October 15: Elk River vs. Maple Grove Section 8AA Boys Soccer

October 15: Champlin Park vs. Maple Grove Section 5AA Girls Soccer

October 17: Champlin Park vs. Park Center Section 5AA Boys Soccer

October 28: St. Cloud Tech vs. Park Center State Class AA Boys Soccer

2015 CHANNEL 12 FALL SPORTS

VOLLEYBALL

September 1: Orono at Hopkins Volleyball

September 8: Lakeville North at Wayzata Volleyball

September 10: Brooklyn Center at Columbia Heights Volleyball

September 16: St. Louis Park at Cooper Volleyball

September 17: Totino-Grace at Osseo Volleyball

September 24: Maple Grove at Champlin Park Volleyball

October 22: Park Center at Armstrong Volleyball



POST-SEASON 2015:

November 4: Maple Grove vs. Champlin Park Section 5AAA Volleyball

November 4: Osseo vs. Wayzata Section 5AAA Volleyball

November 7: Champlin Park vs. Wayzata Section 5AAA Volleyball

November 12: Hopkins vs. Prior Lake State Class 3A Volleyball

November 12: Champlin Park vs. North Branch State Class 3A Volleyball

November 13: Champlin Park vs. Eagan State Class 3A Volleyball

November 13: Heritage Christian Academy vs. Bethlehem Academy State

Class A Volleyball

2015 CHANNEL 12 WINTER SPORTS

GIRLS BASKETBALL

2014-2015 SEASON

January 21: Anoka at Champlin Park Girls Basketball

February 3: Wayzata at Osseo Girls Basketball

February 10: Bloomington Kennedy at Cooper Girls Basketball

February 20: Eden Prairie at Hopkins Girls Basketball

February 27: Maple Grove at Park Center Girls Basketball



POST-SEASON 2014-15

March 7: Wayzata vs. Osseo Section 5AAAA Girls Basketball

March 12: Park Center vs. DeLaSalle Section 3AAA Girls Basketball

March 12: Wayzata vs. Centennial Section 5AAAA Girls Basketball

March 17: Hopkins vs. Rochester Mayo State AAAA Girls Basketball

March 18: Park Center vs. Richfield State AAA Girls Basketball

March 19: Maranatha Christian Academy vs. Stephen-Argyle State A Girls Basketball



2015-2016 SEASON

December 15: Totino-Grace at Armstrong Girls Basketball

December 29: Eden Prairie vs. Champlin Park Girls Basketball

December 29: Elk River vs. Park Center Girls Basketball

2015 CHANNEL 12 WINTER SPORTS

BOYS BASKETBALL

2014-2015 SEASON

January 13: Champlin Park at Armstrong Boys Basketball

January 20: Maple Grove at Champlin Park Boys Basketball

January 27: Park Center at Osseo Boys Basketball

January 30: Benilde-St. Margaret's at Cooper Boys Basketball

February 6: Spring Lake Park at Osseo Boys Basketball

February 9: Wayzata at Totino-Grace Boys Basketball

February 17: Minnetonka at Hopkins Boys Basketball



POST-SEASON (2014-15):

February 25: Armstrong vs. Edina Section 6AAAA Boys Basketball

March 3: Wayzata vs. Maple Grove Section 5AAAA Boys Basketball

March 4: Eden Prairie vs. Hopkins Section 6AAAA Boys Basketball

March 6: Wayzata vs. Maple Grove Section 5AAAA Boys Basketball

March 11: Champlin Park vs. St. Francis State AAAA Boys Basketball

March 11: Hopkins vs. Lakeville North State AAAA Boys Basketball



2015-2016 SEASON

November 24: Armstrong at Wayzata Boys Basketball

December 4: Maranatha at Heritage Boys Basketball

December 18: Park Center at Armstrong Boys Basketball

December 30: Cristo Rey Jesuit at Brooklyn Center Boys Basketball

2015 CHANNEL 12 WINTER SPORTS

GIRLS HOCKEY

2014-2015 SEASON

January 31: Armstrong-Cooper at North Metro Girls Hockey



POST-SEASON 2014-15

February 11: Hopkins vs. Minnetonka Section 6AA Girls Hockey

February 11: Wayzata vs. Maple Grove Section 6AA Girls Hockey

February 12: Breck vs. Blake Section 5A Girls Hockey

February 13: Wayzata vs. Minnetonka Section 6AA Girls Hockey



2015-2016 SEASON

November 10: Benilde-St. Margaret's at Breck Girls Hockey

November 17: Centennial at Maple Grove Girls Hockey

December 8: North Metro at Totino-Grace Girls Hockey

December 22: Champlin Park vs. Armstrong-Cooper Girls Hockey

December 23: A-C Girls Hockey Classic Championship Game

2015 CHANNEL 12 WINTER SPORTS

BOYS HOCKEY

2014-2015 SEASON

January 3: Champlin Park at Maple Grove Boys Hockey

January 6: Hill-Murray at Wayzata Boys Hockey

January 8: Osseo at Armstrong-Cooper Boys Hockey

January 17: Breck at Totino-Grace Boys Hockey



POST-SEASON 2014-15

February 19: Osseo vs. Maple Grove Section 5AA Boys Hockey

February 21: Wayzata vs. Minnetonka Section 6AA Boys Hockey

February 26: Breck vs. Delano Section 2A Boys Hockey



2015-2016 SEASON

November 20: Channel 12 Turkey Trot Boys Hockey Tournament Semifinals

November 21: Channel 12 Turkey Trot Boys Hockey Tournament/ 3rd place and
Championship

December 1: Champlin Park at Armstrong-Cooper Boys Hockey

2015 CHANNEL 12 WINTER SPORTS

GYMNASTICS

2014-2015 SEASON

January 22: Osseo at Park Center Gymnastics

January 23: Minnetonka at Wayzata Gymnastics

February 4: Maple Grove at Champlin Park Gymnastics



2015-2016 SEASON

December 3: Champlin Park at Park Center Gymnastics

2015 CHANNEL 12 WINTER SPORTS

WRESTLING

2014-2015 SEASON

January 9: Park Center at Osseo Wrestling

January 15: Maple Grove at Totino-Grace Wrestling

January 16: Cooper vs. Armstrong Robbinsdale Rumble Wrestling

January 29: Hopkins at Wayzata Wrestling



2015-2016 SEASON

December 11: Maple Grove at Osseo Wrestling

December 17: Minnetonka at Wayzata Wrestling

2015 CHANNEL 12 EVENTS

MOBILE PRODUCTIONS

GRADUATIONS



May 13: North Hennepin CC Commencement

May 29: Wayzata High School Graduation

June 5: Cooper High School Graduation

June 6: Park Center, Osseo, Maple Grove
High School Graduations

PARADES

June 20: Tater Daze Parade

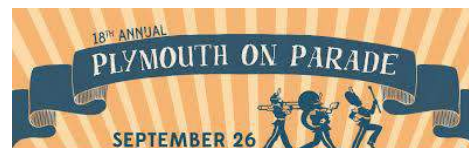
June 25: Earle Brown Days Parade

July 9: Pierre Bottineau Parade

July 12: Whiz Bang Days Parade

September 12: Osseo Lions Roar Parade

September 26: Plymouth on Parade



CONCERT IN THE PARK SERIES

(The production truck was not available during late July and August due to equipment updates.)

June 16: Joel Kachel – Maple Grove

June 23: Plymouth Rockers - Plymouth

June 30: Sarah Morris - Plymouth

July 1: Medalist Concert Band – Maple Grove

July 8: Rockie Lynne – Maple Grove



SPECIAL EVENTS



April 11: Three Rivers Figure Skating Show

April 11: Wastebasket Revue



April 18: Maple Grove Ice Skating Show



June 19: Play Ball Minnesota High School All-Star
Baseball: West vs. North

June 27: Tackle Cancer High School All-Star Football:
North vs. South



December 9: Star Student Awards Ceremony

COMMUNITY INVOLVEMENT

Channel 12 is a proud partner with a number of community events throughout each year. Our partnership can include one or more of the following elements: full event coverage for cablecast, the production of a special segment previewing the event, the production of a promo to air on Channel 12 leading up to the event, participation in the event as an emcee or committee member, and in-kind sponsorship which can include logo and link placement on event materials.

February 7	Maple Grove Polar Bear Plunge
February 7	Plymouth Fire and Ice Festival
February 12	District 279 Foundation A Night Out Gala
February 22	West Metro Home Remodeling Fair
March 3	Empty Bowls – Robbinsdale Area Schools
March 14	Empty Bowls – CROSS
March 22	Tree House Hoopin' it up for Hope
March 28	Northwest Suburban Remodeling Fair
April 10-11	Plymouth Yard and Garden Expo
April 11	Run the Valley – Golden Valley
April 15	NWHHSC Seniors Forum
May 2	Brooklyn Center Community Breakfast
May 3	District 279 Foundation An Investment in Youth Awards
May 3 - 30	Step To It Challenge
May 7	Maple Grove Mayor's Prayer Breakfast
May 16	Vehicle Fair in Crystal
May 28	PRISM's Taste of the Burbs Gala
July 1	Music in Plymouth
July 10	Golden Valley Golf Classic
July 17-19	New Hope Duk Duk Daze
July 23-26	Crystal Frolics
August 5	Night to Unite
August 15	District 279 Foundation Reading is Fun Run
September 15	PRISM Putting Edge Golf and Happy Hour

September 9	Robbinsdale Cooper 50 th Anniversary Event
September 26	Golden Valley Days & Parade
October 10	Three Rivers Autumn Woods Classic
October 23	New Hope Community Prayer Breakfast
October 23	Brooklyn Park Mayor's Prayer Breakfast
October 23	Senior Community Services – Key Partners Event
October 23	Teen Halloween Party (Previously Monster Mash Teen Dance)
October 24	Herzing Dental Event
Nov/Dec	Area Holiday Toy and Food Drives
November 13	Brooklyn Avenues Benefit Concert
November 21-22	Plymouth Arts Fair
December 5	Crystal Winter Fest
December 6	Brooklyn Center Holly Sunday
Dec 31	New Year's Eve Events – Plymouth





The Community Corner program that airs daily on Channel 12 is designed to bring important information about our nine area cities to local residents. The program continues to contain a mix of topics that come from city staff, interviews with the area mayors, and segments highlighting activities in the northwest area. In 2015, some minor changes in the program resulted in the addition of a Business Feature segment which profiles area businesses and a Speaker Series segment which feature excerpts from area presentations captured by Channel 12 staff. In addition to the excerpt airing, the entire speaker presentations are posted on the

Channel 12 website. In 2015, the Mayors Minute's segments were adjusted to include more airtime for the mayors on a more frequent basis. A final change was the new name for the long running Northwest Cities segment which now is referred to in these statistics as the Community Corner long segments. The majority of the content produced for the Community Corner program is then repackaged and provided to the area cities for placement on their individual Channel 16's and their individual city websites.

Community Corner City Videos	243
Community Corner Long Segments	50
Community Calendar	50
Mayors Minutes	96
Business Features	23
Speaker Series	22





City History Programs

Northwest Community Television is in the midst of a multi-year undertaking that involves producing high quality historical documentaries for each of our nine cities. In 2014, the production efforts began with the creation of a "Trailer" video which has been used as a promotional tool in our continuing efforts to spread the word about this ongoing project named "Our Town's Story". We continue to look for avenues of support and resources from organizations and agencies both locally and state-wide, and we continue to seek invitations to share this material with any and all relevant, ancillary organizations in the future.

Robbinsdale was chosen as the first city for production and in 2014 -2015 a total of nineteen individuals were interviewed. Contributing to this colorful cast of characters are long-time citizens, business owners, institutional leaders, and community historians. All have volunteered their time, memories, photographs, videos and a wealth of tremendous stories. We have re-evaluated and restructured the production process for the entire project and assigned two staff members to this project in combination with their daily duties.



Under the guidelines of the new production process and content outline, staff has reviewed the remaining hours of the interview content and divided the selected clips into 20 year periods. A video template has been purchased that will be the base for the series introductions and chapter bridges. The first chapter was re-edited in late 2015 and the second chapter was near completion at the start of 2016. Staff has met with two key contacts from the Robbinsdale Historical Society to review the new content outline and gain clarification on a few interview clips. The final editing on this project is now well underway and the goal is full project completion in late winter/early spring. Arrangements for the first viewings of the completed video are being discussed.



Initial content meetings have taken place with representatives involved in the first phase of the Brooklyn Park History Video. These content notes will be condensed in late winter/early spring, be reviewed with the Brooklyn Park representatives, and the interview process for Brooklyn Park will begin. The project is now back on track with the goal of completing two city history videos per year.

Municipal Television Services

Broadcast of City Meetings

NWCT City Meeting Crews recorded and broadcast live a total of 385 regular and special city meetings or council chambers based events in 2015. In addition to regular city council and commission meetings, the list included council chambers events such as employee benefit meetings, wellness seminars, special community presentations, state of the city, candidate forums and other meetings. That is an average of 32 council chambers based events per month covered by NWCT crews.

City Meeting Recap for 2015					
City	Council	Planning	EDA/HRA	Other	Total
Brooklyn Center	24	NA	incl	1	25
Brooklyn Park	29	12	12	3	56
Crystal	22	NA	13	0	35
Golden Valley	25	17	8	4	54
Maple Grove	23	13	incl	2	38
New Hope	22	8	14	5	49
Osseo	23	5	13	7	48
Plymouth	22	19	NA	1	42
Robbinsdale	24	NA	12	2	38

Grand Total:

385

Other Events/Forums

Brooklyn Center - Benefits Training

Brooklyn Park – OSHA Training; Safety Training; Board of Appeals and Equalization

Golden Valley – 2 Candidate Forums; Election Canvassing; Tri-City Water
(audio setup only)

Maple Grove – 2 Board of Appeals meetings

New Hope – State of the City; 4 Special Meetings

Osseo – 2 Public Safety Committee; 1 Park and Rec Committee; 1 Budget Meeting;
3 Work Sessions

Plymouth – State of the City

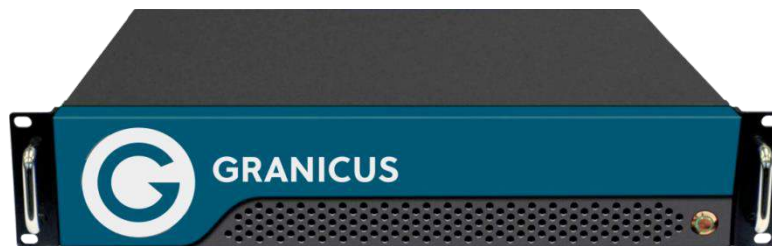
Robbinsdale – LRT Meeting; Auditor presentation

City Hall Council Chambers Projects

2015 was an off year for council chambers projects as most have been completed. We are now anticipating that the last replacement, at Brooklyn Center, will be undertaken in 2016.

With completion of Brooklyn Center in 2016, we will have completed the current replacement cycle for all nine of our cities that began in 2009. System lifespan is expected to be about 8-10 years. That means we are only a couple of years away from starting the cycle all over again!

The City of New Hope is looking forward and making plans for building a new city hall in the next couple of years, which will hopefully give us an opportunity to completely replace their whole broadcast system which has been updated in piecemeal fashion over the past several years.



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. Video is now Flash based and allows meetings to be viewed on mobile devices. Meetings can be accessed through the twelve.tv mobile app or the nwsccl.org website.

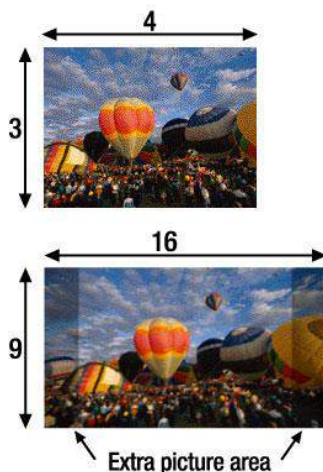
2015 Granicus Video Views - Under each city heading is the number of times that a video clip was viewed in that city's webstreaming video archive.

2015	Brooklyn Center	Brooklyn Park	Crystal	Golden Valley	Maple Grove	New Hope	Osseo	Plymouth	Robbinsdale
Jan	93	319	146	208	199	1,541	149	566	19
Feb	89	453	180	298	268	238	127	350	15
Mar	83	481	106	174	211	54	73	145	28
Apr	143	929	120	211	269	183	60	343	45
May	88	531	104	99	181	172	71	349	18
June	91	317	73	178	294	132	56	182	30
July	30	259	119	166	408	151	87	241	40
Aug	63	248	132	139	343	85	134	257	30
Sep	66	214	151	137	356	76	71	361	53
Oct	89	364	192	430	272	73	61	334	77
Nov	29	339	58	376	259	211	70	123	12
Dec	14	269	120	150	227	97	59	152	43
TOTALS	878	4,423	1,501	2,566	3,287	3,007	1,018	3,403	410

GRAND TOTAL: 20,493

Channel 16 Cablecast System

In 2015, we worked with Comcast technical staff to upgrade the signal paths that the city hall signals utilize to get live meetings and other programming out to subscribers. As part of this process, we now have upgraded modulators at each city hall. This is the piece of cable company owned equipment that broadcasts the signal out on the cable system. Moving forward, we have been and continue working with Comcast to upgrade the system to utilize fiber as much as possible. This will allow us to move the existing billboarding and video playout systems at each city hall back to the NWCT facility where we can better manage it and provide better signal quality control. We currently have 27 computers in 9 different locations besides the NWCT offices. We will hopefully be able to move about two-thirds of them back to NWCT later this year when the server room expansion is complete.



Another project this past year, was the conversion of the city hall channel 16 cable signals from 4x3 over to the new 16x9 format. We are still working on adjustments on a couple of the production systems and making sure the signals are compatible with our webstreaming equipment as well. One other aspect of this changeover was the need to switch out cable converter boxes in the control rooms, council chambers and lobby TV's as the boxes provided to us a couple of years ago do not work with the new format.

In 2015, we also spent a significant amount of time working with CenturyLink as they work towards a franchise agreement with the Commission. This involved conducting tours of all nine of our city hall facilities as well as NWCT with CenturyLink engineers so that they could assess what infrastructure would need to be in place to broadcast city meetings on their system. We made one round of tours with their engineer from Corporate who did an initial overview assessment and then several weeks later made the rounds again with local design engineers so they could further refine their designs and planning. We anticipate that when, and if, this project moves forward, it will consume significant amounts of time again as the system is constructed and configured.

Safety Procedures at City Halls

As you are aware, we had an unfortunate shooting incident at The City of New Hope early in 2015. This has caused all of our member cities to step back and take a look at safety procedures and update or implement guidelines. At the direction of the NWSCCC/NWCT boards, we also did a thorough assessment of safety and procedural related items related to our crews working on site at city halls and the broadcasts of city meetings. This included conducting a survey of member cities, meeting with Public Safety representatives and other staff from each of our member cities as well as seeking input from cable entities from outside our area on what guidelines and procedures they have in place. Based on that input we developed safety and emergency procedures for our crews to follow as well as instructions regarding live signals and recordings. The guidelines address various types of situations, including weather related emergencies, medical emergencies and other disruptions. Procedures are now in place and are posted in the control rooms at each city hall, and crews have been informed of those procedures. As new hires come on board, safety and emergency procedure training is part of the orientation process.

Looking forward...

There are a few things with regard to our cities that are warranting special attention as we move into 2016. We are exploring closed-captioning for city meetings and the significant costs associated with that type of service. It is not clear what the law and ADA requires, but most legal opinions come down on the side of it not being required for city meetings at this point. We are also anticipating that Skyping or some similar system for a member's remote participation in a meeting will become more frequently requested by our member cities and we will be making sure we can efficiently accommodate that when we build new systems down the road. In the meantime, we will work with what we have to make it work as best as possible.

E-subscribe system

In a daily effort to promote and highlight the content found on Channel 12 and the twelve.tv website, staff from multiple departments work in tandem to send out email announcements to our over 1,400 Gov Delivery subscribers. The email announcements range from daily programming highlights to weekly video links to stories on our website. The daily emails include “tune-in” style messages for our news, sports, events, and city programming. The weekly video link emails include a list of content from a specific city, school district or sport that is sent to a very targeted group that has indicated interest in that topic. In 2015 we again saw a large amount of growth in the number of email opens and link clicks.

Category	Yearly totals	
	2014	2015
Bulletins Sent	1,873	2,086
Unique Email Opens	61,877	85,628
Unique Link Clicks	7,408	12,103
Clicks from Shared Links	2,150	3,243
Total Subscribers	1,099	1,465
Total Subscriptions	3,587	5,982



On Demand

24/7

Watch us anywhere



Channel 12 APP

Overview



2015 saw the first full year of operation for the Channel 12 mobile app. Over the course of the year, we have seen a strong growth in our user base as well as a continued increase in the number of visits to the app. The mobile app is an important part of our digital media efforts.

Having the app built around our YouTube channel has proven to be a highly stable mobile playback option. Allowing the app to pull video content from YouTube also serves as a way to grow our overall watch count on our YouTube page which in turn has led to more traffic and an increase in views.

Our initial goal was to give our community members easy access to our content and watch it on-demand from their mobile device. To that end, we have achieved this goal as we now have thousands of active users enjoying the free app and sharing all of the content freely through text message, email, Facebook, and Twitter.



Channel 12 App Statistics

Below are the statistics from January 1st through December 31st, 2015.

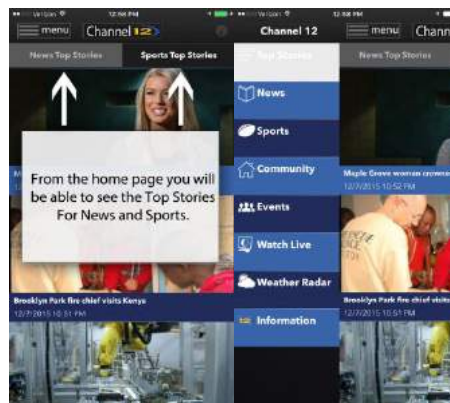
	2014	2015	Total
Downloads	1942	2884	4826
App Visits	17,422	26,432	43,854
Time in app	53,700 min	67,900 min	121,600 min

In 2015, we saw our overall downloads increase by nearly 50% from the prior year. Along with this increase, we saw our app visits and time in app stay strong, with the average visitor staying in the app for over 2.5 minutes.

Redesign

One of the benefits that we have with our current app hosting provider is that we are given a wide range of statistics that help us understand how our viewers use the app. One of those statistics is app traffic. This allows us to know what pages people are going to on the app and for how long they stay on each page.

After more than a year of operation, it became very clear that the most popular pages were the top stories for news and sports. In fact, 80% of all traffic went to one of the two top stories pages. After seeing this, we decided to make this content the first thing that you see on the app. All of the other great content is still available with the new slide out menu system.



2015 Channel 12 On-Line Video Statistics

On-Demand

A video On Demand View through YouTube is tallied every time a visitor clicks on the player to watch the video.

YouTube Video On-Demand Views							
	2014				2015		
Month	Views	Est. Hours Viewed	Ave. length of view (Min.)		Views	Est. Hours Viewed	Ave. length of view (Min.)
January	78,362	3,691	2:49		128,443	7,378	3:26
February	76,889	3,978	3:06		112,218	7,506	4:00
March	84,049	5,178	3:18		127,425	8,991	4:14
April	83,598	4,693	3:18		143,252	8,677	3:38
May	93,175	5,133	3:14		147,048	8,903	3:37
June	121,979	6,089	2:57		119,086	8,261	4:09
July	95,493	6,346	3:55		133,936	9,496	4:15
August	105,368	7,426	4:09		154,849	11,303	4:22
September	107,026	7,205	3:58		173,730	10,850	3:44
October	128,259	9,332	4:21		170,369	11,085	3:54
November	125,698	9,429	4:30		194,238	12,188	3:45
December	125,870	7,737	3:41		156,090	10,015	3:50
Total	1,225,766	76,237			1,760,684	114,653	
Average Monthly Video On Demand Statistics:							
views/hours/minutes	102,147	6,353	3:40		146,724	9,554	3:56



2015 Channel 12 Live 24/7 Statistics

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

Live 24/7 Hours Viewed		
Month	2014	2015
January	971.28	604.50
February	372.55	601.18
March	513.40	634.22
April	291.87	378.65
May	486.22	575.23
June	793.32	350.47
July	388.63	408.48
August	596.20	393.43
September	937.70	550.33
October	633.73	820.43
November	1,059.40	1,082.48
December	605.02	524.87
Total	7,649.32	6,924.27
Average Hours Viewed	637.44	577.02



2015 Channel 12 Website Statistics

www.twelve.tv

2015 www.twelve.tv Unique Visitors

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

Month	2014	2015
January	14,145	15,370
February	15,581	15,080
March	14,325	16,890
April	12,018	15,877
May	15,065	22,846
June	13,241	13,877
July	14,418	14,003
August	12,285	14,449
September	14,431	15,795
October	18,764	16,475
November	16,780	16,844
December	12,527	14,590
Total	173,580	192,096
Average Monthly Visits	14,465	16,008



2015 Northwest Suburbs Cable Communications Commission Website Statistics

www.nwsccl.org

NWSCCC Web Site Visits

The first column shows the total number of unique visitors to the nwsccl.org website for each month. Under each city heading is the number of times that city's webstreaming archive page was viewed on nwsccl.org each month.

	NWSCCC Web Site Unique Visitors	Brooklyn Center	Brooklyn Park	Crystal	Golden Valley	Maple Grove	New Hope	Osseo	Plymouth	Robbinsdale
January	2,040	155	295	224	227	911	809	234	571	63
February	1,763	111	393	159	196	984	219	155	512	88
March	1,946	125	411	142	248	892	14	164	335	57
April	2,115	116	516	119	275	1,121	185	171	520	107
May	2,628	127	407	122	278	1,116	145	141	808	56
June	2,376	103	267	86	275	1,262	143	191	383	64
July	2,250	70	233	97	232	1,201	134	171	518	72
August	1,647	98	195	151	210	1,075	226	148	376	75
September	1,601	126	215	132	187	1,204	99	196	368	71
October	1,839	141	280	175	318	1,301	81	125	368	79
November	1,813	154	333	118	258	990	194	115	297	62
December	1,649	106	160	145	175	971	90	127	281	67
Totals	23,667	1,432	3,705	1,670	2,879	13,028	2,339	1,938	5,337	861



Thank you once again to Northwest Suburbs Cable Communications Commission and Northwest Community Television Board of Directors.

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