



Northwest Community Television

2014 Annual Programming Report

Proudly serving the community of the Northwest Suburbs for over 30 years





Northwest Community Television

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February, 2015

Northwest Suburbs Cable Communications Commission Members
Northwest Community Television Board Members

It is my distinct honor to present to you the Northwest Community Television 2014 Annual Programming Report. The report continues to evolve from year to year in terms of its content, layout and overall look.

2014 was a very busy and banner year for Northwest Community Television (NWCT) and the Northwest Suburbs Cable Communications Commission (NWSCCC).

Without question, the biggest news in 2014 was when the NWSCCC finalized a 10 year Franchise Agreement with Comcast. The agreement was approved on September 18th and became effective starting in October. This was the culmination of a three and a half year process. It is important to recognize the Negotiating Committee members who devoted countless hours of their time and were instrumental in bringing the process to a successful conclusion. They include: Al Madsen (Maple Grove), Anne Norris (Crystal), Helen LaFave & Jim Willis (Plymouth), Bill Blonigan (Robbinsdale), Jamie Verbrugge (Brooklyn Park) and Rex Newman (Brooklyn Center).

One of the most important aspects of the franchise agreement between NWSCCC and the incumbent broadband services provider is the overall support provisions for community programming. Without these provisions, there would be no community programming.

We have worked successfully with our member cities for over 30 years. The partnership and staunch support between our organization and the member cities has endured all these years thanks to the strong support from our residents, our elected officials and the unwavering commitment of the Northwest Suburbs Cable Communications Commission and the Northwest Community Television Board of Directors.

At the November meeting, the NWSCCC formally recognized Joan Russell who had represented the City of Golden Valley for 20 years. Joan served on the Cable Commission and Northwest Community Television Board and retired from both groups at the end of the year. NWCT elected representative, Jesse Stinski, was recognized for the time he served on the board. Finally, Jamie Verbrugge, Former City Manager of Brooklyn Park, was recognized at a Brooklyn Park City Council Meeting for his 6 years of service to NWSCCC and NWCT. Jamie is now serving as Bloomington's City Manager.

SERVING

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

Our staff is fully dedicated and empowered to both facilitate and produce some of the best community programming you will find anywhere. I want to thank all of our staff for their hard work, energy and creative abilities that they bring to the organization each and every day. In addition, I want to recognize all the volunteers that participate in the production of public access programming.

As you read through the report, you will find a lot of interesting information that reflects on our commitment to the communities we serve.

There are a number of changes in the 2014 report compared to previous reports. First and foremost, you will see that we have added more photos and graphic elements to the report. We have repackaged the information of our on-line content statistical information. We have also added a section about the city history programs.

In 2014, a mobile App was developed by staff member, Steve Brockhaus. Steve took the initiative to create a fully functional and very robust APP that allows viewers to watch content from anywhere and at anytime they wish.

In addition to the APP, our staff has been dedicated to sending video links to community stakeholders and viewers interested in specific content that they have an interest in. This is accomplished through Gov Delivery - NWCT's email marketing solution. Producers and reporters have also been taking the extra steps in sending out video links to interested parties and using social media as much as possible.

With the addition of the mobile app, the increased use of social media and a significant increase in the number of video clips sent out through our e-mail marketing program, video on-demand views increased from an average of 57,473 views per month in 2013 to 102,147 per month in 2014. We had over 1.2 million video on-demand YouTube views in 2014. And as high as that number is, it still remains a fraction of the total number of viewers we have on our channels. The value-added on line content has shown to be an extremely popular service that we offer.

I want to thank the following staff members for their contributions to this report: Steve Brockhaus, Tim Gaffron, John Jacobson, News Director: Mike Johnson, Dave Kiser, Barb Nolan-Clark and Chris Sehnert. In addition, I would like to thank Wendy Brierley for all of her involvement in putting the report together.

Sincerely,



Mike Johnson
Executive Director



Northwest Suburbs Cable Communications Commission Commissioners who Served in 2014

		Date Started
Bill Blonigan	City of Robbinsdale	February 1981
Joan Russell	City of Golden Valley	March 1994
Al Madsen	City of Maple Grove	June 1997
Helen LaFave	City of Plymouth	May 1999
Anne Norris	City of Crystal	June 2000
Andy Hoffe	City of New Hope	January 2007
Jim Willis	City of Plymouth	January 2007
Kirk McDonald	City of New Hope	October 2007
Jamie Verbrugge	City of Brooklyn Park	June 2008
Phil Leith	City of Maple Grove	October 2008
Tim Willson	City of Brooklyn Center	January 2010
Doug Reeder	City of Osseo	September 2010
Mark Schulz	City of Osseo	September 2010
Julie Deshler	City of Crystal	February 2011
Rex Newman	City of Brooklyn Center	May 2012
Joanie Clausen	City of Golden Valley	February 2013
George Selman	City of Robbinsdale	February 2013
James Jackson	City of Brooklyn Park	May 2013

Northwest Community Television

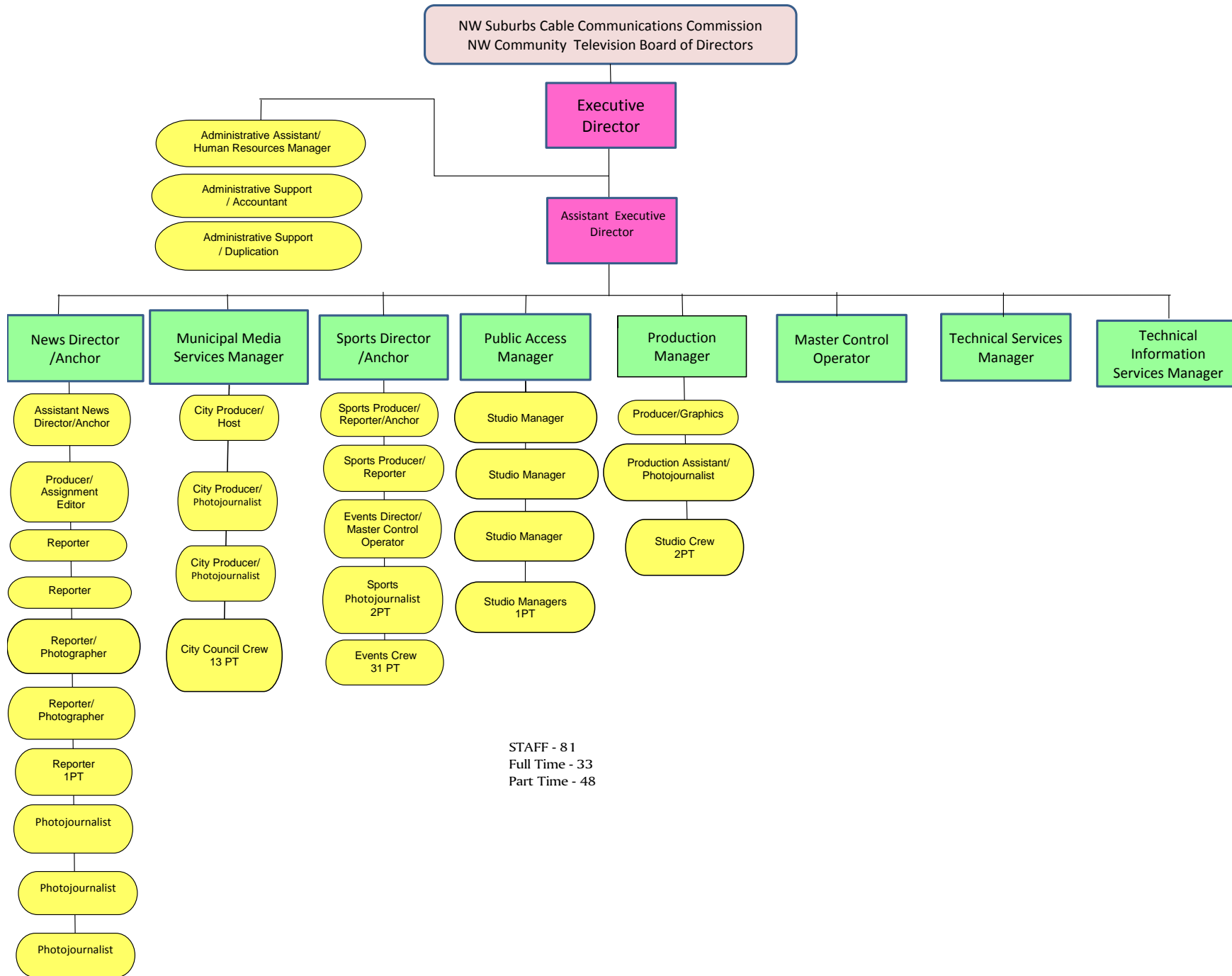
Board of Directors

who Served in 2014

		Date Started
Duane Orn	City of Brooklyn Center	April 1982
Helen LaFave	City of Plymouth	August 1987
Al Madsen	City of Maple Grove	June 1997
Marcia Glick	City of Robbinsdale	February 1998
Anne Norris	City of Crystal	January 2001
Joan Russell	At Large	November 2002
Rex Newman	At Large	April 2005
Jamie Verbrugge	City of Brooklyn Park	June 2008
Tom Burt	City of Golden Valley	May 2011
Doug Reeder	City of Osseo	May 2012
Kirk McDonald	City of New Hope	October 2012
Jesse Stinksi	Public Access	February 2013
Donald Jackson	Public Access	February 2014
James Jackson	At Large	February 2014
Zipporah Mesesi	At Large	May 2014



Northwest Community Television/Channel 12 Organization Chart



NWSCCC and NWCT

MISSION STATEMENT

Northwest Suburbs Cable Communications Commission

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

Northwest Community Television

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



2014 NORTHWEST COMMUNITY TELEVISION PUBLIC ACCESS ANNUAL REPORT



OUR MISSION

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

In 2014, the access staff focused on two objectives—raising awareness of NWCT's training among residents and providing members with enhanced instruction and professional equipment for the highest quality programming possible. Our programming can be seen on Channels 19 and 20. Channel 18 provides viewers with our TV schedule and information about our organization.

NWCT STAFF

NWCT's public access staff wear many hats throughout the 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.

Community TV Manager

Barbara Nolan Clark 29 years of service

Studio Managers

Tamisha Touray 27 years of service

Nikki Jackett 10 years of service

Roger Larson 9 years of service

Javier Cedillo 2 years of service



WEBSITE
www.nwct.org

FACEBOOK
facebook.com/nwctv

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

INSTAGRAM
[#nwctaccess](https://www.instagram.com/nwctaccess)

OUR MEMBERS

NWCT volunteer members enrich their communities by sharing their unique stories, talents, viewpoints and creative ideas on cable television and social media. In 2014, NWCT had an active volunteer base of **605** local residents—**64** out of area members were also active creating programming for local nonprofits and other organizations.

According to our 2014 Volunteer Survey, members represent each of the nine northwest communities. 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 members learned of NWCT through family/friends and Channel 18 promotions.

Our membership is a fairly even balance between producers/hosts and those interested in crewing behind the scenes. In 2014, members worked together to create **1057** hours of programming for their communities.

Total
program
hours
1057

Programs
produced by
members
1332

Use social
media to
promote
programming
61%

Members
who
volunteer
at NWCT
once a week
62%

Average
member's
age
41

**2014
MEMBER
FACTS**



"It's really fun volunteering here—learning about different cultures, viewpoints and ideas. The community TV medium may seem small but it has the ability to reach large scale audiences."

Trevor Scholl, NWCT Volunteer

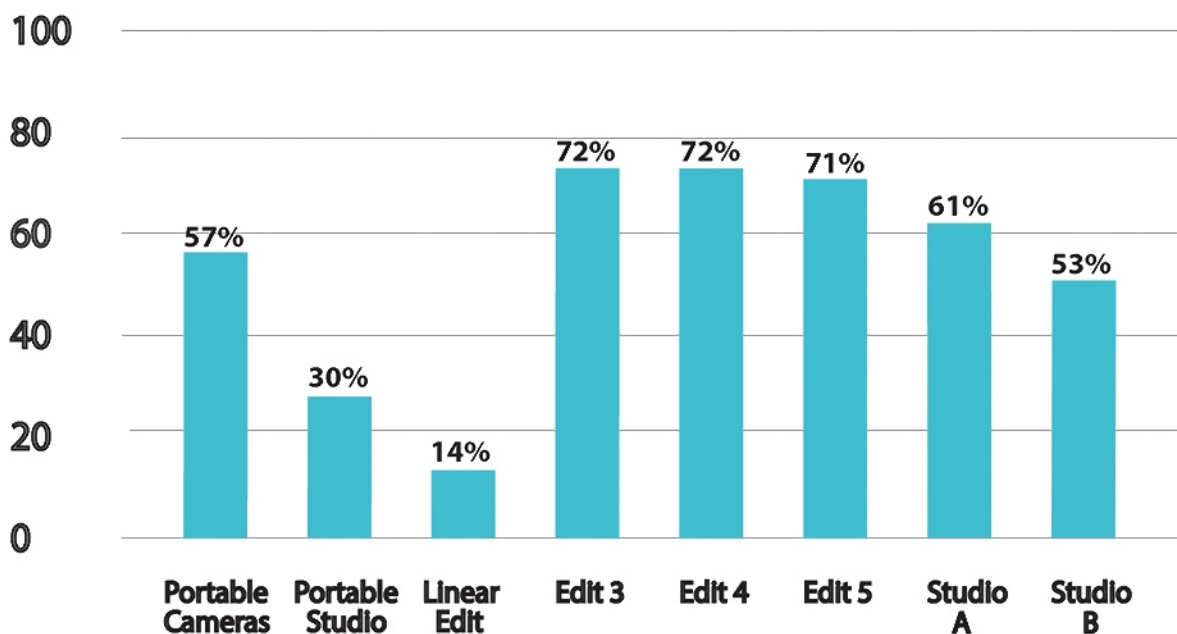
EQUIPMENT/FACILITIES

NWCT provides residents 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 nonlinear edit rooms, one linear edit room, one ingest/upload room, nine 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 2014, members utilized **3010** hours of studio time, **7577** hours of nonlinear edit time and **152** hours of linear edit time. These production hours resulted in an average of **110** new programs produced each month.

The access staff continued to ready the facility for the upcoming HD conversion in late 2015. Budgeted equipment purchases will insure that both studio and portable gear will be ready for High Definition acquisition and playback.

2014 FACILITY USE



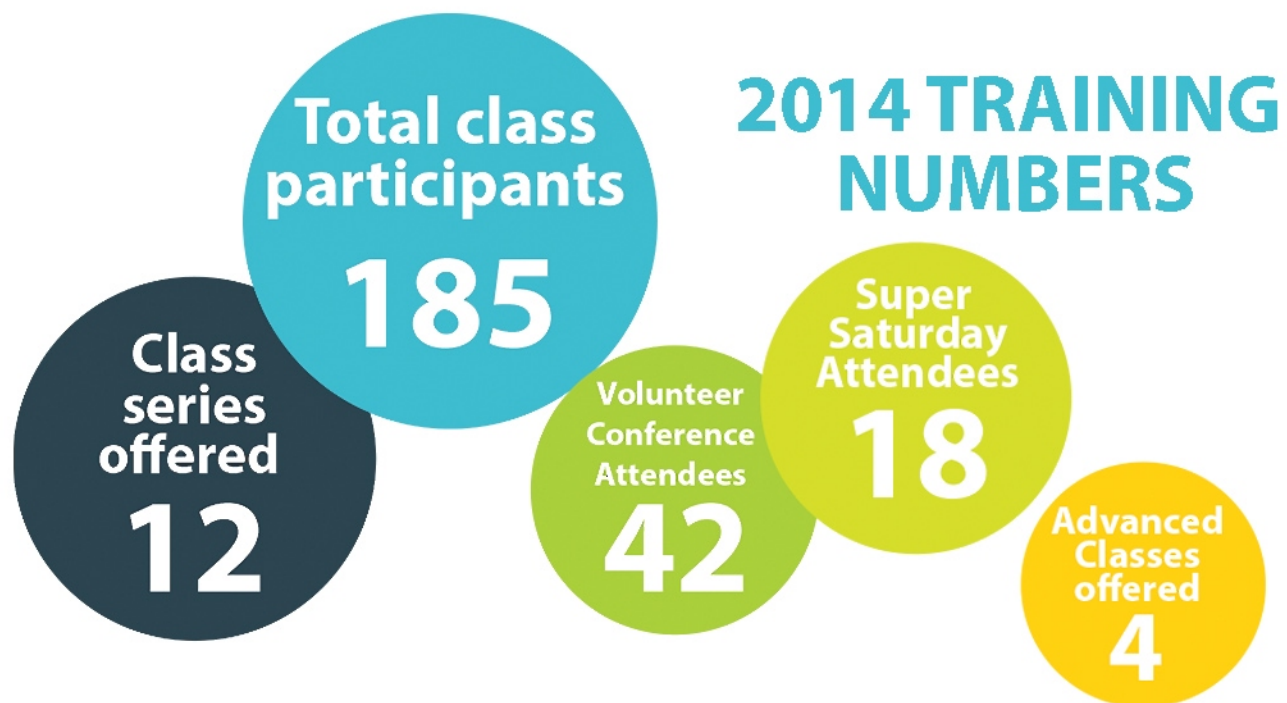
"I keep coming back to NWCT because of the magic of TV—and I mean that most sincerely. It's really amazing here—there's great equipment and lots of great people. It's just a fun, creative place to be."

Jesse Stinski, NWCT volunteer

TRAINING

NWCT staff provides monthly television 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. Once each year, staff also offers SUPER SATURDAY. This event is popular as it offers all four of our basic classes in one day.

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 portable studio training. In response to our 2014 Volunteer Survey, staff chose to offer an all-day conference featuring classes requested by our members. The Volunteer Conference took place in September with 42 attendees.



"To create something that other people will look at and enjoy seeing—that makes me feel so good. I keep volunteering here because NWCT is all about community."

Sharon Kephart, NWCT volunteer

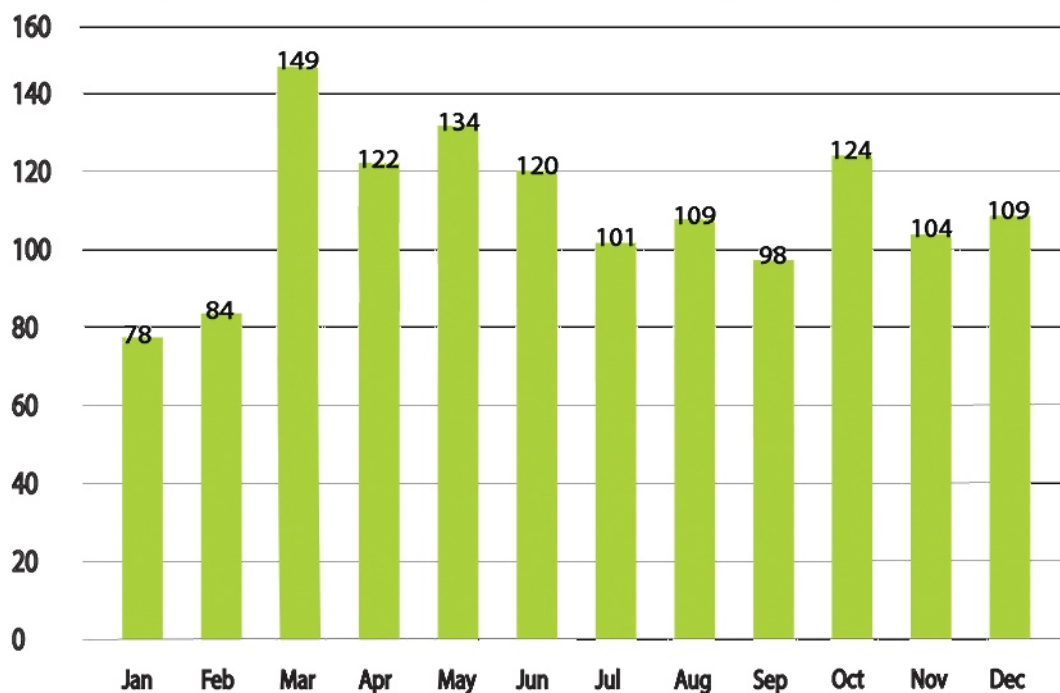
PROGRAMMING

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

Though members of NWCT receive priority on our channels, programming is open to producers within the State of Minnesota. Over two-thirds of our programming is created with NWCT equipment by NWCT members. The other one-third is produced by residents/organizations of our member cities or Minnesota residents. We currently have **83** regular time slot holders on our channels; **58** of these regular programs are produced entirely using NWCT equipment—the others are produced by members using their own equipment. Each year NWCT programs **5824** hours of local programming.

In 2014, our volunteer members produced a total of **1332** new programs (**1057** new hours) for Channels 19 and 20. Viewership was bolstered in June when our channels began streaming LIVE on our website.

MONTHLY PROGRAMS CREATED IN 2014



"I get a lot of satisfaction doing something for the community—to give information about what's happening out there is great. It's very satisfying to hear people say, 'I've seen your show.'"

Donald Jackson, NWCT volunteer

STAFF PROJECTS/RECOGNITION

NWCT staff members completed a number of interesting projects in 2014. NWCT also received recognition from organizations we serve. Take a quick look!

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

Annual Volunteer Survey - This yearly survey of our members assists staff in planning curriculum, programs and policies. Member feedback is crucial to the success of NWCT's access operation.

Awards - Staff received recognition for three entries in the 2014 Best of the Midwest Video Fest. Staff received two Achievement Awards for "Javie's Tech Tips" and NWCT's "Get It Local" promo. We also received a Merit Award for the "Access to the Future" movie. Entries were produced by Javie Cedillo, Nikki Jackett and Roger Larson.

Community Recognition - NWCT was recognized by two area organizations. The Oromia Media Network (OMN) recognized us at the launch of their satellite television service in March. OMN is an independent, nonpartisan and nonprofit news enterprise that produces original programming on Oromia, the most populous state in Ethiopia. We also received a Community Leadership Award from the Gospel Safari Ministry Television Network. It was presented at their first Annual Liberian Gospel Musical Awards. Both organizations produce regular programming at NWCT.

48 Hour Film Project - A team of NWCT staff and volunteers entered this national competition in June. It was a fun-filled weekend that had our team writing, shooting and editing a film in 48 hours. Our film, "The Cutting Room," was completed on time and debuted at the Riverview Theatre in Minneapolis. Nikki Jackett and Roger Larson coordinated this effort.

Volunteer Conference - Forty-plus volunteers attended this all-day conference featuring eight sessions presented by NWCT/12 staff. Classes focused on topics requested in our volunteer survey. Tamisha Touray organized this event.

"Share Your Passion" promotion - Staff created the first of three HD promos for airing on Channel 12 and Comcast. The promo was written and produced by Nikki Jackett. Two more promos are coming in 2015.

Volunteer Gala - This yearly event is organized by staff to celebrate NWCT's volunteers and their programming. This year's event focused on how every member is an "essential piece" of this puzzle we call NWCT!

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 by staff member Javie Cedillo.

Promos/Instructional videos - Staff created four instructional videos for Channel 18 (DIY and Javie's Tech Tips). They also created promos highlighting our LIVESTREAM service, our volunteers and our "Crew for Coins" program. Promos were produced by Roger Larson, Nikki Jackett and Javie Cedillo.



SOCIAL MEDIA/PR

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

NWCT SOCIAL MEDIA SITES

WEBSITE

www.nwct.org

FACEBOOK

facebook.com/nwctv

TWITTER

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

YOUTUBE

youtube.com/nwct18



Channel 12

2014

Annual Report



“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!**

NEWS

Channel 12 news produces a daily newscast Monday through Friday focused closely on the nine northwest metro cities we serve. We also produce a once-a-week 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: 253

Number of Weekend Newscasts: 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)

Number of News Specials: 3

Summer Special: “Silver Tsunami: Living Longer”



Christmas Special: “Our Favorite Stories of 2014”



New Year Special: “A Look Back: 2014”



ELECTION COVERAGE

Candidate Minutes: More than 75 candidates featured from Brooklyn Center, Brooklyn Park, Crystal, Golden Valley, Maple Grove, New Hope, Osseo, Plymouth, and Robbinsdale. State legislative candidates, U.S Congressional candidates, and school board candidates also participated

Election Night coverage: About 20 live interviews with candidates and voting results highlighted a 2-hour live show that started at 9:00 pm and ran until 11:00. Immediately after, we updated the newscast that was running so it would have interviews from candidates and the latest election results.



FRANCHISE SEGMENTS:



Health Check Segments: 52

Money Savers Segments: 52

Business Matters Segments: 48

Weekend Showcase Segments 48

In the Garden Segments: 26 (replaces Standout Student in summer)

Standout Student Segments: 36, featuring 38 students

Armstrong 3, Breck 1, Brooklyn Center 3, Champlin Park 3, Cooper 5, Heritage Christian Academy 2, Maple Grove 2, Maranatha Christian Academy 2, Osseo 2, Park Center 3, Perpich 2, Providence Academy 3, Wayzata 4, West Lutheran 3

NEWS DEPARTMENT AWARDS FROM 2014

Eric Sevareid Awards from Northwest Broadcast News Association



Cable Newscast-First Place

12 News/Northwest Community Television

Documentary/Special-Award of Merit

“Focus on Water” a 12 News Special Presentation

Broadcast Writing-Award of Merit

Shannon Slatton writing compilation

National Press Photographers Association Quarterly award

Ben Kroll, photojournalist: General News – 3rd place

Dustin Scholl, photojournalist: General News- Honorable mention

2014 SPORTS AND EVENTS DEPARTMENT YEAR-END REVIEW

MOBILE PRODUCTION EVENTS

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

Number of high school games televised in 2014: 131

Number of other community events televised in 2014
(city parades, graduations, etc.): 37

STUDIO PRODUCTIONS

12 NEWS

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

Number of programs produced for 2014
(weekday and weekend shows): 300

SPORTS JAM

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

Number of programs produced for 2014: 40

12 SPORTS HALL OF FAME PROGRAM

There are now 46 athletes and coaches in our 12 Sports Hall of Fame, which we started in 2004 with a charter class of seven. Over Labor Day Weekend, we produced a show inducting three new members:

Missy Beseres, Armstrong 2001

Star-Tribune Metro player of the year in softball in 2001 and helped pitch Armstrong to the state championship that season. Two-time team MVP at Penn State, where she set single season and career records for strikeouts. Missy has coached at Loyola (Chicago) and Wisconsin.

James Ware, Hopkins 1995

James was All-Metro and All-State in basketball in 1995 and a Mr. Basketball Finalist. He led Lake Conference in scoring as a senior and played in two state tournaments. James is a two-year starter at Texas Tech University, an All Big 12 Honorable Mention in 2000 and a college coach at Minnesota, Utah State and Santa Clara.

Dominique Barber, Wayzata 2004

Dominique is an outstanding two-sport athlete at Wayzata. He is a participant in All-Metro and All-State in football in 2003. He helped the Trojans reach the state hockey tournament for the first time in 50 years in March 2004. Dominique is a two-time All-Big Ten safety for the University of Minnesota. He played four seasons for the Houston Texans.

AWARDS

In September 2014, Channel 12's Production Events Director, Steve Brockhaus, was nominated for a regional Emmy Award for a second straight year by the National Academy of Television Arts and Sciences. Steve also designed the new Channel 12 App, spending a lot of hours on his own to make it work for our station at a small fraction of the cost if we had outsourced this project. Congratulations Steve!

Spring Sports and Events

April 11 Brooklyn Park Ice Show at BP Ice Arena
 April 13 Wastebasket Revue at Park Center H.S.
 April 19 Maple Grove Ice Skating Show at MGCC
 May 14 North Hennepin CC Commencement
 May 30 Wayzata High School Graduation
 June 5 Cooper High School Graduation
 June 7 Park Center High School Graduation
 June 7 Osseo High School Graduation
 June 7 Maple Grove High School Graduation



April 15 Cooper vs. Osseo Softball
 May 1 Armstrong vs. Park Center Softball
 May 2 Hopkins vs. Wayzata Softball
 May 5 Maple Grove vs. Champlin Park Softball
 May 9 Columbia Heights vs. Totino-Grace Softball
 May 20 Blaine vs. Park Center Section 5AA Softball
 May 22 Coon Rapids vs. Maple Grove Section 5AAA Softball
 May 23 Hopkins vs. Orono Section 6AAA Softball
 May 29 Spring Lake Park vs. Maple Grove Section 5AAA Softball (2 games)

April 25 Maple Grove vs. Hopkins Baseball
 April 30 Champlin Park vs. Armstrong Baseball
 May 6 Park Center vs. Wayzata Baseball
 May 16 Elk River vs. Champlin Park Baseball
 May 27 Armstrong vs. Wayzata Section 6AAA Baseball
 June 2 Maple Grove vs. Champlin Park Section 5AAA Baseball
 Armstrong vs. Eden Prairie State AAA Baseball





May 7 Champlin Park vs. Osseo-Park Center Boys Lacrosse
May 8 Cooper vs. Osseo-Park Center Girls Lacrosse
May 12 Champlin Park vs. Maple Grove Girls Lacrosse
May 15 Hopkins vs. Wayzata Girls Lacrosse
May 15 Hopkins vs. Wayzata Boys Lacrosse
May 21 Armstrong vs. Maple Grove Boys Lacrosse
June 4 Irondale vs. Armstrong Section 5 Girls Lacrosse

Summer Sports and Events

June 17 Teddy Bear Band - Osseo
 June 24 Plymouth Concert Band - Plymouth
 July/2 Medalist Concert Band – Maple Grove
 July 8 Tailspin - Plymouth
 July 9 Uncle Chuck Band – BTYR –Maple Grove



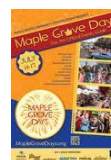
July 15 Geoff Elvee – Plymouth
 July 16 Art Kistler – Elvis Show – Maple Grove
 July 17 High 48's – Brooklyn Park
 July 17 Okee Dokee Brothers - Brooklyn Park
 July 23 Devon Worley- Maple Grove

July 24 Resistors – Brooklyn Park
 July 31 Robbinsdale City Band - Robbinsdale
 August 5 Violin Strings – Osseo
 August 6 Prior Lake Ski Show - Plymouth
 August 7 Keri Noble – Maple Grove



August 12 The Roe Family Singers - Plymouth
 August 14 Irresistibles – Maple Grove
 August 20 Bad Girlfriends – Maple Grove
 August 21 Splatter Sisters – Brooklyn Park

June 14: Tater Daze Parade, Brooklyn Park
 Thursday June 26: Earle Brown Days Parade, Brooklyn Center
 Thursday July 10: Pierre Bottineau Maple Grove Days Parade
 July 13: Whiz Bang Days Parade, Robbinsdale



Friday June 20: All-Star Baseball (South vs. Metro East; North vs. Metro West)



Saturday June 28: All-Star Football (North vs. South)



Fall Sports and Events

September 6 Osseo Lions Roar Parade
 September 27 Plymouth on Parade
 October 28 Robbinsdale Candidates Forum
 November 13 North Memorial Public Safety Awards
 December 10 Star Student Awards



August 27 Minneapolis Southwest vs. Cooper Girls Soccer
 September 4 Armstrong vs. Maple Grove Girls Soccer
 September 11 Champlin Park vs. Totino-Grace Girls Soccer
 September 13 Park Center vs. Osseo Girls Soccer
 September 16 Minnetonka vs. Wayzata Girls Soccer
 October 9 Mounds View vs. Maple Grove Section 5AA Girls Soccer
 October 14 Hopkins vs. Wayzata Section 6AA Girls Soccer
 October 16 Totino-Grace vs. Park Center Section 5A Girls Soccer
 October 22 Park Center vs. Albert Lea State A Girls Soccer



September 2 Fridley vs. Cooper Boys Soccer
 September 4 Armstrong vs. Maple Grove Boys Soccer
 September 11 Champlin Park vs. Totino-Grace Boys Soccer
 September 13 Park Center vs. Osseo Boys Soccer
 September 16 Minnetonka vs. Wayzata Boys Soccer
 October 7 Prairie Seeds Academy vs. Osseo Section 5AA Boys Soccer
 October 9 Park Center vs. Maple Grove Section 5AA Boys Soccer
 October 14 St. Louis Park vs. Wayzata Section 6AA Boys Soccer
 October 16 DeLaSalle vs. Totino-Grace Section 5A Boys Soccer
 October 21 Maple Grove vs. Rosemount State AA Boys Soccer





August 28 Kennedy vs. Park Center Football
 August 29 Providence Academy vs. Breck Football
 September 5 Hopkins vs. Totino-Grace Football
 September 12 Maple Grove vs. Wayzata Football
 September 19 White Bear Lake vs. Armstrong Football
 September 20 Chanhassen vs. Cooper Football
 September 26 Spectrum vs. Brooklyn Center Football
 October 3 Irondale vs. Champlin Park Football
 October 10 Osseo vs. Maple Grove Football

October 15 Totino-Grace vs. Osseo Football
 October 24 Champlin Park vs. Osseo Section 5AAAAAA Football
 October 31 White Bear Lake vs. Maple Grove Section Football
 November 7 Prior Lake vs. Maple Grove State AAAAAA Football
 November 14 Eden Prairie vs. Maple Grove State AAAAAA Football



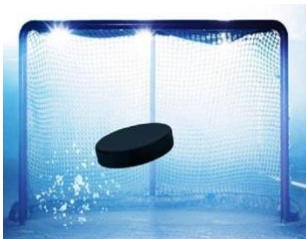
September 9 Wayzata vs. Hopkins Volleyball
 September 18 Champlin Park vs. Maple Grove Volleyball
 September 23 Spring Lake Park vs. Osseo Volleyball
 September 25 Heritage Christian vs. Benilde-St. Margaret's Volleyball
 September 30 Anoka vs. Park Center Volleyball
 October 2 Armstrong vs. Osseo Volleyball
 October 8 Minneapolis South vs. Cooper Volleyball

October 28 Wayzata vs. Hopkins Section 6AAA Volleyball
 October 29 Osseo vs. Totino-Grace Section 5AAA Volleyball
 October 29 Blaine vs. Champlin Park Section 5AAA Volleyball
 November 1 Wayzata vs. Eden Prairie Section 6AAA Volleyball
 November 6 Champlin Park vs. Roseville State AAA Volleyball



Winter Sports and Events

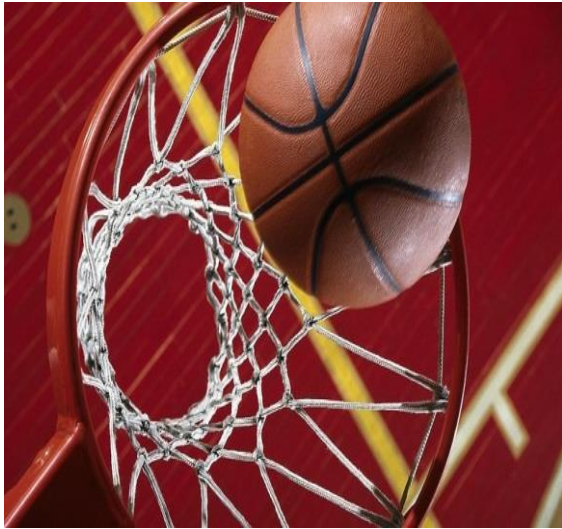
November 21 Channel 12 Turkey Trot Boys Hockey Tournament
 November 22 Channel 12 Turkey Trot Boys Hockey Tournament
 December 20 Spring Lake Park vs. Armstrong-Cooper Boys Hockey
 January 2 Benilde-St. Margaret's vs. Wayzata Boys Hockey
 January 11 Champlin Park vs. Maple Grove Boys Hockey
 January 25 Andover vs. Armstrong Boys Hockey
 January 30 Osseo vs. Armstrong Boys Hockey
 February 20 Hopkins vs. Benilde-St. Margaret's Section 6AA Boys Hockey
 February 22 Osseo vs. Maple Grove Section 5AA Boys Hockey
 February 26 Maple Grove vs. Centennial Section 5AA Boys Hockey
 February 27 Orono vs. Breck Section 2A Boys Hockey
 February 28 Mahtomedi vs. Totino-Grace Section 4A Boys Hockey



November 11 Eagan vs. Wayzata Girls Hockey
 December 6: Elk River vs. Champlin Park Girls Hockey
 December 11: Maple Grove vs. Benilde-St. Margaret's Girls Hockey
 December 29: Armstrong Cooper Girls Holiday Tournament
 February 8 Armstrong-Cooper vs. Minnetonka Section 6AA Girls Hockey
 February 8 Maple Grove vs. Wayzata Section 6AA Girls Hockey
 February 12 Wayzata vs. Hopkins Section 6AA Girls Hockey

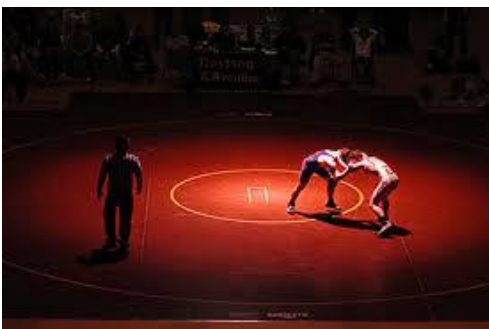
November 25 Brooklyn Center vs. Park Center Boys Basketball
 December 9 Providence vs. Maranatha Boys Basketball
 December 12 Columbia Heights vs. Cooper Boys Basketball
 December 19 Armstrong vs. Maple Grove Boys Basketball
 January 21 Maple Grove vs. Champlin Park Boys Basketball
 January 24 Champlin Park vs. Armstrong Boys Basketball
 February 7 Eden Prairie vs. Hopkins Boys Basketball
 February 11 Hopkins vs. Osseo Boys Basketball
 February 21 Cooper vs. Benilde-St. Margaret's Boys Basketball
 March 4 Park Center vs. Champlin Park Section 5AAAA Boys Basketball
 March 4 Maple Grove vs. Osseo Section 5AAAA Boys Basketball
 March 5 Eden Prairie vs. Hopkins Section 6AAAA Boys Basketball
 March 7 Osseo vs. Champlin Park Section 5AAAA Boys Basketball
 March 12 Tartan vs. Hopkins State AAAA Boys Basketball
 March 12 Shakopee vs. Osseo State AAAA Boys Basketball
 March 13 Red Lake vs. Maranatha State A Boys Basketball





December 4: Park Center vs. Rogers Girls Basketball
 December 9: Benilde-St. Margaret's vs. Maranatha Girls Basketball
 December 16: Osseo vs. Champlin Park Girls Basketball
 December 18: Cooper vs. Armstrong Girls Basketball
 December 22: Maple Grove vs. Wayzata Girls Basketball
 December 23: St. Paul Harding vs. Brooklyn Center Girls Basketball
 January 3 St. Michael-Albertville vs. Wayzata Girls Basketball
 January 14 Totino-Grace vs. Cooper Girls Basketball
 January 31 Concordia Academy vs. Brooklyn Center Girls Basketball
 February 5 Anoka vs. Park Center Girls Basketball
 February 25 Park Center vs. Maple Grove Girls Basketball
 March 6 Cooper vs. Osseo Section 5AAAA Girls Basketball
 March 14 De LaSalle vs. Park Center Section 3AAA Girls Basketball
 March 14 Champlin Park vs. Centennial Section 5AAAA Girls Basketball
 March 18 Simley vs. Park Center State AAA Girls Basketball
 March 20 Mankato Loyola vs. Maranatha State A Girls Basketball

January 9 Park Center vs. Maple Grove Gymnastics
 January 16 Wayzata vs. Hopkins Gymnastics



January 17 Cooper vs. Armstrong Wrestling at Robbinsdale M.S.
 February 6 Rogers vs. Champlin Park Wrestling

Community Involvement

Channel 12 is proud to 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 1	Maple Grove Polar Bear Plunge
February 1	Plymouth Fire and Ice Festival
February 13	District 279 Foundation A Night Out Gala
February 23	West Metro Home Remodeling Fair
March 11	Empty Bowls – Robbinsdale Area Schools
March 16	Tree House Hoopin' it up for Hope
April 5	Northwest Suburban Remodeling Fair
April 11-12	Plymouth Yard and Garden Expo
April 12	Run the Valley – Golden Valley
April 23	NWHHSC Seniors Forum
May 1	Maple Grove Mayor's Prayer Breakfast
May 3	Brooklyn Center Community Breakfast
May 4	District 279 Investment in Youth Awards
May 4 - 31	Step To It Challenge
May 17	Vehicle Fair in Crystal
May 24	Golden Valley Memorial Day Event
May 29	PRISM's Taste of the Burbs Gala
June 21	New Hope City Day
July 1	Music in Plymouth
July 11	Golden Valley Golf Classic
July 18-20	New Hope Duk Duk Daze
July 27	Crystal Frolics

August 5	Night to Unite
August 16	District 279 Foundation Reading is Fun Run
September 12	PRISM Golf
September 13	Golden Valley Days & Parade
Sept. 27 & 28	Skyline Art Crawl
October 11	Herzing Dental Event
October 11	Three Rivers Autumn Woods Classic
October 24	New Hope Community Breakfast
October 30	Brooklyn Park Mayor's Prayer Breakfast
October 24	Monster Mash Teen Dance
Nov/Dec	Area Holiday Toy and Food Drives
November 15-16	Plymouth Arts Fair
December 6	Crystal Winter Fest
December 7	Brooklyn Center Holly Sunday
December 31	New Year's Eve Events-Maple Grove & Plymouth



Community Corner

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 contains a mix of topics that come from city staff, interviews with the area mayors, and segments highlighting activities in the northwest area. 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
249



Community
Calendar
52



Northwest
Cities
52



Mayors
Minute's
52



City History Programs

As announced in NWCT's 2013 Annual Report, a multi-year undertaking of producing several, high quality, historical documentaries for our nine cities was officially launched this year.

Our first objective was to produce a short preview of the series that was presented at the February, 2014, NWSCC Commission and NWCT Board of

Director's meeting. Toward this end, seven, one-hour, on camera interviews were conducted along with a full-day on "location shoot" at the historical "Landing" in Shakopee, MN, where historical re-enactment footage was gathered in a High-Definition format. The completed seven-minute "Trailer" was presented to the board in February, has aired on Channel 12 for several months, is accessible on the website twelve.tv, and has received over 450 unique You Tube views thus far. This series preview has proven to be a valuable promotional tool in our continuing efforts to spread the word about this ongoing project named "Our Town's Story."

Local historical society members, community leaders, city council members and a variety of characters from the past and present are being tapped on a weekly basis as resources to lend their perspective to this project. Over the past year, we have had the privilege to present and promote this growing conglomeration of content to varied audiences, including a pot-luck dinner at the Maple Grove Historical Society, a quarterly board meeting of the Robbinsdale

Historical Society, a work session of the New Hope City Council, and a meeting of the Brooklyn Park Rotary Club. 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 near future.



With a final goal of producing a one-hour historical documentary for *each* of the nine NWCT member cities, Robbinsdale was chosen to lead the way. Lending their guidance and support, a leadership committee was formed to include City Manager, Marcia Glick, council members Bill Blonigan and George Selman, as well as Robbinsdale Historical Society members, Earl Johnston and Roland Haywood. An outline of preferred content, contacts and available resources materialized out of these conversations from which nineteen, one hour interviews were scheduled and conducted. 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 line with our intention to collaborate with local historical societies, NWCT provided a thirty-minute video compilation for a Robbinsdale Historical Society display which opened at the Hennepin County Historical Museum, in November. The video included a six-minute sneak-peek into the Our Town's Story series called "Parkerville." It is a scene from the upcoming full documentary which encapsulates the city's nineteenth century beginnings. This completed chapter has since begun to air on Channel 12, is (again) accessible at twelve.tv, and has garnered nearly 600 unique You Tube views thus far.

The "Our Town's Story" documentary project continues to gain momentum as we head into 2015. A leadership committee for the city of Brooklyn Park has been formed and has met once to begin discussions regarding content and contacts for their city. Just as we complete the scripting and editing process for the initial "Robbinsdale" Episode of this multi-year project, we will begin the interview process for the citizens, historians and leadership members of the Brooklyn Park community.



To present, the nearly 200 year history of nine communities is both a tremendous opportunity and an enormous challenge.



Municipal Television Services

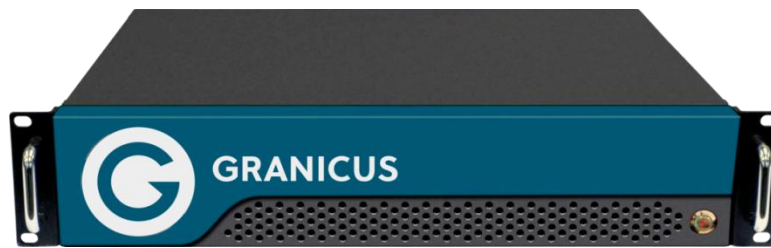
Broadcast of City Meetings

NWCT City Meeting Crews recorded and broadcast live a total of 409 regular and special city meetings or council chambers based events in 2014. 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 34 council chambers based events per month covered by NWCT crews.

City Meeting Recap for 2014					
City	Council	Planning	EDA/HRA	Other	Total
Brooklyn Center	24		incl	3	27
Brooklyn Park	35	13	10	4	62
Crystal	22		17	2	41
Golden Valley	24	18	5	5	52
Maple Grove	23	15		6	44
New Hope	24	9	16	5	54
Osseo	24	9	16	1	50
Plymouth	22	18		3	43
Robbinsdale	24		12		36

Grand Total:

409



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. The NWCT/NWSCCC boards approved funds in the 2014 budget for replacement of the webstreaming servers at all city halls. The new servers are an upgrade that will allow residents to view meetings on their mobile devices such as phones and tablets. Installation of the servers was completed in the fall of 2014. Video is now Flash based and allows meetings to be viewed on mobile devices. Meetings can be accessed through twelve.tv mobile app or nwsccc.org website. Archives are in the process of being converted.



2014 Granicus Video Views - Under each city heading is the number of times that a video clip was viewed in that city's webstreaming video archive.

	Brooklyn Center	Brooklyn Park	Crystal	Golden Valley	Maple Grove	New Hope	Osseo	Plymouth	Robbinsdale
Jan	93	447	121	114	143	108	134	258	22
Feb	47	415	245	694	251	217	159	182	18
Mar	48	464	271	90	188	60	151	176	19
Apr	45	581	57	36	485	136	98	445	12
May	46	426	87	76	472	98	103	372	26
June	26	513	105	164	219	39	107	139	77
July	35	298	169	316	236	88	112	212	6
Aug	68	561	76	203	681	84	93	249	105
Sep	151	508	109	356	275	124	186	274	39
Oct	107	541	136	232	337	287	169	298	22
Nov	48	310	314	295	398	85	116	144	28
Dec	53	217	152	277	178	71	149	180	29
TOTALS	767	5,281	1,842	2,853	3,863	1,397	1,577	2,929	403



Channel 16 Cablecast System



In 2014, we continued the expanded utilization of the city Tightrope broadcast systems that were installed at each city hall in 2011 and 2012. This system has allowed our cities the ability to much more effectively utilize the Channel 16 signal that is narrow-cast within their city. This technology has streamlined the process of replaying city meetings, and has allowed them to be shown more frequently. In addition, the automated replay systems have given much added benefit to the programming produced for the Community Corner segments on Channel 12. We are now replaying on channel 16 the Northwest Cities, Mayors' Minutes, and the specific topic video segments that are produced for each city on a rotating basis. In addition, the electronic billboarding part of the system is easily managed by NWCT administrative staff and producers who produce and maintain the information visuals based on content requests from each city.

City Hall Council Chambers projects

In 2014, we completed the replacement of the Crystal City Council Chambers system. The project included not only replacement of the broadcast television equipment, but an upgrade to lighting and sound systems as well as presentation displays and technology in the chambers.

Also still in the early planning stages, is 2015 replacement of the Brooklyn Center City Council Chambers system broadcast and related systems.

With completion of Brooklyn Center in 2015, 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. As we replaced these systems, we have been planning for the future when we will be able to broadcast digital/HD signals so that final conversion to that broadcast technology will have the lowest budgetary impact possible when the time comes.



Government VIDEO

Minneapolis Area TV Network Expands PEG Channel Infrastructure

May 22, 2014



Northwest Community Television in Minnesota uses Tightrope Media Systems' Cablecast servers.

ST. PAUL, MINNESOTA — Northwest Community Television, which provides local origination, public access and government channels to cable subscribers in nine Minneapolis-area suburbs, recently upgraded its infrastructure to better accommodate

its growing schedule of programs. NWCT recently added nine new Cablecast SXLE SD video servers from Tighrope Media Systems to support government access Channel 16, bringing its total to 13 Cablecast servers enterprise-wide.

NWCT channels are carried by Comcast, which reaches more than 75,000 cable households in the northwest suburbs of Minneapolis. Channel 16 carries live and replayed video of city council and other meetings from city halls throughout the area. The channel also carries video programming specifically produced for each city by NWCT staff. The new systems allow Channel 16 to efficiently narrowcast this programming, enabling residents to see meetings and other important information relevant to their municipalities without overtaxing server capacity.

Each new Cablecast system includes a Tighrope Carousel CG-310 server with digital signage software. This enables the central master control staff to transfer custom graphics to the remote Cablecast servers, which play out via Carousel software.

“We used to broadcast our government access programming from the videotape machines in our central facility, but recently decided to install nine new Cablecast SXLE SD servers—one at each of the nine city halls,” said Tim Gaffron, municipal media services manager for [Northwest Community Television](#). “With the purchase of these new Cablecast servers, we increased the amount of programming and the number of replays the local municipalities could offer their viewers, while freeing up capacity on our central servers.”

At its central Brooklyn Park, Minnesota facility, NWCT has long used four Tighrope Cablecast SX2 SD, Cablecast Pro and SX2-HD video servers to play other NWCT channels to air, as well as several CG250 units for “billboarding.” These include: Channel 18, an electronic billboard that delivers local announcements and program information from Tighrope’s Carousel digital signage system; and public access channels 19 and 20, featuring programs produced by local residents.



Tighrope Media's Cablecast SXLE server

Gaffron added that his desire to expand NCWT’s existing capital investment in Tighrope solutions is based on the network’s previous experience using the systems, as well as exceptional customer service received over the years. Alpha Video, a Tighrope dealer in the Minneapolis/St. Paul area, handled the sale of the nine new servers.

“All our Tighrope systems have proven to be reliable, feature-rich and user-friendly, supporting our multi-channel broadcast workflow in a very intuitive, automated way,”

said Gaffron. "Tightrope understands the needs of local origination and public access/government channels and caters to the unique needs of this market. We've derived many operational benefits from Cablecast, including reliable automation of our multi-faceted, multi-channel broadcast workflow."

The new Channel 16 Cablecast systems reside in dedicated production control rooms built for each city hall. Video programming files can be sent between the central servers and the nine remote Channel 16 servers over a secure, private government fiber network. The video can play out from the remote server to Channel 16, or editors can download it into their video editing systems for other uses, such as excerpts for the news operation. Through Web-based monitoring, NWCT can start and stop recordings remotely; and program the system to automate these tasks.

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 1,000 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 2014 we saw a large amount of growth in the number of email opens and link clicks.

Category	Yearly total
Bulletins Sent	1,873
Unique Email Opens	61,877
Unique Link Clicks	7,408
Clicks from Shared Links	2,150
Total Subscribers	1,099
Total Subscriptions	3,587



On Demand

24/7

Watch us anywhere



Channel 12 APP

In March of 2014, we began looking into the option of launching a Channel 12 mobile app. After 2 months of development, the app was launched on the Apple, Android, and Windows mobile operating systems. Below is the app overview as well as some of the user generated statistics from the app's first 6 months.

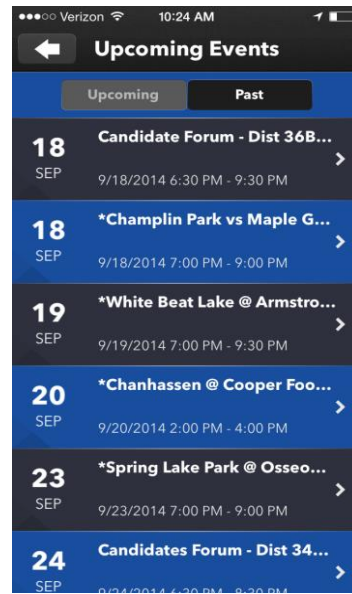
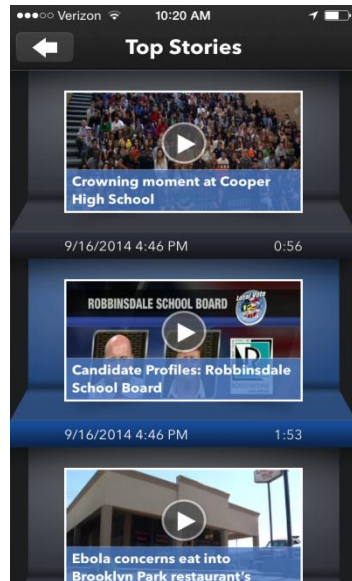


Overview

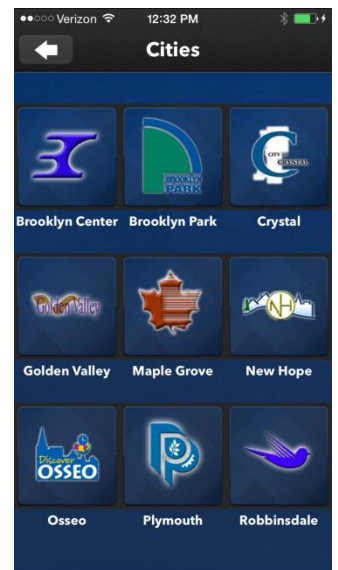
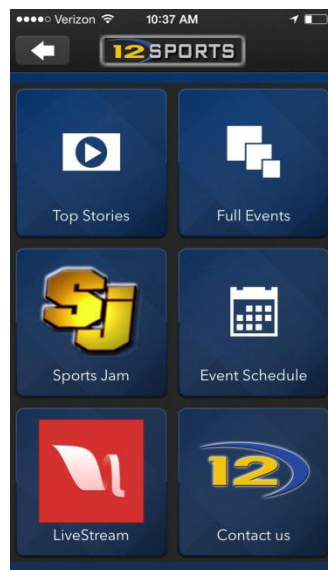
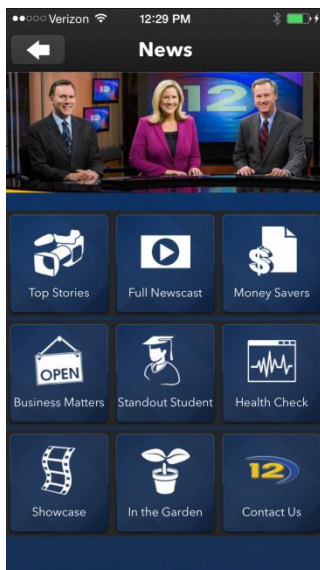
Over the last few years, we have provided our viewers with the added service of having more of our content available on-demand through our website, twelve.tv.

The app that we created was built around the framework of our YouTube channel, the same source as the video content on our website. Once we upload the video content to be used on our website, the app is automatically updated to include this content.

The goal with the app was to give more community members easy access to our content and watch it on-demand from their mobile device. Beyond this, we also wanted to make it simple for those viewers to share the content from the app. Through the app, our viewers have a one-touch option to share the videos through text message, email, Facebook, and Twitter.



On the app, viewers can find all recent content from our news, sports, and community programs. Along with past content, the viewer can watch channel 12 live as well as see upcoming event schedules. In addition, all nine of our member cities websites are accessible through the app. If the viewer wishes to contact any department of channel 12, messages can easily be sent directly through the app as well.



Stats

The app was completed in May 2014. After monitoring the overall performance and stability of the app, we started to promote it through our website in June. From June 1st until December 31st, the app has been downloaded 1,942 times. Those downloads have generated 17,422 visits. From these visits, the total amount of time spent on the app has been 53,700 minutes.

Stats: June 1, 2014 – December 31, 2014

Downloads	1,942
App Visits	17,422
Time in app	53,700 minutes

We have seen a positive response from the new app so far. We are seeing close to 3,000 visits per month to the app. User retention also has been positive with people spending close to 3 minutes on the app with every visit.

Conclusion

So far the app has proven to be a useful and stable distribution platform for our more technically savvy viewers. We will continue to promote the app and grow the user base in 2015.

2014 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.

Note: It is important to point out that we have nearly doubled our average monthly views of On Demand video clips from 57,473 per month in 2013 to 102,147 per month in 2014.

YouTube Video On-Demand Views		
Month	2013	2014
January	43,342	78,362
February	39,703	76,889
March	50,774	84,049
April	52,732	83,598
May	60,428	93,175
June	51,747	121,979
July	59,515	95,493
August	62,087	105,368
September	60,551	107,026
October	75,982	128,259
November	67,436	125,698
December	65,383	125,870
Total	689,680	1,225,766
Average Video On Demand Views	57,473	102,147



2014 Channel 12 Live 24/7 Statistics

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

Live 24/7 Hours Viewed		
Month	2013	2014
January	563.50	971.28
February	294.62	372.55
March	590.77	513.40
April	477.90	291.87
May	419.10	486.22
June	711.17	793.32
July	825.17	388.63
August	775.25	596.20
September	1,003.23	937.70
October	1,026.38	633.73
November	913.22	1,059.40
December	534.75	605.02
Total	8,135.06	7,649.32
Average Hours Viewed	677.92	637.44



2014 Channel 12 Statistics

www.twelve.tv

2014 www.twelve.tv Unique Visitors

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

Month	2013	2014
January	12,087	14,145
February	11,577	15,581
March	14,922	14,325
April	13,393	12,018
May	12,695	15,065
June	10,712	13,241
July	11,478	14,418
August	11,592	12,285
September	10,821	14,431
October	12,843	18,764
November	13,864	16,780
December	9,271	12,527
Total	145,255	173,580
Average Monthly Visits	12,105	14,465



2014 Northwest Suburbs Cable Communications Commission Statistics

www.nwsgccc.org

NWsgccc Web Site Visits

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

*Note – data was lost for January – April due to a change in tracking services.

2014	NWsgccc Web Site Unique Visitors 2013/14	Brooklyn Center	Brooklyn Park	Crystal	Golden Valley	Maple Grove	New Hope	Osseo	Plymouth	Robbinsdale
Jan	1315/NA									
Feb	1304/NA									
Mar	1365/NA									
Apr	1269/NA									
May	1413/1086	94	251	54	107	840	71	129	380	41
June	1462/1280	94	347	115	223	751	69	141	298	73
July	1346/1315	89	289	140	257	767	39	155	324	57
Aug	1453/1705	86	310	107	174	1,288	112	158	342	58
Sep	1346/1903	195	380	132	318	1,133	148	209	394	53
Oct	1634/1940	148	472	177	286	1,343	244	202	412	59
Nov	1615/1725	96	290	227	308	1,100	67	132	274	65
Dec	1238/1545	104	242	163	299	952	89	192	304	58
	Total for 8 months	906	2,581	1,115	1,972	8,174	839	1,318	2,728	464

