



20
16

Northwest Community Television
Annual Report



CCX
MEDIA

NEWS

SPORTS

CITIES

CREATE

Proudly serving the cities of:

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



CONNECTED COMMUNITY EXPERIENCE

Phone **763.533.8196**
Email info@ccxmedia.org
Web ccxmedia.org

Northwest Community Television
6900 Winnetka Avenue North
Brooklyn Park, MN 55428

February 2017

Northwest Suburbs Cable Communications Commission Members
Northwest Community Television Board Members

Dear Commission and Board Members,

We have had several types of logos and letterhead designs within our history and today I am writing on a brand new piece of letterhead with a brand new logo design. It is much more than a logo and design change though; it is the culmination of a lot of work by staff, board, commission, and communications professionals in your cities who, with the help of a professional marketing firm have come up with an entire new brand for our content offerings. That brand is CCX Media (CCX stands for Connected Community Experience). We offer four sub-brands under the CCX Media name; they include: CCX News, CCX Sports, CCX Cities and CCX Create. These sub-brands all sit under the same roof and will make it much easier for your residents to navigate our content and enjoy all the connections we make in the community each and every day. You will see a combination of prior names such as 12 News and 12 Sports scattered throughout the report because 2016 was a transition and implementation year for the switchover.

Prior to going through the rebrand process we developed a new Vision and Mission statement for Northwest Community Television, the operating organization for CCX Media. This Vision and Mission which was approved by the commission and the board is our blueprint and road map for our operations today and in the future. The Vision and Mission statement can be found within the first couple of pages of this report.

In late fall of 2016, the Northwest Suburbs Cable Communications Commission approved a multi-year franchise agreement with CenturyLink to offer traditional cable television services to the residents in its member cities. This agreement has paved the way for effective competition and gives residents another choice in terms of their media services. In addition, the agreement spells out community television provisions that will give Northwest Community Television and CCX Media another venue for its content.

If all of these things did not keep us busy enough, we began a significant amount of much needed remodeling work within our building in 2016. Areas have been updated in the west side of the building which in most cases have not seen remodeling since the building was constructed over 30 years ago. This phase will be completed in the first quarter of 2017 and will be highlighted in next year's report.

I am confident we are making a positive impact in 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. We are here to serve our cities and make positive connections in the communities. The 2016 programming report is a reflection of all these connections.

Sincerely

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

Mike Johnson
Executive Director

NEWS

SPORTS

CITIES

CREATE

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

Northwest Suburbs Cable
Communications Commission
Commissioners
who Served in 2016

		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
❖ 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
❖ George Lessard	City of Brooklyn Park	February 2015
❖ Roger Bergman	City of Golden Valley	June 2015
❖ Riley Grams	City of Osseo	July 2015
❖ Jay Stroebe	City of Brooklyn Park	October 2015

Northwest Community Television

Board of Directors

who Served in 2016

		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
❖ Kirk McDonald	City of New Hope	October 2012
❖ Zipporah Mesesi	At Large	May 2014
❖ Joanie Clausen	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
❖ Sue Ellen Zagrabelny	Public Access	February 2016



Robbinsdale Councilmember, Bill Blonigan, was recognized for his 35 years of service to the Northwest Suburbs Cable Communications Commission at the November, 2016 meeting.

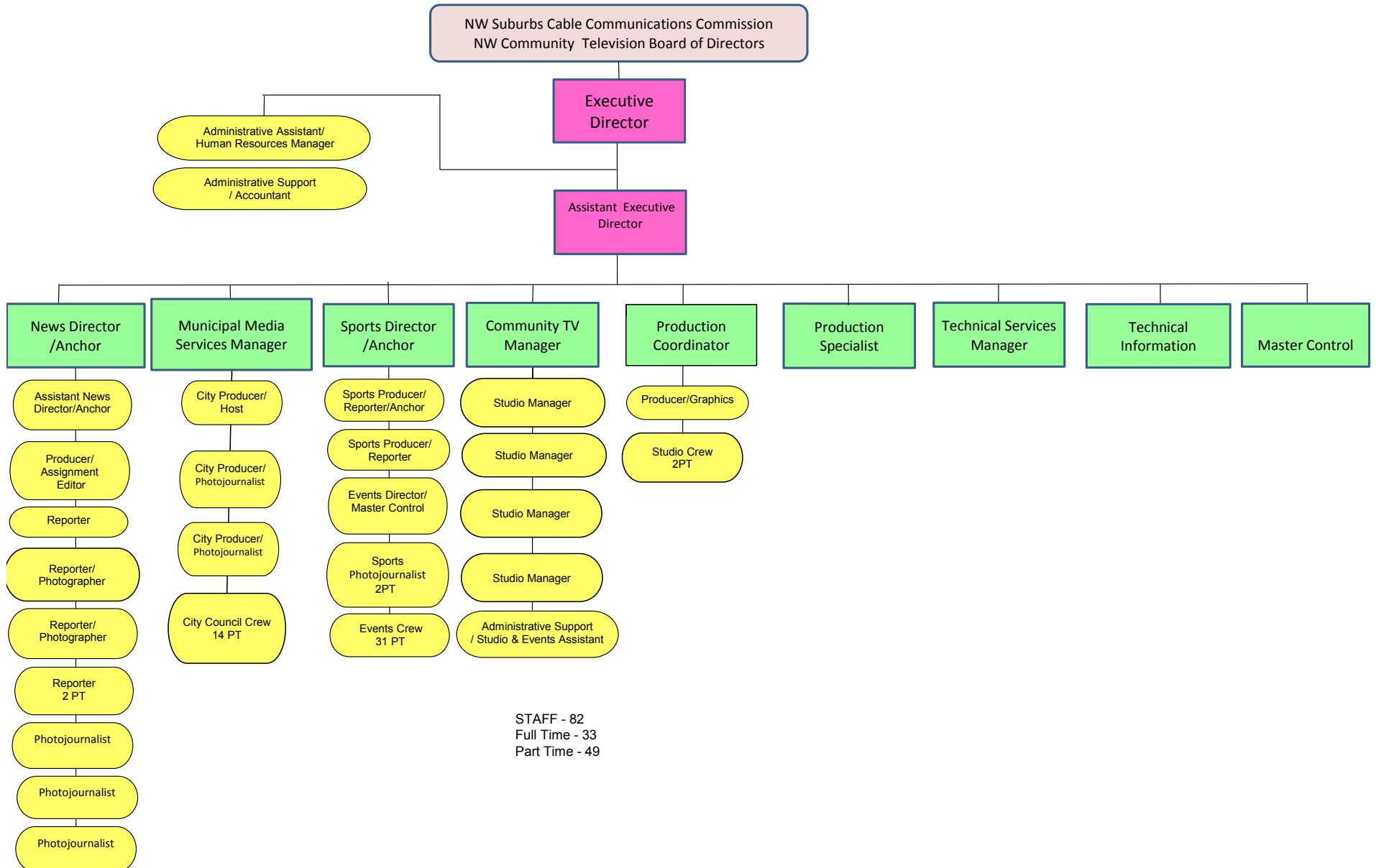
Pictured L to R: Anne Norris, Vice Chair of the Commission, Bill Blonigan and Mike Johnson, Executive Director.

Workers began assembling the Community Television Control Room racks and countertops as part of the remodeling project that was completed in 2016. The Studio was repainted and new carpet was installed.



The counter in the front of the building was demolished as part of a multi-level remodeling project that will be completed in early 2017.

Northwest Community Television/CCX Media Organization Chart



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 Vision/Mission

Vision Statement

Northwest Community Television will be a dynamic media resource, known by all in our member communities, which informs and inspires public engagement.

Mission Statement

Northwest Community Television creates, helps others create, and disseminates high-quality local content by serving our communities and associates above all else, with honesty, professionalism, and high integrity.

Core Values

- Serve our communities and associates above all else.
- Display honesty and integrity.
- Demonstrate professionalism.



Core Focus

- Serve and be a mirror of the communities as they evolve and change.
- Offer opportunities to produce programming.
- Support our commission member communities by providing media content production and delivery.
- Be a local source so residents can be informed and aware, by documenting changes and the impact they have on our communities.

Niche

We are built to identify, produce, and deliver high-quality community content in our member communities.



CCX
CREATE
2016



MISSION **#2016** **#busyyear**

NWCT's CCX Create department provide residents with access to cable television channels, social media and free use of equipment so that they can express their views as protected by the First Amendment. In short, we give local residents the ability to create unique local content to share with viewers in our communities and beyond. Programs take on a variety of forms—talk shows, music, cooking, sports, debates—and each give viewers the ability to listen, learn and better understand their fellow residents and local community.



STAFF

CCX Create staff members are multi-tasking experts! They are not only responsible for the day to day scheduling and operation of the facility, but also teach basic and advanced classes, assist volunteers in the studio and edit suites, maintain a website and three social media sites and create promotional materials for print and television.



Nikki Jackett

Studio Manager
12 years of service



Trudy Radniecki

Administrative Support Specialist
10 years of service



Javier Cedillo

Studio Manager
4 years of service



Dustin Cooper

Studio Manager
1 year of service



Tamisha Touray

Studio Manager
29 years of service

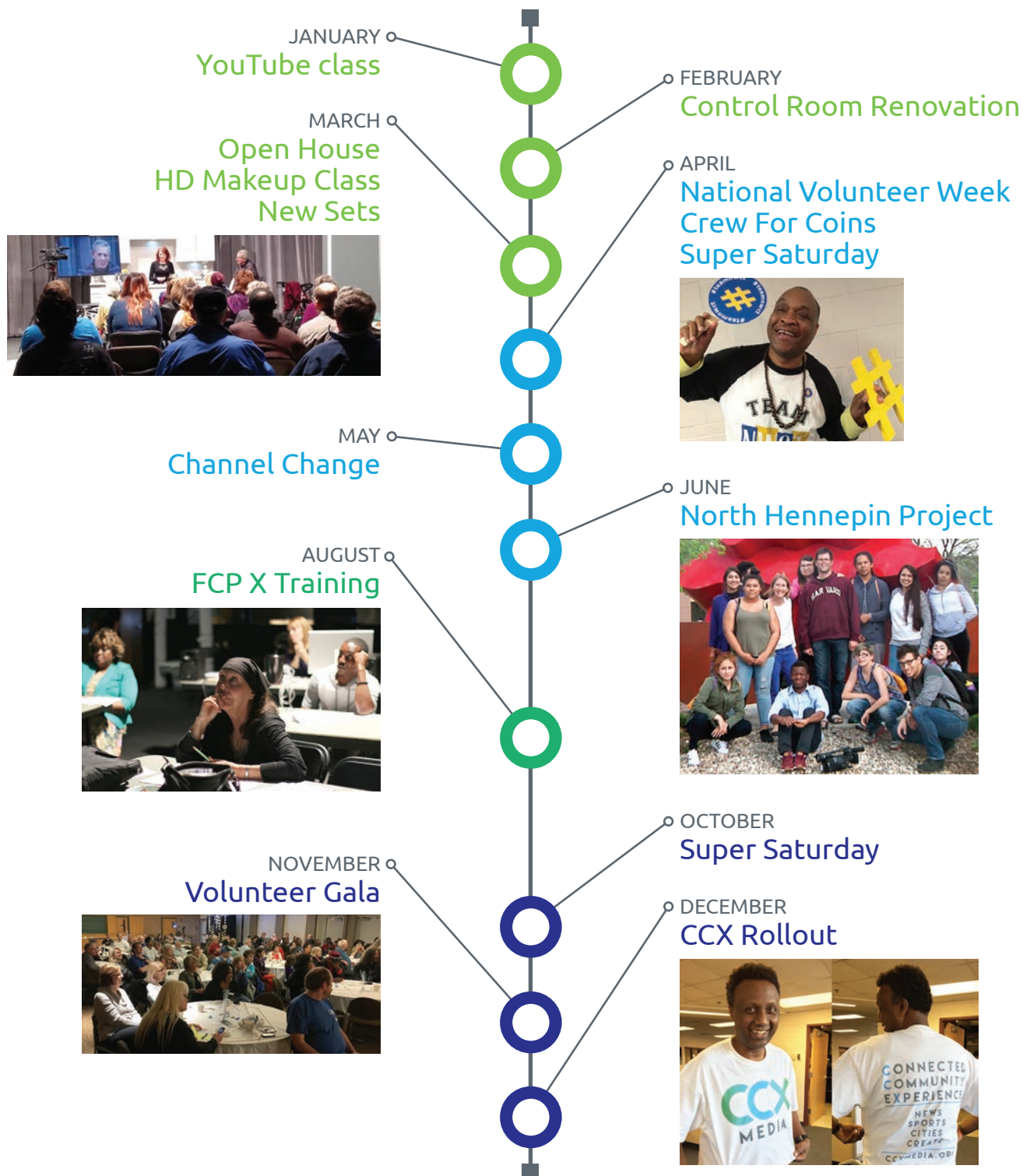


Barbara Nolan Clark

Community TV Manager
31 years of service

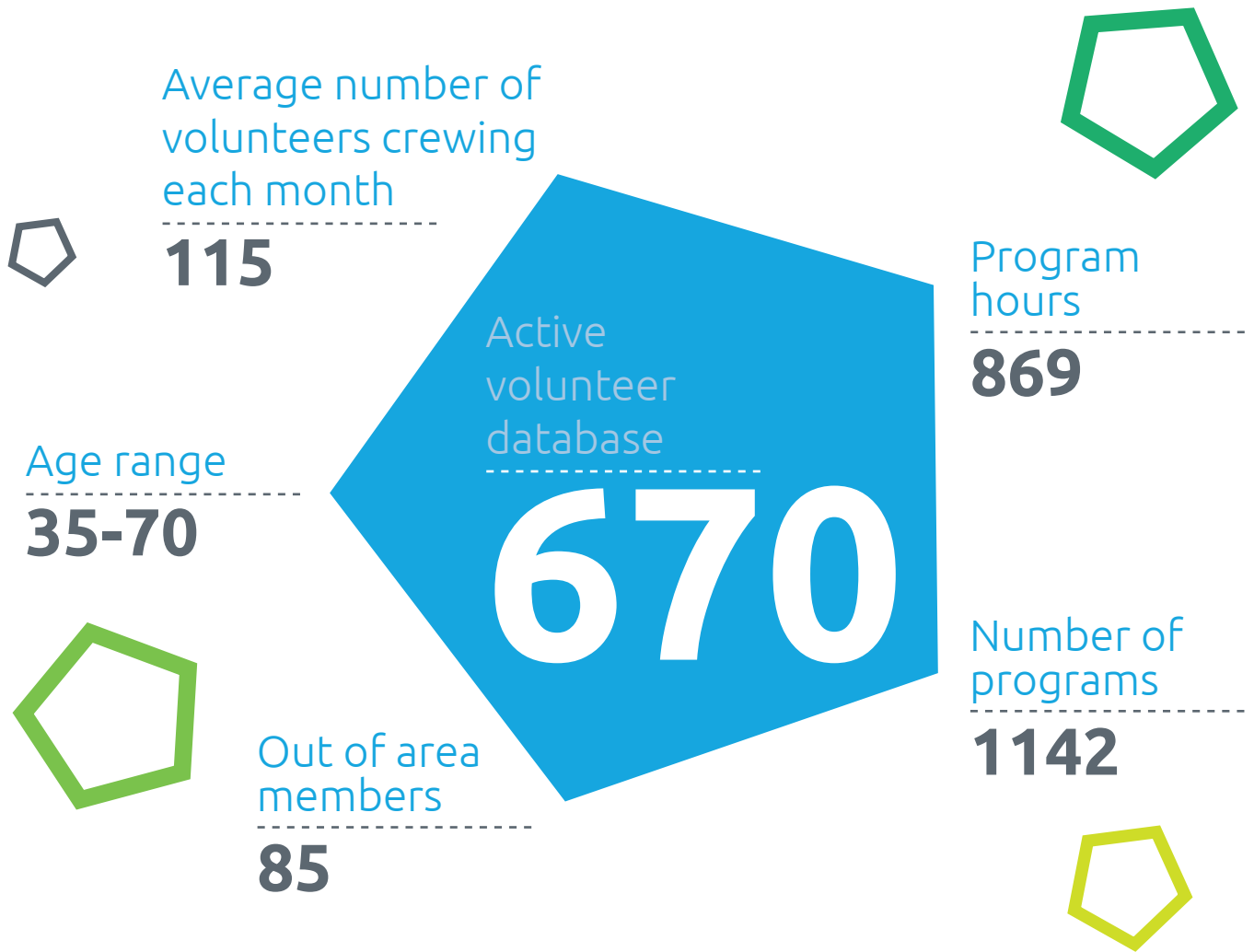
2016 YEAR IN REVIEW

2016 was a busy year! Staff's main focus areas (beyond serving our volunteer producers!) were upgrading and renovating our control room, designing new set pieces and upgrading our edit operation and curriculum to new edit software, Final Cut Pro X. We also found time for other exciting events.



MEMBERS

#bestvolunteersever!



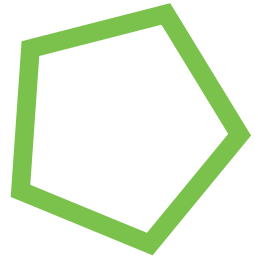
It's tough to call our members
VOLUNTEERS.

Most days they feel more like
FAMILY!



The majority of our volunteers have been a part of the organization for 2-10 years. In 2016, we had an active in area volunteer base of 670 residents. We also had 85 out of area members who created programming for local nonprofit organizations. Our volunteers are proud of their contributions to their communities—the high quality look of their programs proves this.

EQUIPMENT AND FACILITIES



Total HD production environment



We provide community members with studio and portable production equipment so that they can create TV programs for airing on our community television channels and their social media sites. Our facility is equipped with two studio spaces that share a control room, three Final Cut Pro X edit rooms, one ingest/upload room, eight portable cameras, two portable studios and one computer workstation. Our facility is staffed seven days a week to accommodate the various schedules of our volunteer members.

Staff upgraded our 18 year old control room to High Definition in February. Upgrades included new camera settings, a new graphics program, a multiviewer and new workstations. Studio A received new carpet and new paint. To add to the excitement of shooting in HD, new sets were designed and built as well. In August, staff upgraded our three edit stations to a new version of editing software.



3444

Hours of studio
production



8089

Edit hours



95

Average number
of programs
created each
month

#creativityatwork

FACILITY USAGE

EDIT 3

73%

EDIT 4

70%

EDIT 5

70%

INGEST
ROOM

16%

STUDIO A

54%

STUDIO B

36%

CAMERAS

68%

PORTABLE
STUDIO

25%

TRAINING

#hands-on #fun

- Staff provide 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 includes 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, staff also offer ad-

vanced training classes. These classes cover topics such as advanced editing, on-location lighting, and social media skills.

- () We also offer SUPER SATURDAY trainings—these trainings feature all four of our basic classes in one day putting volunteers on the fast track to producing a program.

- 2016 was a big training year as we upgraded to a new edit platform, Final Cut Pro X. We retrained our editors over a two week period in August—they are **loving** the new software!



PROGRAMMING

Our community television channels were realigned once again in 2016 in accordance with our new franchise agreement with Comcast. Our public access lineup features one HD channel (Channel 859) 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. Programming on Century Link was also approved in 2016.

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. 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.

70,000
potential viewership

40,000
YouTube views

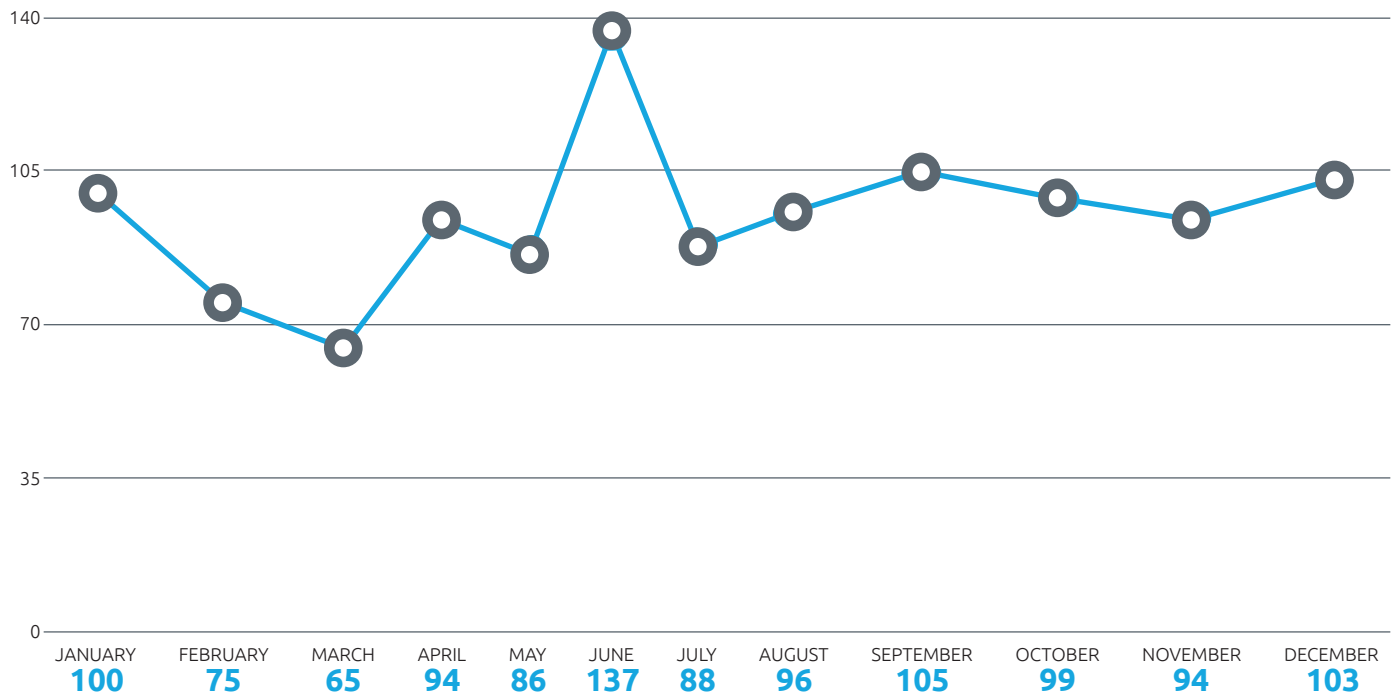
1142
programs produced

869
program hours

#local stories
#local talent
#local views

67
regular timeslots
54 produced here

PROGRAMMING 2016 MONTHLY TOTALS



SOCIAL MEDIA



WEBSITE

ccxmedia.org



FACEBOOK

ccxcreate.org



YOUTUBE

ccxcreate



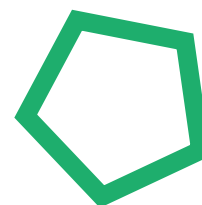
TWITTER

@ccxcreate



INSTAGRAM

ccxcreate





Brooklyn
Center

Brooklyn
Park

Crystal

Golden
Valley

Maple
Grove

New Hope

Osseo

Plymouth

Robbinsdale



CCX 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 (www.ccxmedia.org), YouTube, and Twitter.

Number of Daily Newscasts aired in 2016: 250

Number of Weekend Newscasts aired in 2016: 50

(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)

ELECTION COVERAGE

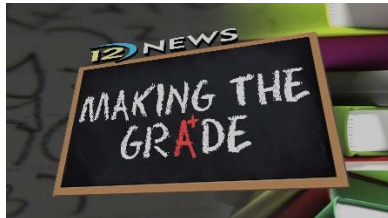
This was a huge election year with many local candidates running. The planning started back in August for the November 8 election. We recorded more than 80 statements from local candidates running for offices ranging from congress to city halls to school boards. Those aired as part of the regular newscast from September up until the week before election day.

On election night, we were live with local results and candidate interviews for nearly 2 hours. In that time we were able to talk with 17 candidates at four different locations, including the studio, 2 city halls and candidate gatherings. We also updated the top block of the newscast with election results and interviews.



Three News Specials

- ***Spring Special: “Making the Grade: 2016”*** – This is a fun special that features the best Standout Student franchise segments from the school year that just ended.



- ***Thanksgiving and Christmas Special: A New Chapter for NW Community Television*** – This year we focused on ourselves and how we connect with the community. This special sought to explain our change to CCX Media. We hoped to help viewers understand why we made the change and all the parts of Northwest Community Television that are involved.



- ***New Year Special: “A Look Back: 2016”*** – this special focused on a few of the stories that made news in 2016 as well as some of our favorite stories that featured on everyday people.



FRANCHISE SEGMENTS



Monday Business Matters
Segments: 46



Tuesday Health check
Segments: 52



Wednesday Money Savers
Segments: 48



Thursday Standout Student
Segments: 34



Thursday in the Garden (summer)
Segments: 15



Friday Weekend Showcase
Segments: 49

NEWS AWARDS FROM 2016



Seven Eric Sevareid Awards from Northwest Broadcast News Association



Cable Newscast-First Place 12 News/Northwest Community Television

Broadcast Writing-Award of Merit Shannon Slatton writing compilation

Documentary/Special-Award of Merit 12 News Special: Project Parks

Photojournalism-Awards of Merit Canoe Project Backyard Baseball

Soft Feature-Award of Merit Carly Valentine

Sports Reporting – Award of Merit Backyard Baseball





2016 Sports and Events

Department Year-End Review

Mobile Production Events

176 Production Events

Our sports and event department is in the community almost daily. Between the content produced by our outstanding mobile production truck staff and the four full-time members of the sports department we cover high school and community events throughout the northwest suburbs year-round.

With a number of high school teams in various sports making deep playoff runs in section and state tournament play we televised a record number of **48** post-season games in 2016. In all *12 Sports* televised over 140 games in basketball, hockey, gymnastics, wrestling, baseball, fastpitch softball, lacrosse, football, soccer and volleyball. Also we recorded a total of **36** other events which includes city parades, ice shows, and summer concerts in the park.

STUDIO PRODUCTIONS

294 Sports Content Segments

12 NEWS

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

SPORTS JAM

40 SportsJam Programs

Our weekly 30-minute program began in the fall of 1997 and features highlights, interviews and stories on local high school athletes, coaches and teams.



The 12 Sports Hall of Fame began in 2004 with a charter class of seven. We now have 54 members.

On Labor Day Weekend 2016, we produced a 30-minute special inducting four new members.

Alicia Winkler, Brooklyn Center 1995

A four-sport athlete at Brooklyn Center High School, Alicia excelled in gymnastics in which she was a two-time state champion and 18-time place winner at the state high school Class “A” meet.

Michael Lehan, Hopkins 1998

A track and football standout at Hopkins High school, Mike was all state in football as a senior in football and a place winner in both the 100 meters and long jump as a senior in track. Lehan played four years of football at the University of Minnesota and followed that with a six year career in the National Football League.

Liam O’Hagan, Breck 2004

Liam was a two-time all-state football and baseball player for Breck and also qualified for the state high school alpine ski meet. As the Mustangs’ quarterback he led Breck to a state championship in football in the fall of 2003 and played on two-state runner-up teams in baseball. Played football and graduated with a finance degree from Harvard University.

Blake Hofferber, Hopkins 2007

A two-time state champion with Hopkins High School in basketball, Blake was named Minnesota’s Mr. Basketball in 2007 and won an ESPY award in 2005 for ‘Best Play of the Year.’ A four-year letter winner at the University of Minnesota, Blake was a three-time academic all-Big Ten selection and named the school’s Male Athlete of the Year in 2011.

SPORTS AWARDS

In April 2016, Channel 12 Sports won four Midwest Broadcast Association Eric Sevareid awards for excellence in television sports production. Honored were Channel 12’s *Sports Jam* and the 2015 *12 Sports Hall of Fame* program. In addition, John Jacobson was honored with two Sevareids for play by play work of games in 2015.



Sports and Events

The CCX Sports twitter ended 2016 with over 3,000 followers on our twitter account. Over the course of the year, we implemented some new strategies that led to an impressive overall growth in impressions.

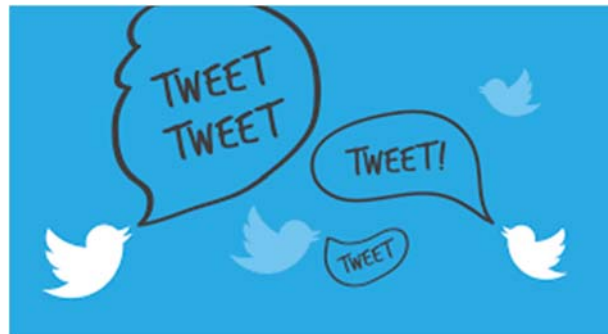
2016	Impressions	Re-Tweets	Likes
Jan	154,000	216	357
Feb	224,400	247	543
Mar	201,100	301	664
Apr	142,800	161	273
May	169,800	126	243
June	103,500	95	200
July	77,000	45	139
Aug	109,000	120	332
Sept	178,800	205	488
Oct	158,700	153	379
Nov	202,600	201	544
Dec	142,700	144	298
TOTAL	1,864,400	2,014	4,460

An impression is counted when a tweet that you sent out is seen in a user's newsfeed, essentially when a person reads a tweet. As you can see from the chart above we had

over 1.8 million impressions this past year. The overall impression count of 1.8 million is up from our 2015 number of 1.1 million. This is a 63% increase from last year. We were able to achieve this growth primarily through the use of live video clips being tweeted out during high profile sporting events. For example, during the 2016 Turkey Trot, we sent out a video clip of each goal scored in real time as it occurred. These video clips proved to be high value content for our followers and were shared many times on various profile pages. This not only led to the clips being viewed thousands of times as it was shared, but it also raised the visibility of our CCX Sports handle dramatically.

Due to this focus on real time video content, we also saw a large spike in our retweets and likes. The 2,014 retweets that we received in 2016 represented a 38% increase from 2015. Similarly, the 4,460 likes in 2016 was an 89% increase from 2015. Across the board in 2016 we saw major increases in our numbers from the previous year.

Moving forward, we will continue to explore new avenues of interaction and content distribution through this platform.



2016 Spring Sports



Breck vs Brooklyn Center Softball – April 11
Champlin Park vs. Osseo Softball – April 12
Wayzata at Hopkins Softball - April 15
Park Center at Cooper Softball – April 18
Maple Grove at Totino-Grace Softball – April 19
Coon Rapids at Armstrong Softball – May 19
Osseo vs. Maple Grove Section 5AAAA Softball – May 25
Armstrong vs. Wayzata Section 6AAAA Softball – May 26
Armstrong vs. Hopkins Section 6AAAA Softball – May 31
Spring Lake Park vs. Maple Grove Section 5AAAA Softball – June 2
– 2 games



Champlin Park at Osseo-Park Center Boys Lacrosse – April 27
Wayzata at Breck Girls Lacrosse – May 10
Osseo-Park Center at Maple Grove Girls Lacrosse – May 11
Wayzata at Minnetonka Boys Lacrosse – May 12
Maple Grove at Armstrong Boys Lacrosse – May 20
Champlin Park at Armstrong Girls Lacrosse – May 21
Wayzata vs. Tartan Boys State Lacrosse – June 14



Armstrong at Wayzata Baseball – April 20

Burnsville at Park Center Baseball – April 22

Osseo at Maple Grove Baseball – May 3

Totino-Grace at Champlin Park Baseball – May 5

Benilde-St. Margaret's at Cooper Baseball – May 6

Totino-Grace at Hopkins Baseball – May 16

Wayzata vs. Hopkins Section 6AAA Baseball – 6/4/16

Wayzata vs. St. Louis Park Section 6AAAA Baseball – 6/7/16

Champlin Park vs. Totino-Grace Section 5AAAA Baseball Final – 6/8/16

- 2 games

Wayzata vs. Lakeville North State Class AAAA Baseball Semifinal – June 17

Woodbury vs. Champlin Park State Class AAAA Baseball Semifinal – June 17

2016 Fall Sports



Heritage Christian at Cooper Girls Soccer – August 25th

Heritage Christian at Cooper Boys Soccer – August 25th

Armstrong at Maple Grove Girls Soccer – August 30th

Armstrong at Maple Grove Boys Soccer - August 30th

Park Center at Champlin Park Girls Soccer – September 8th

Park Center at Champlin Park Boys Soccer – September 8th

Benilde-St. Margaret's at Breck Boys Soccer – September 17th

Totino-Grace at Osseo Girls Soccer – September 20th

Totino-Grace at Osseo Boys Soccer – September 20th

Wayzata at Hopkins Girls Soccer – September 29th

Wayzata at Hopkins Boys Soccer – September 29th

Brooklyn Center at Columbia Heights Boys Soccer - October 4th

Wayzata vs. Minneapolis Washburn Girls Section 6AA Soccer – October 18th

Wayzata vs. Minneapolis Washburn Boys Section 6AA Soccer – October 18th

Blake vs. Breck Boys Section 5A Soccer – October 20th

Wayzata vs. Owatonna State Boys Soccer – October 25th

Wayzata vs. Stillwater Boys State Soccer – November 3rd



Osseo at Maple Grove Football – September 1st
Providence Academy at Breck Football – September 2nd
Benilde-St. Margaret's at Cooper Football – September 9th
Hopkins at Eden Prairie Football – September 16th
Park Center at Armstrong Football – September 23rd
Wayzata at Maple Grove Football – September 30th
Champlin Park at Totino-Grace Football – October 7th
International Falls at Brooklyn Center Football – October 14th
Blaine at Osseo Football - October 19th
Champlin Park vs. Armstrong Section 6A Football – October 28th
Irondale vs. Cooper Section 5AAAAA Football – October 29th
Edina vs. Maple Grove Section 6A Football – November 4th
Champlin Park vs. Blaine State Class 6A Football – November 17th
Champlin Park vs. Eden Prairie State Class 6A Football – November 18th



Brooklyn Center at Breck Volleyball – September 6th

Hopkins at Wayzata Volleyball – September 13th

Park Center at Osseo Volleyball – September 15th

Cooper at St. Louis Park Volleyball - September 22nd

Totino-Grace at Champlin Park Volleyball – September 27th

West Lutheran at Heritage Christian Volleyball – October 11th

Maple Grove at Armstrong Volleyball – October 13th

Armstrong vs. Hopkins Section 6AAA Volleyball – November 1st

Blaine vs. Champlin Park Section 5AAA Volleyball – November 2nd

Osseo vs. Wayzata Section 5AAA Volleyball – November 2nd

Wayzata vs. Champlin Park Section 5AAA Volleyball – November 5th

Roseville vs. Champlin Park State Class AAAA Volleyball – November 10th

Underwood vs. Heritage Christian State Class A Volleyball – November 10th

Champlin Park vs. Eagan State Class AAA Volleyball – November 12th

Winter Sports



2015-2016 SEASON

- Armstrong vs. Osseo Girls Basketball – January 5
- Osseo vs. Champlin Park Boys Basketball – January 7
- Minneapolis Southwest vs. Wayzata Girls Basketball – January 12
- Maple Grove vs. Osseo Girls Basketball – January 15
- Maple Grove vs. Osseo Boys Basketball – January 15
- Park Center vs. Champlin Park Girls Basketball – January 19
- Hopkins vs. Cooper Boys Basketball – January 26
- Benilde St. Margaret's vs. Cooper Girls Basketball – January 28
- Maple Grove vs. Champlin Park Boys Basketball – February 2
- Shakopee vs. Hopkins Girls Basketball – February 4
- Providence Academy vs. Breck Boys Basketball – February 5
- Maranatha vs. Wayzata Girls Basketball – February 8
- Osseo vs. Maple Grove Girls Basketball – February 19
- Osseo vs. Maple Grove Boys Basketball – February 19
- Minneapolis Roosevelt vs. Cooper Boys Basketball – February 22
- Armstrong vs. Hopkins Section 6AAAA Boys Basketball Semifinal – February 27
- Cooper vs. Wayzata Section 6AAAA Boys Basketball Semifinal – February 27
- Park Center vs. Osseo Section 5AA Boys Basketball Semifinal – February 29
- Cooper vs. Hopkins Section 6AAAA Boys Basketball Final – March 2
- Elk River vs. Maple Grove Section 8AAAA Boys Basketball Final – March 3
- Osseo vs. Park Center Section 5AAAA Girls Basketball Semifinal – March 5
- Mounds View vs. Osseo Section 5AAAA Boys Basketball Final – March 4
- Wayzata vs. Hopkins Section 6AAAA Girls Basketball Final – March 8
- Eden Prairie vs. Osseo State Class AAAA Boys Basketball Quarterfinal – March 9
- Lakeville North vs. Maple Grove State Class AAAA Boys Basketball Qtr Final – March 9
- North St. Paul vs. Hopkins State Class AAAA Boys Basketball Quarterfinal – March 9
- Champlin Park vs. Park Center Section 5AAAA Girls Basketball Final – March 10
- Park Center vs. Hopkins State Class 4A Girls Basketball Quarterfinal – March 15

Maranatha Christian Academy vs. Southwest Minnesota Christian Class A Girls
Basketball Qtr Final – March 17

2016-2017 SEASON

Cooper at Armstrong Girls Basketball – December 1
St. Michael-Albertville at Hopkins Girls Basketball – December 6
Prairie Seeds Academy at Cooper Boys Basketball – December 9
Maple Grove at Park Center Boys Basketball – December 16
Totino-Grace at Brooklyn Center Boys Basketball – December 20
Cooper at Osseo Boys Basketball – December 22
Champlin Park vs. Orono Girls Basketball @ Park Center – December 28
Elk River at Park Center Girls Basketball – December 28



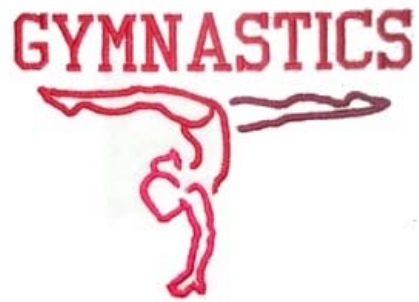
2015-2016 SEASON

Hopkins vs. Wayzata Girls Hockey – January 9
Osseo vs. Totino Grace Boys Hockey – January 14
Maple Grove vs. Wayzata Girls Hockey – January 29
Wayzata vs. Cretin-Derham Hall Section 6AA Girls Hockey – February 9
Benilde St. Margaret's vs. Wayzata Boys Hockey – February 11
Centennial vs. Maple Grove Section 5AA Girls Hockey Final – February 12
Wayzata vs. Edina Section 6AA Boys Hockey Semifinal – February 20
Wayzata vs. Cretin-Derham Hall Section 6AA Boys Hockey Final – February 24
Breck vs. Delano Section 2A Boys Hockey Final – February 25

2016-2017 SEASON

Breck at Benilde-St. Margaret's Girls Hockey – November 15
Wayzata vs. Edina Turkey Trot Boys Hockey 3rd place game - November 26
Maple Grove vs. Holy Family Boys Hockey Championship – November 26
Delano at Breck Boys Hockey – November 29
Armstrong-Cooper at Maple Grove Boys Hockey – December 8

Totino-Grace at North Metro Girls Hockey – December 13
Osseo at Champlin Park Boys Hockey - December 15
Wayzata vs. St. Thomas Academy Boys Hockey – December 29
Minneapolis vs. Champlin Park Girls Hockey – December 29
Fergus Falls at Armstrong-Cooper Girls Hockey – December 30



2015-2016 SEASON

Osseo vs. Maple Grove Gymnastics – January 8
Wayzata vs. Hopkins Gymnastics – January 21

2016-2017 SEASON

Champlin Park at Maple Grove Gymnastics – December 21



2015-2016 SEASON

Armstrong vs. Cooper Wrestling – January 22

2016 Mobile Events

Graduations

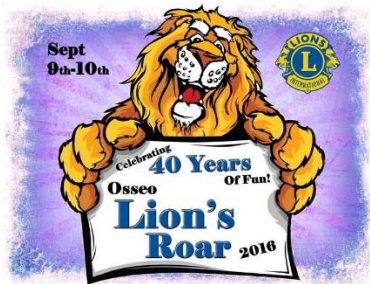
North Hennepin Community
College Commencement – May 9



Wayzata High School Graduation – June 3rd
Cooper High School Graduation – June 10th
Park Center High School Graduation – June 11th
Osseo High School Graduation – June 11th
Maple Grove High School Graduation – June 11th

Parades

Tater Daze Parade – June 16th
Earle Brown Days Parade – June 23rd
Whiz Bang Day's Parade – July 10th
Pierre Bottineau Day's Parade – July 14th
Osseo Lion's Roar Parade – September 10th
Plymouth on Parade – September 24th



Concert in the Park Series

Rockin' Hollywoods – Brooklyn Center – June 21st
Classic Big Band – Osseo – June 28th
Medalist Band – Maple Grove – June 29th
Zachary Scott Johnson – Plymouth – July 5th
Martin Zeller – Maple Grove – July 7th
Brooklyn Center Community Band – Brooklyn Center – July 12th
Elton Songs – Maple Grove – July 13th
Gypsy Mania – Plymouth – July 19th
Pushing Chain – Brooklyn Park – July 21st
Brian Boru Irish Pipe Band – Brooklyn Center – July 26th
Splatter Sisters – Crystal – July 27th
Robbinsdale City Band – Robbinsdale - July 28th
Auburn Moon Band – Plymouth – August 2nd
Hornucopia – Maple Grove – August 3rd
Roe Singers – Brooklyn Park – August 4th
Shockwaves Water Ski Show – Plymouth – August 9th
Davina and the Vagabonds – Maple Grove – August 17th
Divas through the Decades – Maple Grove – August 17th
Riddle Brothers – Brooklyn Park – August 18th
Brooklyn Big Band – Brooklyn Center – August 23rd



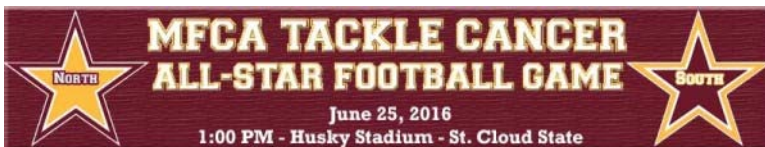
2016 Special Events

Three Rivers Figure Skating Show – April 8th



Wastebasket Revue – April 9th

Maple Grove Ice Skating Show – April 16th



All Star Football – June 25th

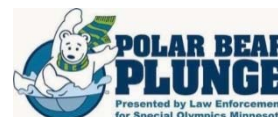
NH Star Student – December 7th



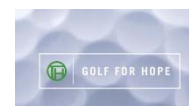
Community Involvement

CCX Media 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 6	Maple Grove Polar Bear Plunge
February 6	Plymouth Fire and Ice Festival
February 12	District 279 Foundation A Night Out Gala
February 20	Seven Dreams Education Foundation Bird Bash
Feb 24-26	Feed My Starving Children MobilePack
March 1	Minnesota Food Share Month
March 8	Empty Bowls – Robbinsdale Area Schools
March 10	Empty Bowls – CROSS
March 20	Tree House Hoopin' it up for Hope
April 8 – 9	Plymouth Home Expo
April 13	NWHHSC Seniors Forum
April 16	Run the Valley – Golden Valley
April 30	Brooklyn Center Community Breakfast
May 1	District 279 Foundation Investment in Youth Awards
May 1 - 28	Step To It Challenge
May 4	New Hope Bike Rodeo
May 5	Maple Grove Mayor's Prayer Breakfast
May 14	Vehicle Fair in Crystal
May 19	PRISM's Taste of the Burbs Gala
June 29	Music in Plymouth
July 13	Tree House Golf for Hope



July 15	Golden Valley Golf Classic
July 15-17	New Hope Duk Duk Daze
July 28-31	Crystal Frolics
August 2	Night to Unite
August 20	District 279 Foundation Reading is Fun Run
September 30	PRISM Putting Edge Golf and Happy Hour
October 14	Senior Community Services - Independent Living Technology Conference
October 15	Three Rivers Autumn Woods Classic
October 22	Brooklyn Avenues Benefit
October 27	Brooklyn Park Mayor's Prayer Breakfast
October 28	New Hope Community Breakfast
Nov/Dec	Area Holiday Toy and Food Drives
November 19-20	Plymouth Arts Fair
November 25-26	Wayzata Boys Turkey Trot Hockey Tournament
December 3	Crystal Winter Fest
December 4	Brooklyn Center Holly Sunday
December 7	NH Chamber Star Student Awards
December 29-31	Holiday Classic Girls Hockey Tournament
Dec 31	New Year's Eve Events – Plymouth

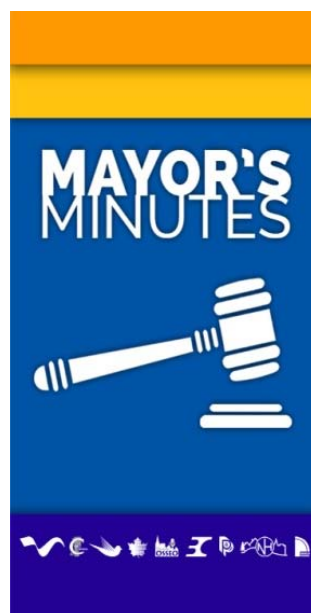




The Community Corner program that airs daily on Channel 12 is designed to bring important information about our nine area cities to local residents. The program continues to contain a mix of topics that come from city staff, interviews with the area mayors, and segments highlighting activities, businesses, speakers, and non-profits in the northwest area. In 2016 a

minor change to the program was made as the non-profit features were moved from the Mayors Minute's slot and added to the rotation with the Business Feature and Speaker Series. 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	246
➤ Community Corner Long Segments	51
➤ Community Calendar	51
➤ Mayors Minutes	99
➤ Business Features	13
➤ Speaker Series	14
➤ Non-Profit Features	17





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. A “Trailer” video continues to gather views on our website as a promotional tool in our continuing efforts to spread the word about this ongoing project named “Our Town’s Story”. We continue to seek invitations to share our vision for the project with any and all relevant, ancillary organizations in the future.

Robbinsdale was chosen as the first city for production and 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. In early 2016 the final editing work was completed on this inaugural city history video. The Robbinsdale video, which is 43 minutes in length and contains an in depth look into topics ranging from the early days, to the naming of the city, to the city band and Whiz Bang Days, and Robbinsdale High School, was completed in the spring of 2016. NWCT partnered with the Robbinsdale Historical Society to arrange the details for the debut showing of the video. The debut event took place on May 24, 2016 with a large crowd filling the gallery portion of the historic library building on 42nd Avenue. The video received rave reviews at the debut showing and continues to be praised as a gem for the community.



DVD copies of the Robbinsdale video have been distributed to many individuals and groups throughout the city. The Robbinsdale Historical Society has DVD’s available for viewing at their facility. The Robbinsdale History Video has been a major piece of

programming content on Channel 12 since its debut with regular morning and evening airings on the channel. The video was posted on YouTube by Channel 12 and it has received 2,275 views as of the end of 2016. Links to the YouTube posting of the video can also be found on the Robbinsdale Historical Society website and the city of Robbinsdale website. We continue to distribute the DVD copies of the program to other interested businesses and organizations throughout the city of Robbinsdale.



With the successful completion and distribution of the Robbinsdale video the focus turned fully to the next video which will feature the history of the

city of Brooklyn Park. Initial content meetings took place during late 2015 with representatives involved in the first phase of the Brooklyn Park History Video. These content notes were condensed and reviewed with the Brooklyn Park representatives, and the interview process for Brooklyn Park started in the summer of 2016. The interviews were completed by late fall with guests ranging from potato farmers, to business and civic leaders, to educational representatives, and many others. Scenic video footage was also captured around the city and historical pictures were scanned and documented for use in the video. As the year ended the final interviews were being reviewed for content and the editing phase was underway. The final editing and program assembly will take place in early 2017 with an early spring debut anticipated.

Discussions are already underway with the city of Maple Grove which will be the next city to go through the history video process. Key interview contacts have been identified and inroads have already been made into securing historical pictures and video.



Municipal Television Services

Broadcast of City Meetings

NWCT City Meeting Crews recorded and broadcast live a total of 378 regular and special city meetings or council chambers based events in 2016. 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 nearly 32 council chambers based events per month covered by NWCT crews.

City Meeting/Event Recap for 2016

City	Council	Planning	EDA/HRA	Other/ Forums	Total
Brooklyn Center	25		incl	2	27
Brooklyn Park	24	11	10	3	48
Crystal	22		12	2	36
Golden Valley	24	14	5	1	44
Maple Grove	23	21	incl	6	50
New Hope	26	8	incl	2	36
Osseo	23	6	12	12	53
Plymouth	21	19	N/A	3	43
Robbinsdale	26		12	3	41
Total:					378

Other Events/Forums

BC - Benefits Training, 1 Candidate Forum

CRY – 1 Candidate Forum; 1 Met Council

BP – OSHA Training; 2 Candidate Forums

GV – 1 Candidate Forum

MG – 2 Board of Appeals; 4 Candidate Forums

NH – State of the City; 1 Candidate Forum

OSS – 3 Public Safety Committee; 5 Park and Rec Committee; 3 Work Sessions; 1 Candidate Forum

PLY – 3 Candidate Forums

ROB – 2 Special Meetings; 1 Candidate Forum

Candidate Forums

Covered 15 forum events in Aug/Sept/Oct for 40+ separate seats. Most viewed online:

MN Supreme Court – 2071 views

Dist. 279 School Board – 1200 Views

MG City Council – 459 views

BP City Council – 429 views



Channel 16 Cablecast System

In 2016 we completed work with Comcast to upgrade the signal delivery 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 approximately 30 computers in 9 different locations besides the NWCT offices. The server room expansion at NWCT's facility was completed in late fall and wiring and technology implementation is continuing. We will be moving the city servers and related gear to NWCT over the first part of 2017.

In 2016 we spent a significant amount of time working with Century Link as they worked towards a franchise agreement with the Commission. All of the necessary Century Link gear has now been installed in our headend/server room and Century Link is completing technical work at their end. We anticipate that all of our channels, including the 9 individual city channels will be available to Century Link subscribers within the first few months of 2017.

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 CCX mobile app or the nwsgccc.org website.

Maple Grove and Plymouth both started utilizing the iLegislate Paperless Agenda feature of the Granicus webstreaming solution in 2016, joining early adopters New Hope and Brooklyn Park.

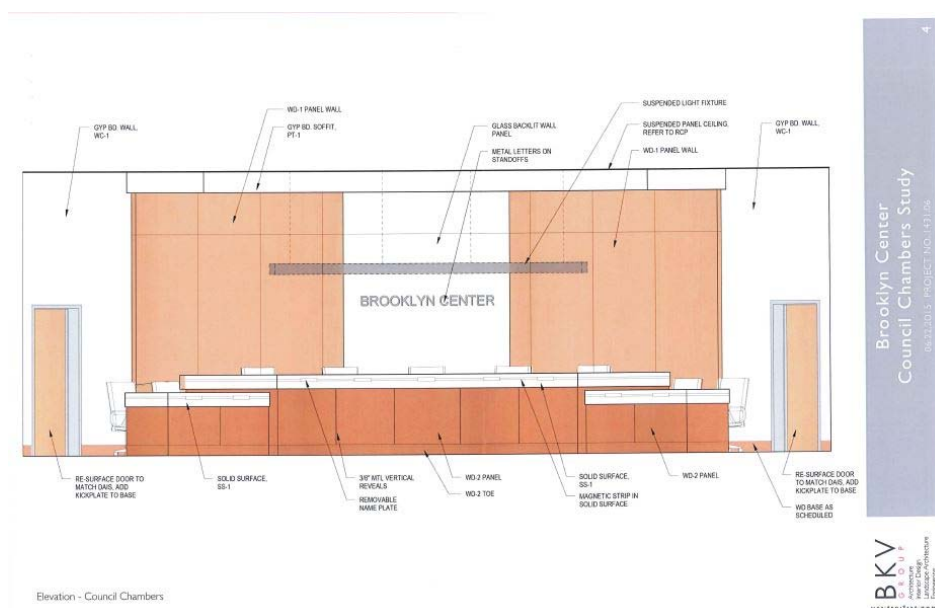
2016 Granicus Video Views

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

	Brooklyn Center	Brooklyn Park	Crystal	Golden Valley	Maple Grove	New Hope	Osseo	Plymouth	Robbins-dale
Jan	54	294	69	180	183	123	148	237	54
Feb	18	328	109	166	330	111	61	245	44
Mar	104	291	108	136	517	193	122	676	111
Apr	133	217	71	92	416	111	104	836	39
May	64	242	118	117	253	174	40	231	34
June	55	170	342	86	288	54	89	193	30
July	28	335	38	61	201	57	53	132	105
Aug	54	128	28	39	324	31	147	367	2392
Sep	122	128	18	124	523	48	81	387	107
Oct	165	228	120	39	402	72	153	780	123
Nov	123	241	98	95	304	103	131	207	65
Dec	36	153	65	99	541	42	50	346	50
TOTALS	956	2,755	1,184	1,234	4,282	1,119	1,179	5,977	3,154

City Hall Council Chambers Projects

The much anticipated Brooklyn Center City Council Chambers remodeling project truly got underway in December of 2016! While the meeting space is being remodeled, we are also coordinating the replacement of the video production and presentation systems in that chambers. With completion of that project in February of 2017, we have come to the end of 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 not far away from starting the cycle all over again!



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 1,800 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 2016, we again saw a large amount of growth in the number of email opens and link clicks.

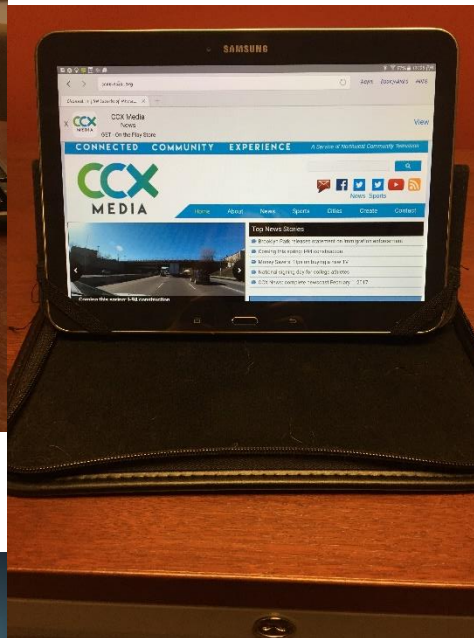
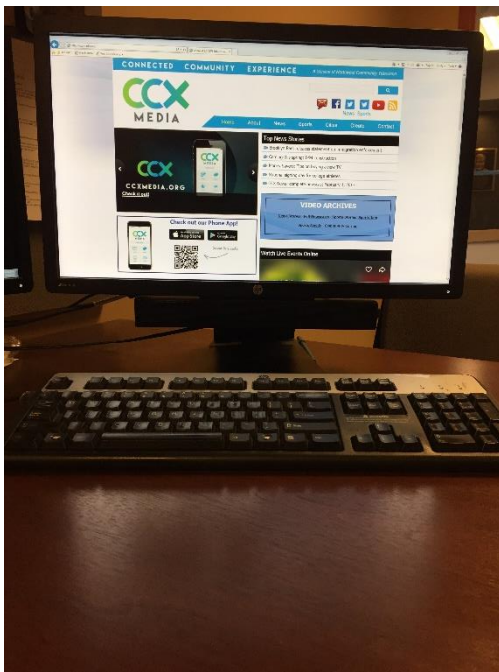
Category	Yearly totals		
	2016	2015	2014
Bulletins Sent	2,105	2,086	1,873
Unique Email Opens	105,768	85,628	61,877
Unique Link Clicks	13,312	12,103	7,408
Clicks from Shared Links	3,389	3,243	2,150
Total Subscribers	1,831	1,465	1,099
Total Subscriptions	6,918	5,982	3,587



On Demand

24/7

Watch us anywhere





CCX Media

APP

The Channel 12 APP, now CCX Media, has been in operation for three years. Over this time, the app has been downloaded thousands of times and has a solid core group of daily users. With the new branding and the switch to CCX Media, the apps were updated with a fresh new look.

Looking forward to 2017, the hope is to see more growth in the number of downloads as well as to continue seeing an increase of daily users. We will continue to look at other marketing options, so that as many people as possible can learn about this convenient option for viewing and sharing our content.

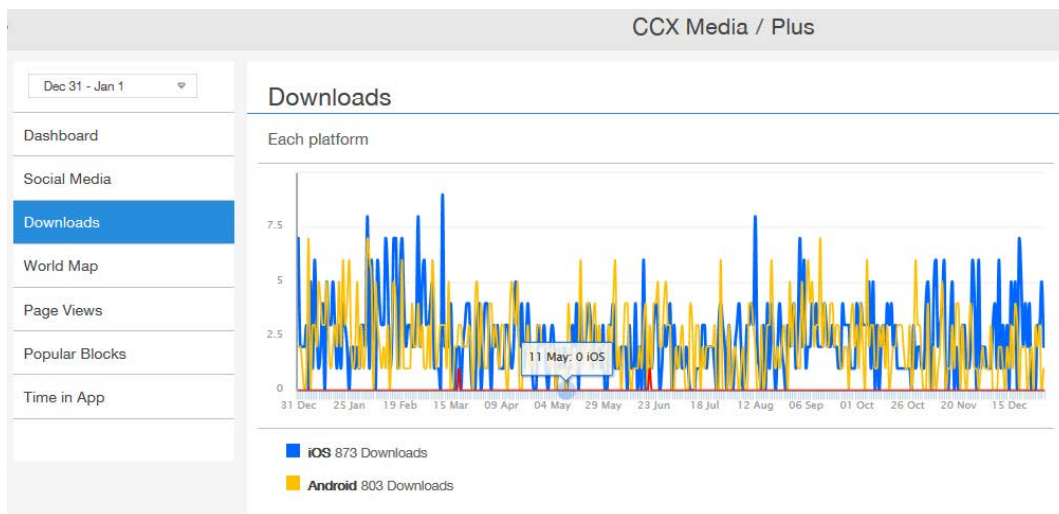
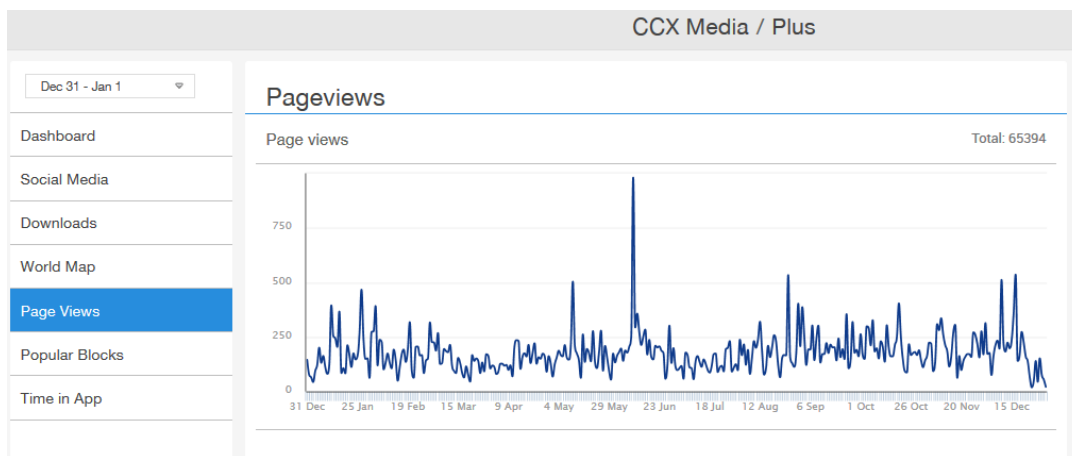
2016 Statistics

Below are the statistics from the app from 2014 through 2016:

	2014	2015	2016	Totals
Downloads	1942	2884	1676	6,502
App Visits	17,422	26,432	65,394	109,248
Time in app	53,700 min	67,900 min	167,754 min	289,354 min

In 2016, we saw a net increase of 1,676 downloads; making a total 6,502 downloads since we launched the app. While the total download amount from 2016 was down slightly from the year before, there was a significantly large increase in the amount of

core users. The largest increase from the previous two years was in the areas of visits to the app and time spent in the app. In fact there was more than double the amount of activity from the previous years in these areas. This shows that along with increasing downloads; the app is growing a base of core users that are returning to the app and using it to consume our content daily.



CCX Redesign for Mobile App

In October 2016, after the approval of the name change to CCX Media, work immediately began on switching the mobile app to our new brand. When tackling the redesign, not only did we have to redesign all the elements of the app, we also felt it was important that when the switch happened, it should be easy and convenient for our current users, so they would not need to download an entire new app for our rebranding. After implementing many detailed changes, the new app was launched in December 2016 to coincide with the station's rebrand. We were able to successfully make it so that users only had to update the app through the Apple App Store or Google Play Store which in turn allowed users access to the redesigned app.

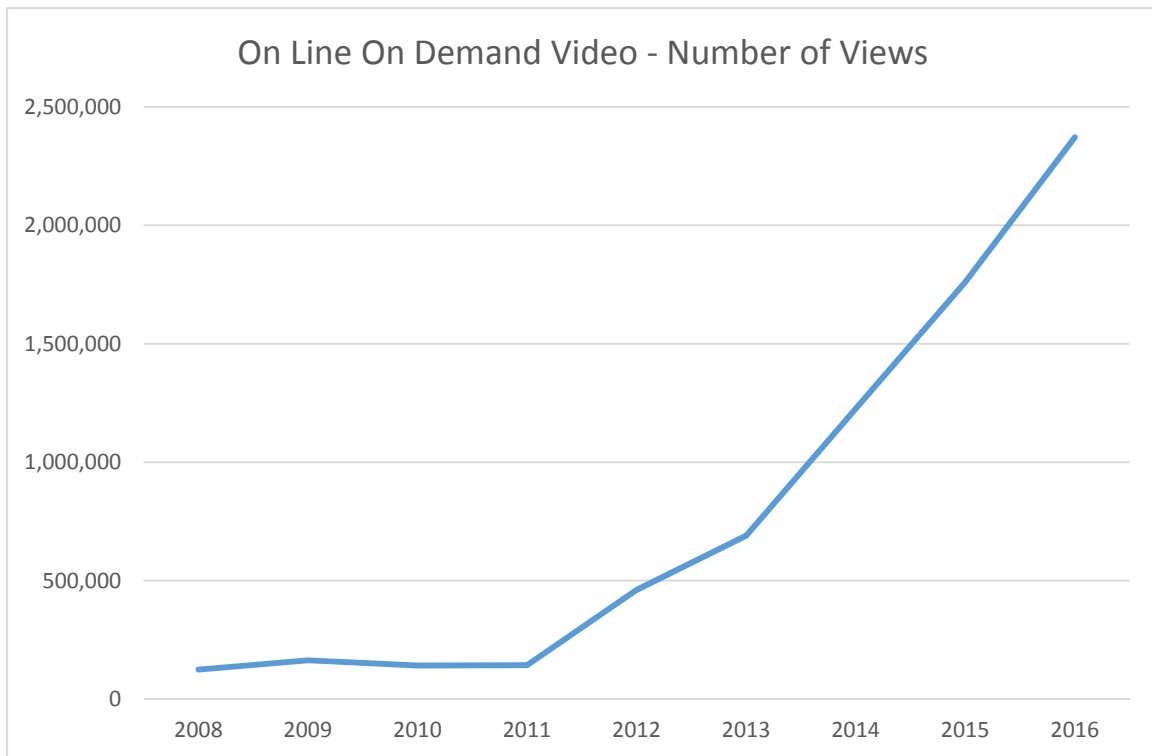


2016 On Line Video Statistics

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			2016		
Month	Views	Est. Hours Viewed	Ave. length of view (Min.)	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	147,809	9,775	3:58
February	76,889	3,978	3:06	112,218	7,506	4:00	157,608	10,970	4:10
March	84,049	5,178	3:18	127,425	8,991	4:14	178,524	13,105	4:24
April	83,598	4,693	3:18	143,252	8,677	3:38	163,873	10,099	3:41
May	93,175	5,133	3:14	147,048	8,903	3:37	169,870	10,223	3:36
June	121,979	6,089	2:57	119,086	8,261	4:09	163,536	10,876	3:58
July	95,493	6,346	3:55	133,936	9,496	4:15	158,991	11,202	4:13
August	105,368	7,426	4:09	154,849	11,303	4:22	228,645	13,439	3:31
September	107,026	7,205	3:58	173,730	10,850	3:44	203,188	13,547	4:00
October	128,259	9,332	4:21	170,369	11,085	3:54	258,191	21,161	4:55
November	125,698	9,429	4:30	194,238	12,188	3:45	297,214	28,620	5:46
December	125,870	7,737	3:41	156,090	10,015	3:50	244,658	21,194	5:11
Total	1,225,766	76,237		1,760,684	114,653		2,372,107	174,211	
Average Monthly Video On Demand Statistics: views/hours/minutes									
	2014			2015			2016		
	102,147	6,353	3:40	146,724	9,554	3:56	197,676	14,518	3:56



2008	2009	2010	2011	2012	2013	2014	2015	2016
124,304	163,554	141,262	142,418	460,710	689,680	1,225,766	1,760,684	2,372,015

(These On Demand views do not include views for the city public meetings, which are seen through the Granicus Video Platform System.)

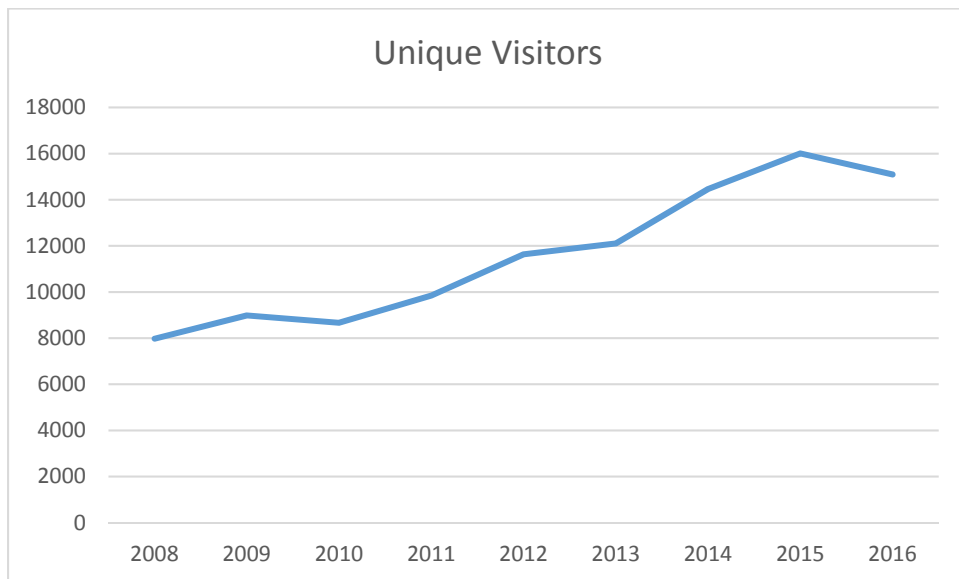


2016 Website Statistics

2016 www.twleve.tv Unique Visitors.

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

Month	2008	2009	2010	2011	2012	2013	2014	2015	2016
Jan	7209	10,670	8,344	9,619	9,415	12,087	14,145	15,370	15,216
Feb	7109	9,758	9,104	9,823	11,435	11,577	15,581	15,080	15,930
Mar	6942	10,238	9,645	10,348	10,840	14,922	14,325	16,890	17,473
Apr	6814	8,518	7,625	10,366	10,892	13,393	12,018	15,877	14,330
May	6792	8,382	8,722	8,825	10,294	12,695	15,065	22,846	13,699
Jun	7323	8,055	7,915	8,864	8,937	10,712	13,241	13,877	12,692
Jul	7024	9,224	7,044	8,885	9,724	11,478	14,418	14,003	16,015
Aug	8364	8,190	7,418	10,678	10,860	11,592	12,285	14,449	13,103
Sep	9350	8,833	8,828	10,114	12,279	10,821	14,431	15,795	15,386
Oct	9126	9,228	11,087	11,200	17,708	12,843	18,764	16,475	15,967
Nov	10,357	8,574	10,230	9,968	15,458	13,864	16,780	16,844	18,805
Dec	9139	8,166	7,991	9,459	11,790	9,271	12,527	14,590	12,539
Average	7977	8,986	8,663	9,846	11,636	12,105	14,465	16,008	15,096



2016 Northwest Suburbs Cable Communications Commission Website Statistics

www.nwsccc.org

Under each city heading is the number of times that city's webstreaming archive page was viewed on nwsccc.org in each month.

Month	Brooklyn Center	Brooklyn Park	Crystal	Golden Valley	Maple Grove	New Hope	Osseo	Plymouth	Robbinsdale
Jan	157	269	185	198	1041	127	225	388	77
Feb	135	299	205	267	1051	192	207	322	87
Mar	208	168	175	194	1594	98	181	377	85
Apr	156	163	136	229	1405	123	200	539	81
May	111	201	143	158	1182	203	124	396	66
Jun	112	179	141	153	1443	122	118	358	69
Jul	97	163	87	133	1223	59	78	301	161
Aug	89	126	71	100	1050	77	111	335	543
Sep	146	186	140	156	1523	106	127	291	114
Oct	144	180	213	105	1392	73	141	387	108
Nov	132	233	153	68	1500	92	105	312	107
Dec	92	142	148	181	1216	70	84	307	89
Total	1,579	2,309	1,797	1,942	15,620	1,342	1,701	4,313	1,587
Average	129	185	147	159	1325	110	134	357	137



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

Tamisha Touray

In addition, a big THANK YOU to
Wendy Brierley for coordinating this effort.

