Northwest Community Television

2015 Annual Programming Report

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

Michael Johnson
Executive Director
<table>
<thead>
<tr>
<th>Commissioner</th>
<th>City of</th>
<th>Date Started</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bill Blonigan</td>
<td>Robbinsdale</td>
<td>February 1981</td>
</tr>
<tr>
<td>Al Madsen</td>
<td>Maple Grove</td>
<td>June 1997</td>
</tr>
<tr>
<td>Helen LaFave</td>
<td>Plymouth</td>
<td>May 1999</td>
</tr>
<tr>
<td>Anne Norris</td>
<td>Crystal</td>
<td>June 2000</td>
</tr>
<tr>
<td>Andy Hoffe</td>
<td>New Hope</td>
<td>January 2007</td>
</tr>
<tr>
<td>Jim Willis</td>
<td>Plymouth</td>
<td>January 2007</td>
</tr>
<tr>
<td>Kirk McDonald</td>
<td>New Hope</td>
<td>October 2007</td>
</tr>
<tr>
<td>Phil Leith</td>
<td>Maple Grove</td>
<td>October 2008</td>
</tr>
<tr>
<td>Tim Willson</td>
<td>Brooklyn Center</td>
<td>January 2010</td>
</tr>
<tr>
<td>Doug Reeder</td>
<td>Osseo</td>
<td>September 2010</td>
</tr>
<tr>
<td>Mark Schulz</td>
<td>Osseo</td>
<td>September 2010</td>
</tr>
<tr>
<td>Julie Deshler</td>
<td>Crystal</td>
<td>February 2011</td>
</tr>
<tr>
<td>Rex Newman</td>
<td>Brooklyn Center</td>
<td>May 2012</td>
</tr>
<tr>
<td>Joanie Clausen</td>
<td>Golden Valley</td>
<td>February 2013</td>
</tr>
<tr>
<td>George Selman</td>
<td>Robbinsdale</td>
<td>February 2013</td>
</tr>
<tr>
<td>Michael Sable</td>
<td>Brooklyn Park</td>
<td>February 2015</td>
</tr>
<tr>
<td>George Lessard</td>
<td>Brooklyn Park</td>
<td>February 2015</td>
</tr>
<tr>
<td>Roger Bergman</td>
<td>Golden Valley</td>
<td>June 2015</td>
</tr>
<tr>
<td>Riley Grams</td>
<td>Osseo</td>
<td>July 2015</td>
</tr>
<tr>
<td>Jay Stroebel</td>
<td>Brooklyn Park</td>
<td>October 2015</td>
</tr>
</tbody>
</table>
Northwest Community Television

Board of Directors

who Served in 2015

<table>
<thead>
<tr>
<th>Name</th>
<th>City/Position</th>
<th>Date Started</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duane Orn</td>
<td>City of Brooklyn Center</td>
<td>April 1982</td>
</tr>
<tr>
<td>Helen LaFave</td>
<td>City of Plymouth</td>
<td>August 1987</td>
</tr>
<tr>
<td>Al Madsen</td>
<td>City of Maple Grove</td>
<td>June 1997</td>
</tr>
<tr>
<td>Marcia Glick</td>
<td>City of Robbinsdale</td>
<td>February 1998</td>
</tr>
<tr>
<td>Anne Norris</td>
<td>City of Crystal</td>
<td>January 2001</td>
</tr>
<tr>
<td>Rex Newman</td>
<td>At Large</td>
<td>April 2005</td>
</tr>
<tr>
<td>Tom Burt</td>
<td>City of Golden Valley</td>
<td>May 2011</td>
</tr>
<tr>
<td>Doug Reeder</td>
<td>City of Osseo</td>
<td>May 2012</td>
</tr>
<tr>
<td>Kirk McDonald</td>
<td>City of New Hope</td>
<td>October 2012</td>
</tr>
<tr>
<td>Donald Jackson</td>
<td>Public Access</td>
<td>February 2014</td>
</tr>
<tr>
<td>Zipporah Mesesi</td>
<td>At Large</td>
<td>May 2014</td>
</tr>
<tr>
<td>Michael Sable</td>
<td>City of Brooklyn Park</td>
<td>February 2015</td>
</tr>
<tr>
<td>Joanie Claussen</td>
<td>At Large</td>
<td>February 2015</td>
</tr>
<tr>
<td>George Lessard</td>
<td>At Large</td>
<td>February 2015</td>
</tr>
<tr>
<td>Scott Burdette</td>
<td>Public Access</td>
<td>February 2015</td>
</tr>
<tr>
<td>Cheryl Weiler</td>
<td>City of Golden Valley</td>
<td>June 2015</td>
</tr>
<tr>
<td>Riley Grams</td>
<td>City of Osseo</td>
<td>July 2015</td>
</tr>
<tr>
<td>Jay Stroebel</td>
<td>City of Brooklyn Park</td>
<td>October 2015</td>
</tr>
</tbody>
</table>
Northwest Community Television/Channel 12 Organization Chart

NW Suburbs Cable Communications Commission
NW Community Television Board of Directors

Executive Director

Assistant Executive Director

Administrative Assistant/ Human Resources Manager

Administrative Support / Accountant

STAFF - 76
Full Time - 33
Part Time - 43

News Director /Anchor
- Assistant News Director/Anchor
- Producer/ Assignment Editor
- Reporter
- Reporter/ Photographer
- Reporter 2 PT
- Photojournalist
- Photojournalist
- Photojournalist

Municipal Media Services Manager
- City Producer/ Host
- City Producer/ Photojournalist
- City Producer/ Photojournalist
- City Council Crew 10 PT

Sports Director /Anchor
- Sports Producer/ Reporter/Anchor
- Sports Producer/ Reporter
- Events Director/ Master Control Operator
- Sports Photojournalist 2PT
- Events Crew 27 PT

Public Access Manager
- Studio Manager
- Producer/Graphics
- Studio Crew 2PT

Production Coordinator
- Production Specialist
- Technical Services Manager

Technical Services Manager
- Technical Information Services Manager
- Master Control Operator

UPDATE 2/2/2016

Staff - 76
Full Time - 33
Part Time - 43
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.
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
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
- Out of area members: 65
- Active members: 611
- 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
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.

“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
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

Super Saturday attendees 26
Total class participants 151
Class series offered 12
Advanced classes 4
Volunteer Conference attendees 30

“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
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
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.
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.
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
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.
MOBILE 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

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

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
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 County 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.
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.

<table>
<thead>
<tr>
<th>2015</th>
<th>Impressions</th>
<th>Re-Tweets</th>
<th>Likes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>105,400</td>
<td>128</td>
<td>214</td>
</tr>
<tr>
<td>Feb</td>
<td>104,500</td>
<td>113</td>
<td>189</td>
</tr>
<tr>
<td>Mar</td>
<td>95,900</td>
<td>145</td>
<td>196</td>
</tr>
<tr>
<td>Apr</td>
<td>87,000</td>
<td>84</td>
<td>137</td>
</tr>
<tr>
<td>May</td>
<td>62,000</td>
<td>67</td>
<td>86</td>
</tr>
<tr>
<td>June</td>
<td>34,000</td>
<td>17</td>
<td>25</td>
</tr>
<tr>
<td>July</td>
<td>24,300</td>
<td>18</td>
<td>27</td>
</tr>
<tr>
<td>Aug</td>
<td>68,600</td>
<td>116</td>
<td>183</td>
</tr>
<tr>
<td>Sept</td>
<td>112,500</td>
<td>157</td>
<td>220</td>
</tr>
<tr>
<td>Oct</td>
<td>121,000</td>
<td>178</td>
<td>293</td>
</tr>
<tr>
<td>Nov</td>
<td>165,600</td>
<td>245</td>
<td>395</td>
</tr>
<tr>
<td>Dec</td>
<td>129,300</td>
<td>190</td>
<td>387</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,110,100</td>
<td>1458</td>
<td>2352</td>
</tr>
</tbody>
</table>
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 50th 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.

<table>
<thead>
<tr>
<th>Community Corner City Videos</th>
<th>243</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Corner Long Segments</td>
<td>50</td>
</tr>
<tr>
<td>Community Calendar</td>
<td>50</td>
</tr>
<tr>
<td>Mayors Minutes</td>
<td>96</td>
</tr>
<tr>
<td>Business Features</td>
<td>23</td>
</tr>
<tr>
<td>Speaker Series</td>
<td>22</td>
</tr>
</tbody>
</table>
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.

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

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 nwsccc.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.

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

**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.

<table>
<thead>
<tr>
<th>Category</th>
<th>Yearly totals</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2014</td>
</tr>
<tr>
<td>Bulletins Sent</td>
<td>1,873</td>
</tr>
<tr>
<td>Unique EmailOpens</td>
<td>61,877</td>
</tr>
<tr>
<td>Unique Link Clicks</td>
<td>7,408</td>
</tr>
<tr>
<td>Clicks from Shared Links</td>
<td>2,150</td>
</tr>
<tr>
<td>Total Subscribers</td>
<td>1,099</td>
</tr>
<tr>
<td>Total Subscriptions</td>
<td>3,587</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downloads</td>
<td>1942</td>
<td>2884</td>
<td>4826</td>
</tr>
<tr>
<td>App Visits</td>
<td>17,422</td>
<td>26,432</td>
<td>43,854</td>
</tr>
<tr>
<td>Time in app</td>
<td>53,700 min</td>
<td>67,900 min</td>
<td>121,600 min</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Month</th>
<th>2014 Views</th>
<th>Est. Hours Viewed</th>
<th>Ave. length of view (Min.)</th>
<th>2015 Views</th>
<th>Est. Hours Viewed</th>
<th>Ave. length of view (Min.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>78,362</td>
<td>3,691</td>
<td>2:49</td>
<td>128,443</td>
<td>7,378</td>
<td>3:26</td>
</tr>
<tr>
<td>February</td>
<td>76,889</td>
<td>3,978</td>
<td>3:06</td>
<td>112,218</td>
<td>7,506</td>
<td>4:00</td>
</tr>
<tr>
<td>March</td>
<td>84,049</td>
<td>5,178</td>
<td>3:18</td>
<td>127,425</td>
<td>8,991</td>
<td>4:14</td>
</tr>
<tr>
<td>April</td>
<td>83,598</td>
<td>4,693</td>
<td>3:18</td>
<td>143,252</td>
<td>8,677</td>
<td>3:38</td>
</tr>
<tr>
<td>May</td>
<td>93,175</td>
<td>5,133</td>
<td>3:14</td>
<td>147,048</td>
<td>8,903</td>
<td>3:57</td>
</tr>
<tr>
<td>June</td>
<td>121,979</td>
<td>6,089</td>
<td>2:57</td>
<td>119,086</td>
<td>8,261</td>
<td>4:09</td>
</tr>
<tr>
<td>July</td>
<td>95,493</td>
<td>6,346</td>
<td>3:55</td>
<td>133,936</td>
<td>9,496</td>
<td>4:15</td>
</tr>
<tr>
<td>August</td>
<td>105,368</td>
<td>7,426</td>
<td>4:09</td>
<td>154,849</td>
<td>11,503</td>
<td>4:22</td>
</tr>
<tr>
<td>September</td>
<td>107,026</td>
<td>7,205</td>
<td>3:58</td>
<td>173,730</td>
<td>10,850</td>
<td>3:44</td>
</tr>
<tr>
<td>October</td>
<td>128,259</td>
<td>9,332</td>
<td>4:21</td>
<td>170,369</td>
<td>11,085</td>
<td>3:54</td>
</tr>
<tr>
<td>November</td>
<td>125,698</td>
<td>9,429</td>
<td>4:30</td>
<td>194,238</td>
<td>12,188</td>
<td>3:45</td>
</tr>
<tr>
<td>December</td>
<td>125,870</td>
<td>7,737</td>
<td>3:41</td>
<td>156,090</td>
<td>10,015</td>
<td>3:50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,225,766</strong></td>
<td><strong>76,237</strong></td>
<td></td>
<td><strong>1,760,684</strong></td>
<td><strong>114,653</strong></td>
<td></td>
</tr>
</tbody>
</table>

**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](http://www.twelve.tv) website.

<table>
<thead>
<tr>
<th>Month</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>971.28</td>
<td>604.50</td>
</tr>
<tr>
<td>February</td>
<td>372.55</td>
<td>601.18</td>
</tr>
<tr>
<td>March</td>
<td>513.40</td>
<td>634.22</td>
</tr>
<tr>
<td>April</td>
<td>291.87</td>
<td>378.65</td>
</tr>
<tr>
<td>May</td>
<td>486.22</td>
<td>575.23</td>
</tr>
<tr>
<td>June</td>
<td>793.32</td>
<td>350.47</td>
</tr>
<tr>
<td>July</td>
<td>388.63</td>
<td>408.48</td>
</tr>
<tr>
<td>August</td>
<td>596.20</td>
<td>393.43</td>
</tr>
<tr>
<td>September</td>
<td>937.70</td>
<td>550.33</td>
</tr>
<tr>
<td>October</td>
<td>633.73</td>
<td>820.43</td>
</tr>
<tr>
<td>November</td>
<td>1,059.40</td>
<td>1,082.48</td>
</tr>
<tr>
<td>December</td>
<td>605.02</td>
<td>524.87</td>
</tr>
<tr>
<td>Total</td>
<td>7,649.32</td>
<td>6,924.27</td>
</tr>
<tr>
<td>Average</td>
<td>637.44</td>
<td>577.02</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Month</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>14,145</td>
<td>15,370</td>
</tr>
<tr>
<td>February</td>
<td>15,581</td>
<td>15,080</td>
</tr>
<tr>
<td>March</td>
<td>14,325</td>
<td>16,890</td>
</tr>
<tr>
<td>April</td>
<td>12,018</td>
<td>15,877</td>
</tr>
<tr>
<td>May</td>
<td>15,065</td>
<td>22,846</td>
</tr>
<tr>
<td>June</td>
<td>13,241</td>
<td>13,877</td>
</tr>
<tr>
<td>July</td>
<td>14,418</td>
<td>14,003</td>
</tr>
<tr>
<td>August</td>
<td>12,285</td>
<td>14,449</td>
</tr>
<tr>
<td>September</td>
<td>14,431</td>
<td>15,795</td>
</tr>
<tr>
<td>October</td>
<td>18,764</td>
<td>16,475</td>
</tr>
<tr>
<td>November</td>
<td>16,780</td>
<td>16,844</td>
</tr>
<tr>
<td>December</td>
<td>12,527</td>
<td>14,590</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>173,580</strong></td>
<td><strong>192,096</strong></td>
</tr>
<tr>
<td><strong>Average Monthly Visits</strong></td>
<td><strong>14,465</strong></td>
<td><strong>16,008</strong></td>
</tr>
</tbody>
</table>
2015 Northwest Suburbs
Cable Communications Commission
Website Statistics
www.nwsccc.org

NWSCCCC Web Site Visits

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

<table>
<thead>
<tr>
<th>Month</th>
<th>NWSCCC Web Site Unique Visitors</th>
<th>Brooklyn Center</th>
<th>Brooklyn Park</th>
<th>Crystal</th>
<th>Golden Valley</th>
<th>Maple Grove</th>
<th>New Hope</th>
<th>Osseo</th>
<th>Plymouth</th>
<th>Robbinsdale</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>2,040</td>
<td>155</td>
<td>295</td>
<td>224</td>
<td>227</td>
<td>911</td>
<td>809</td>
<td>234</td>
<td>571</td>
<td>63</td>
</tr>
<tr>
<td>February</td>
<td>1,763</td>
<td>111</td>
<td>393</td>
<td>159</td>
<td>196</td>
<td>984</td>
<td>219</td>
<td>155</td>
<td>512</td>
<td>88</td>
</tr>
<tr>
<td>March</td>
<td>1,946</td>
<td>125</td>
<td>411</td>
<td>142</td>
<td>248</td>
<td>892</td>
<td>14</td>
<td>164</td>
<td>335</td>
<td>57</td>
</tr>
<tr>
<td>April</td>
<td>2,115</td>
<td>116</td>
<td>516</td>
<td>119</td>
<td>275</td>
<td>1,121</td>
<td>185</td>
<td>171</td>
<td>520</td>
<td>107</td>
</tr>
<tr>
<td>May</td>
<td>2,628</td>
<td>127</td>
<td>407</td>
<td>122</td>
<td>278</td>
<td>1,116</td>
<td>145</td>
<td>141</td>
<td>808</td>
<td>56</td>
</tr>
<tr>
<td>June</td>
<td>2,376</td>
<td>103</td>
<td>267</td>
<td>86</td>
<td>275</td>
<td>1,262</td>
<td>143</td>
<td>191</td>
<td>383</td>
<td>64</td>
</tr>
<tr>
<td>July</td>
<td>2,250</td>
<td>70</td>
<td>233</td>
<td>97</td>
<td>252</td>
<td>1,201</td>
<td>134</td>
<td>171</td>
<td>518</td>
<td>72</td>
</tr>
<tr>
<td>August</td>
<td>1,647</td>
<td>98</td>
<td>195</td>
<td>151</td>
<td>210</td>
<td>1,075</td>
<td>226</td>
<td>148</td>
<td>376</td>
<td>75</td>
</tr>
<tr>
<td>September</td>
<td>1,601</td>
<td>126</td>
<td>215</td>
<td>132</td>
<td>187</td>
<td>1,204</td>
<td>99</td>
<td>196</td>
<td>368</td>
<td>71</td>
</tr>
<tr>
<td>October</td>
<td>1,839</td>
<td>141</td>
<td>280</td>
<td>175</td>
<td>318</td>
<td>1,301</td>
<td>81</td>
<td>125</td>
<td>368</td>
<td>79</td>
</tr>
<tr>
<td>November</td>
<td>1,813</td>
<td>154</td>
<td>333</td>
<td>118</td>
<td>258</td>
<td>990</td>
<td>194</td>
<td>115</td>
<td>297</td>
<td>62</td>
</tr>
<tr>
<td>December</td>
<td>1,649</td>
<td>106</td>
<td>160</td>
<td>145</td>
<td>175</td>
<td>971</td>
<td>90</td>
<td>127</td>
<td>281</td>
<td>67</td>
</tr>
<tr>
<td>Totals</td>
<td>23,667</td>
<td>1,432</td>
<td>3,705</td>
<td>1,670</td>
<td>2,879</td>
<td>13,028</td>
<td>2,339</td>
<td>1,938</td>
<td>5,337</td>
<td>861</td>
</tr>
</tbody>
</table>

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

Thank you to all staff, with a special thank you to contributing members of this report:

Steve Brockhaus
Tim Gaffron
John Jacobson
Mike Johnson (news department)
Dave Kiser
Barb Nolan-Clark

In addition, a big THANK YOU to

Wendy Brierley

for coordinating this effort.