



# 2017 Annual Report



**NEWS**

**SPORTS**

**CITIES**

**CREATE**

**Proudly serving the cities of:**

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



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Northwest Suburbs Cable Communications Commission Members  
Northwest Community Television Board Members



Dear Commission and Board Members,

It is my honor to present to you the 2017 Northwest Community Television/CCX Media Annual Report.

2017 marked 35 years of creating community programming in the northwest suburbs. I have personally witnessed the evolution of this organization from the very first day when I began working in community programming in 1982. I have also witnessed the evolution of the northwest suburbs as I watched each of our cities grow and change throughout the years.

One thing that has not changed is the dedication and support of our cable commission and board members. It was 35 years ago that I met NWCT Board Member, Dr. Duane Orn, for the very first time. I met him in 1982 when cable commission and board meetings were held in a meeting room at the Sheraton Northwest Hotel in Brooklyn Park off of highway 81. Dr. Orn exemplifies the quality leaders and civic minded individuals I have been very fortunate enough to work with and serve over the years. Dr. Orn is the longest serving board member. We recognized Dr. Orn at our meeting in November of 2017 along with other board and commission member service anniversaries.

Our core focus within our mission is to serve and be a mirror of the communities as they evolve and change. Over the past 35 years, we have been a witness to and we have documented the evolution of the northwest suburbs. Thanks to the support of our cable commission and board members, residents feel a close connection to their community because of the services we provide.

I am so very proud of our talented and dedicated staff and honored to serve as Executive Director of the Northwest Suburbs Cable Communications Commission and the Northwest Community Television Board of Directors.

  
**Executive Director**

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# 2017 Commissioners and Directors

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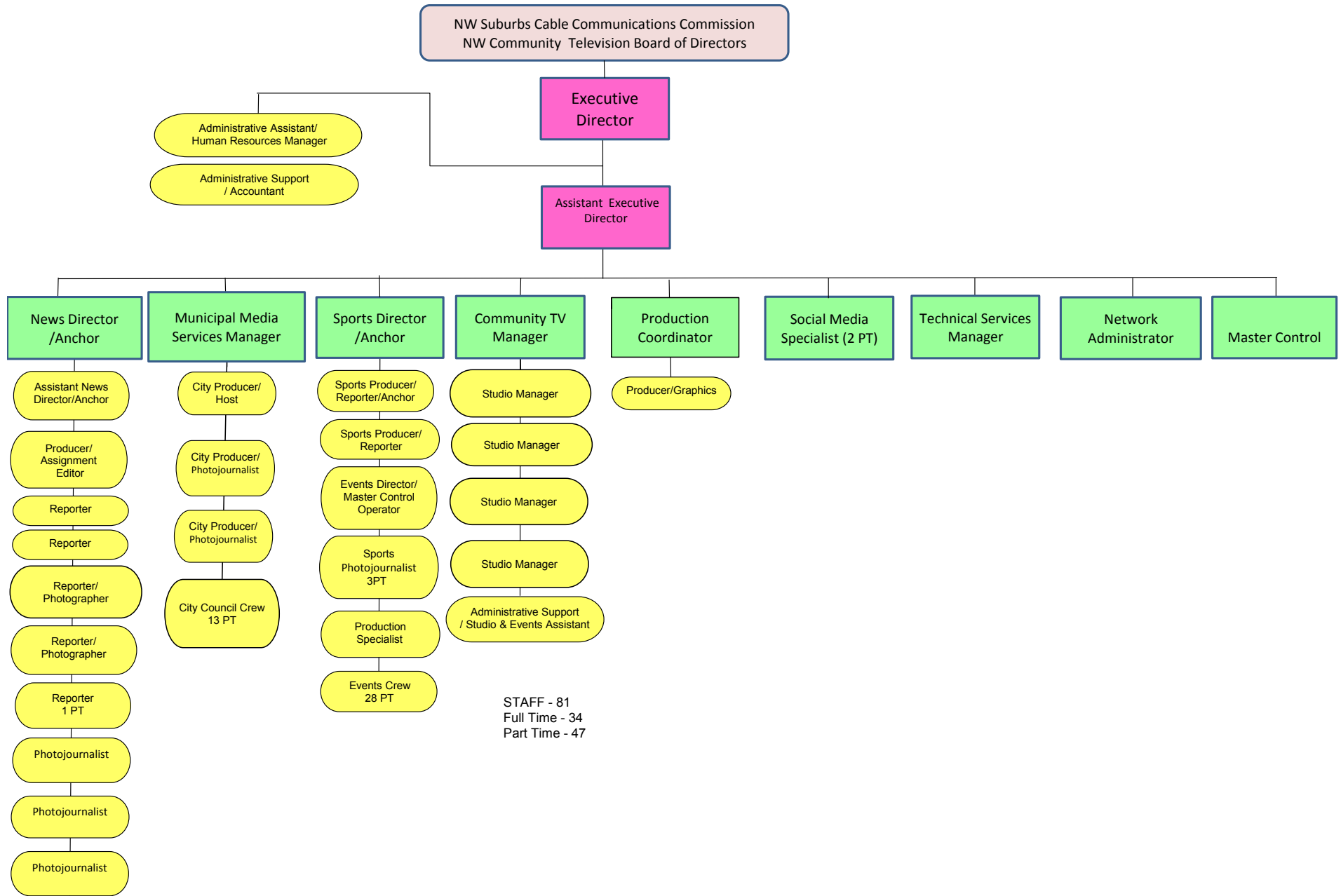
## Northwest Suburbs Cable Commissioners

		Serving Since
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
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
Darryl Sannes	City of Brooklyn Center	January 2017
Jeffrey Lunde	City of Brooklyn Park	February 2017


## Northwest Community Television Board of Directors

		Serving Since
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
Kirk McDonald	City of New Hope	October 2012
Zipporah Mesei	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 Stroebe	City of Brooklyn Park	November 2015
Sue Ellen Zagrabelny	Public Access	February 2016
Jeffrey Lunde	City of Brooklyn Park	February 2017
Cheryl Moline	At Large	May 2017

# Northwest Community Television/CCX Media Organization Chart







## **Northwest Suburbs Cable Communications Commission Mission Statement**

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.

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## **Northwest Community Television/CCX Media 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.

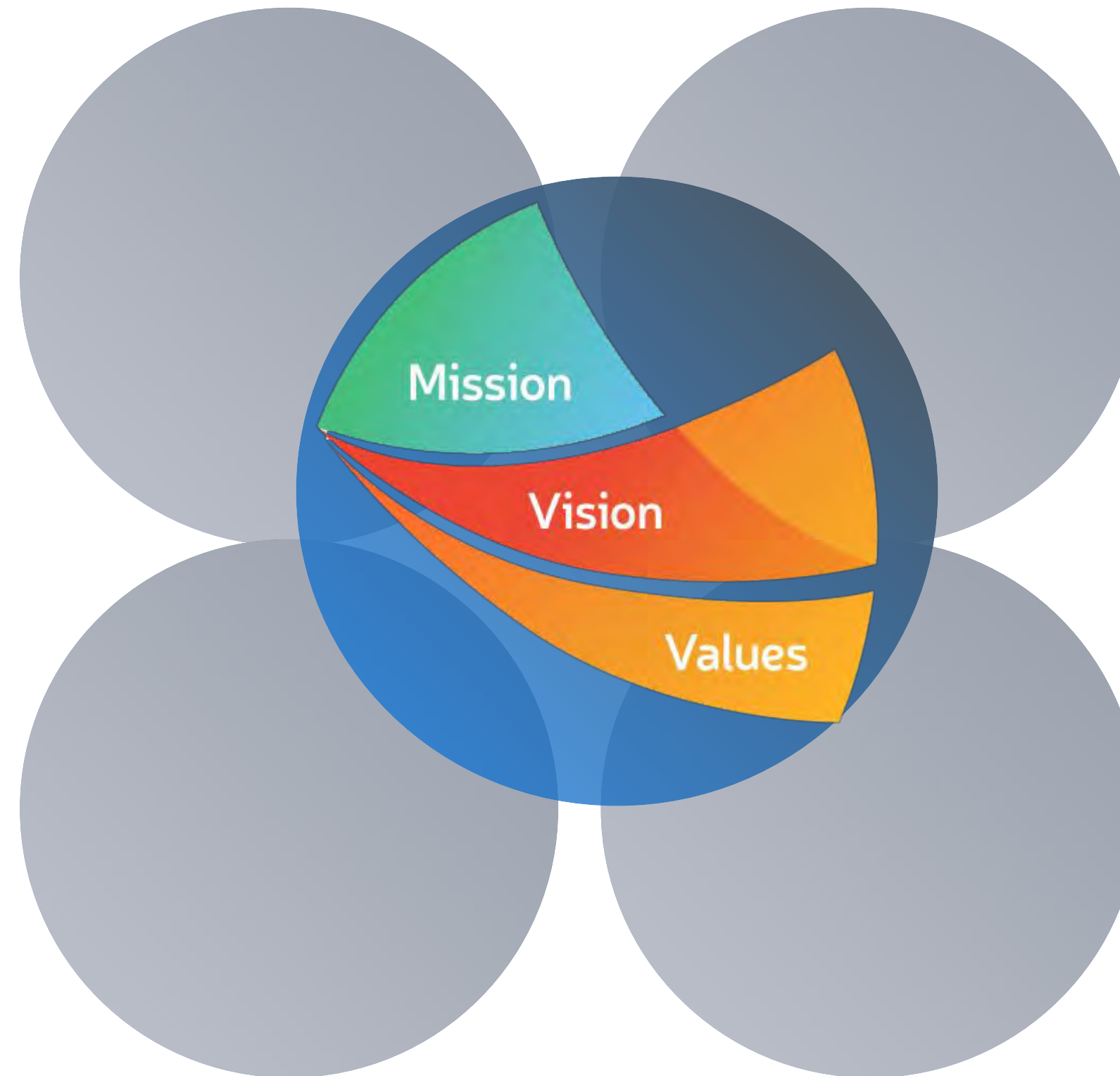


## Vision Statement

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

## 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.



# 2017

## NWCT Board of Directors and NWSCC Commission Members Recognition

### Northwest Community Television (NWCT) Board of Directors

5 years	Kirk McDonald – New Hope
20 years	Al Madsen – Maple Grove
30 years	Helen LaFave – Plymouth
35 years	Dr. Duane Orn – Brooklyn Center

### Northwest Suburbs Cable Communications Commission (NWSCCC)

10 years	Andy Hoffe – New Hope
10 years	Kirk McDonald – New Hope
20 years	Al Madsen – Maple Grove



NWCT Board Member, Helen LaFave from the City of Plymouth is recognized for her 30 years of service. Pictured L to R: Al Madsen, NWSCCC Chair, Marcia Glick, NWCT Chair and Helen LaFave.



NWCT Board Member, Dr. Duane Orn representing the City of Brooklyn Center is recognized for his 35 years of service. Pictured L to R: Al Madsen, NWSCCC Chair, Marcia Glick, NWCT Chair and Dr. Duane Orn.



# Awards



Community Corner, News and Sports were all recognized this year for their high quality work.

The Midwest Broadcast Journalist Association representing 6 states is the official host and organizing entity for the annual Eric Sevareid Awards. Staff compete directly with broadcast stations and other media outlets throughout the upper Midwest.

## News

### 2017 Eric Sevareid Awards

- First Place – Cable Newscast September 2, 2016
- Award of Merit - Series – Money Savers
- Award of Merit – Photojournalism – Holiday Train

## Community Corner

### 2017 Eric Sevareid Awards

- Award of Merit - Angel of Hope in Maple Grove
- Award of Merit – Bark Park Expo
- First Place – A Look Inside the Animal Humane Society

### 2017 Government Programming Awards

- Honorable Mention – Digital Collections at the Hennepin County Library

## SPORTS

### 2017 Eric Sevareid Awards

- Award of Merit - 12 Sports Hall of Fame
- First Place - Play by Play – Osseo vs. Mounds View Boys Basketball.



# Remodel Project Phase 1

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The west section of the NWCT building was in need of some remodeling after 31 years of operation. The original reception counter installed in June of 1986 was demolished and a new counter was installed along with new LED lighting and carpeting. Edit rooms also received new paint and carpeting and the breakroom was also remodeled.





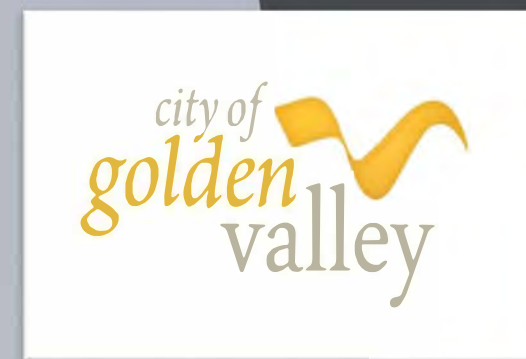
# New Outdoor Sign



The old fluorescent tube outdoor sign had served its purpose and weathered many storms over the years was finally replaced with a new energy efficient LED backlit sign. The timing worked perfectly with the rebranding.









# Community Corner

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The Community Corner program that airs daily on CCX Media 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, and non-profits in the northwest area.

In 2017, some minor adjustments were made to the segment scheduling with our area cities to better connect on timely topics and longer term initiatives in the cities. The Mayors Minute's segments were moved back to one longer airing per week in February. The number of Business and Non-Profit Features were increased over the year due to the fact that the Speaker Series was discontinued.

The majority of the content produced for the Community Corner program was then repackaged and provided to the area cities for placement on their individual Channel 16's and their individual city websites.

In late 2017, the Community Corner staff began working with area city communication staff on some major revisions for the programming in 2018 that would include a name and graphic change, a more flexible production schedule for timely segments and a new airing schedule for CCX1.







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.

With the Robbinsdale History Video under our belts, Brooklyn Park was chosen as the second city for production and a total of twelve individuals were interviewed. Contributing to this colorful cast of characters, are long-time citizens, former city staff, business owners, institutional leaders, and community historians. All have volunteered their time, memories, photographs, videos and a wealth of tremendous stories. In spring of 2017, the final editing work was completed on this second city history video.

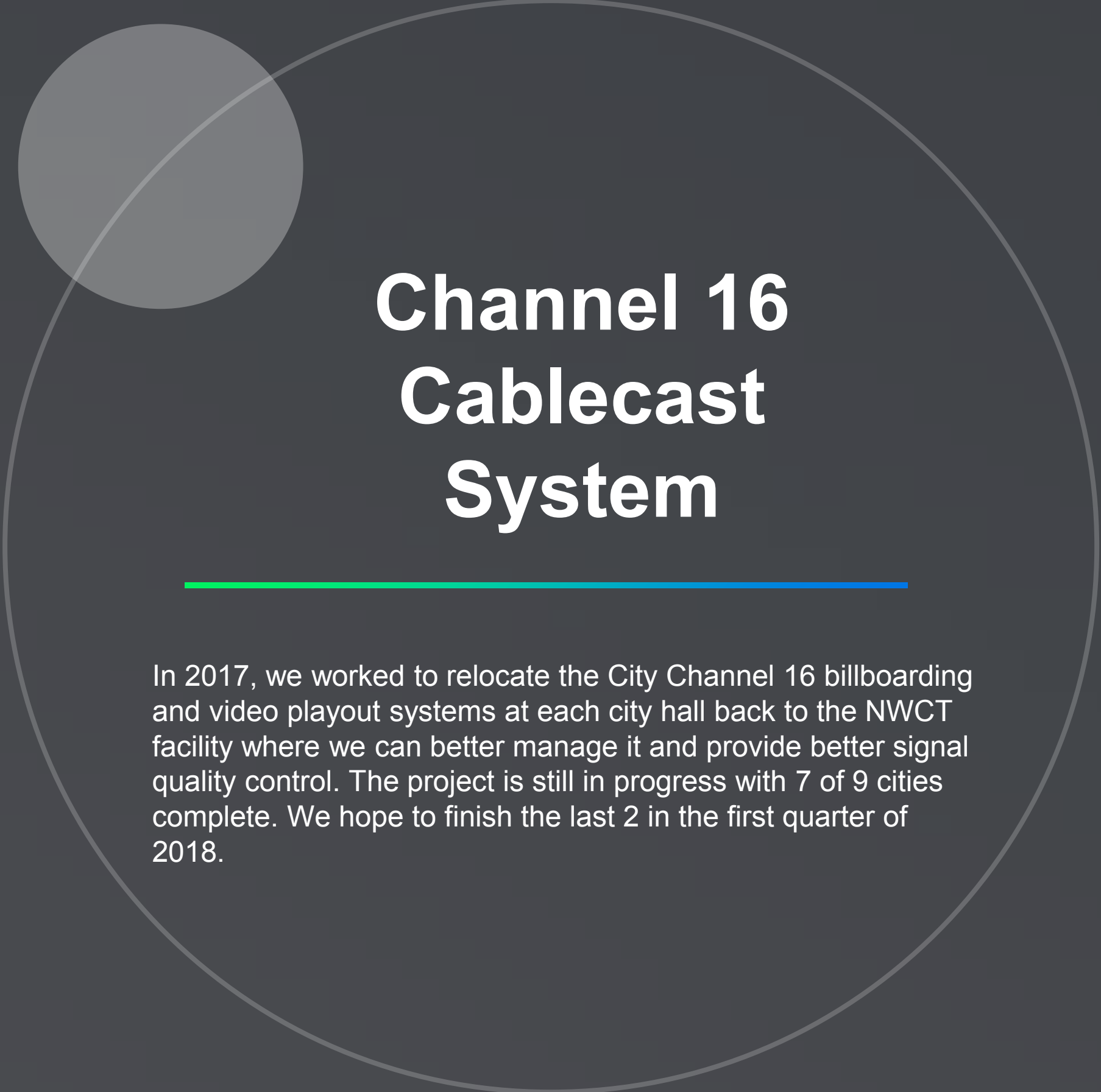
The Brooklyn Park video, which is 36 minutes in length, contains an in depth look into topics ranging from the early days, to the naming of the city, to the potato farming, to diversity in the residents, and the area schools. NWCT partnered with the Brooklyn Park Rotary and the Brooklyn Historical Society to arrange the details for the debut showing of the video. The debut event took place on May 3, 2017 with a large crowd filling a room at Edinburgh USA. The video received rave reviews at the debut showing and continues to be praised as a gem for the community. The video was also on display during the 2017 Brooklyn Park Tater Daze Celebration at the Brooklyn Park Library thanks to the Brooklyn Historical Society.

DVD copies of the Brooklyn Park video have been distributed to many individuals and groups throughout the city. The Brooklyn Historical Society and the Brooklyn Park Library have DVD’s available for viewing. The Brooklyn Park History Video has been a major piece of programming content on CCX Media since its debut with regular morning and evening airings on the channel. The video was posted on YouTube by CCX Media and it has received 1,306 views as of the end of 2017. By the way, the Robbinsdale History video has over 3,000 views as of the end of 2017. We anticipate that viewership will increase over time as more people become aware of the program. Links to the Youtube posting of the video can also be found on the Brooklyn Historical Society website and the city of Brooklyn Park website. We continue to distribute the DVD copies of the program to other interested businesses and organizations throughout the City of Brooklyn Park.

With the successful completion and distribution of the Robbinsdale and Brooklyn Park videos the focus turned fully to the next video which will feature the history of the City of Maple Grove. Initial content meetings took place during mid 2017 with representatives involved in the first phase of the Maple Grove History Video. Content notes were condensed and reviewed with the Maple Grove representatives and the interview process for Maple Grove was started in the summer of 2017. The interviewing process was completed by early winter with guests ranging from longtime residents, 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 2018 with an early spring debut anticipated.

Planning is already underway as we look to the City of Plymouth for the creation of their city history program.





# Channel 16 Cablecast System

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In 2017, we worked to relocate the City Channel 16 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. The project is still in progress with 7 of 9 cities complete. We hope to finish the last 2 in the first quarter of 2018.



# City Hall Council Chamber Projects

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The Brooklyn Center City Council Chambers remodeling project was completed in early 2017 with a whole new look and new production system installed.

The New Hope City Hall replacement project kicked off in late 2017. We have been involved in planning sessions for that endeavor and meetings with AV consultants to assist with technology specifications for the new council chambers. The work will continue through 2018 with many more meetings to come. AV bidding may happen in late summer or early fall. Occupancy is anticipated to take place in mid-2019.

Looking ahead - With completion of the Brooklyn Center project in February of 2017, we came 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. With commencement of the New Hope project, we are now starting the cycle all over again.



# Closed Captioning

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Northwest Community Television/CCX Media is participating in the Minnesota Closed Captioning Study being conducted by the law firm Bradley, Berkland, Hagen and Herbst, LLC. Their goal is to assess the status of closed captioning of municipal government meetings in the state, help identify captioning service and equipment options for their clients and identify the costs involved. They will also explore cost-sharing and implementation partnership possibilities. We anticipate that there will be a report and presentation at a future Northwest Suburbs Cable Communications Commission meeting in 2018.





# Web Streaming of City Meetings

Northwest Suburbs Cable Communications Commission/Northwest Community Television implemented the Granicus web streaming 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. Meetings can be accessed through the CCX Media mobile app or the [nwsccl.org](http://nwsccl.org) website. Four cities are currently using the iLegislate paperless agenda function available in the Granicus system.

As the new CCXMedia.org website comes on line in the first half of 2018, the [nwsccl.org](http://nwsccl.org) website and city meeting web streaming/on-demand access will be through that new site. The layout and look will change but the functionality will remain the same. We will provide more information to come as the implementation proceeds.

We have provided data of the number of meetings recorded at each city as well as actual web streaming views in the statistical section of this report.





# Events and Forums Recorded In Our Cities

- City of Brooklyn Center
  - Open Enrollment
  - Survey Review Session
- City of Golden Valley
  - Candidate Forum
  - League Of Women Voters Charter Schools Forum
- City of Maple Grove
  - Board of Appeals
- City of New Hope
  - State of the City
  - Special Hearings
  - Design Open House
  - League Of Women Voters Redistricting Forum
- City of Osseo
  - Public Safety Committee
  - Park and Rec Committee
  - CC Work Sessions
- City of Plymouth
  - Open Enrollment
- City of Robbinsdale
  - Special CC/EDA Meetings



# Community Special Events



## ● Graduations

- May 10 North Hennepin Community College
- May 18 North Hennepin Technical College
- June 2 Wayzata High School
- June 10 Cooper High School
- June 11 Park Center High School
- June 11 Osseo High School
- June 11 Maple Grove High School

## ● Parades

- June 15 Brooklyn Park Tater Daze
- June 22 Brooklyn Center Earle Brown Days
- July 9 Robbinsdale Whiz Bang Days
- July 13 Maple Grove Pierre Bottineau Days
- September 9 Osseo Lions Roar
- September 23 Plymouth on Parade

## ● Additional Coverage

- April 7 Three Rivers Figure Skating Show
- April 15 Waste Basket Revue
- April 28 Maple Grove Ice Skating Show
- December 6 North Hennepin Star Student





# 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 CCX Media 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. While a few new events are added to the list each year and a few drop off, we have a very strong ongoing relationship with many of the events that go back for decades.

• February 4	Maple Grove Polar Bear Plunge
• February 4	Plymouth Fire and Ice
• February 10	District 279 Foundation A Night Out Gala
• February 12	West Metro Home Remodeling Fair
• February 18	Seven Dreams Education Foundation Bird Bash
• Feb 22-26	Feed My Starving Children
• March	Minnesota Food Share Month
• March 7	Empty Bowls – Robbinsdale Area Schools
• March 9	Empty Bowls – CROSS
• March 19	Treehouse Hoopin' it up for Hope
• March 29	NWHHSC Seniors Forum
• April 7 – 8	Plymouth Home Expo
• April 29	Run the Valley – Golden Valley
• May 1 - 28	Step To It Challenge
• May 3	New Hope Bike Rodeo
• May 6	Brooklyn Center Community Breakfast
• May 7	District 279 Foundation An Investment in Youth Award
• May 11	Maple Grove Mayor's Prayer Breakfast
• May 11	PRISM's Taste of the Burbs Gala
• May 13	Vehicle Fair in Crystal





# Community Involvement



• June 3	New Hope City Day
• June 18	Crystal Airport Open House
• July 5	Music in Plymouth
• July 14	Golden Valley Golf Classic
• July 14-16	New Hope Duk Duk Daze
• July 19	Treehouse Golf for Hope
• July 27-30	Crystal Frolics
• August 1	Night to Unite
• August 12	District 279 Foundation Reading is Fun Run
• September 16	Golden Valley Arts & Music Festival & Parade
• October 7	Three Rivers Autumn Woods Classic
• October 12	Senior Community Services – Reimagine Aging Conference
• October 27	New Hope Community Breakfast
• October 27	Halloween at the Creek
• November/December	Area Holiday Toy and Food Drives
• November 3	Daddy/Daughter Princess Ball
• November 4	Brooklyn Avenues Benefit – 6K Run and Walk
• November 17	Brooklyn Park Mayor’s Prayer Breakfast
• November 8-19	Plymouth Arts Fair
• December 2	Crystal Winter Fest
• December 31	New Year’s Eve Events – Plymouth





# Concert in the Parks Series



- June 20 Plymouth Rockers
- June 26 The Big Epic Show
- June 27 Plymouth Concert Band
- June 28 High and Mighty
- July 5 Pushing Chain
- July 11 Sounds of Hope
- July 17 Banjo Boys
- July 18 Dirty Shorts Brass
- July 20 Shane Martin
- July 26 Rockin' Hollywoods
- July 27 Robbinsdale City Band
- August 1 Greenwood Tree
- August 8 Capri Big Band
- August 15 Shockwaves Water Ski Show
- August 17 GV Leighton
- August 22 Bad Mojo
- August 23 Maiden Dixie



# Serving Our Communities

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Making connections in our nine cities is vital to the overall success of our organization.

Assistant Executive Director, Dave Kiser, can be seen throughout the community helping organizations by filling the role of emcee at special events and community parades.





# Volunteering in the Community



Several staff members were involved with a community wide food packing event for Feed My Starving Children. Our group was able to assemble 576 meal packs within our allotted time.

Each meal pack can serve 6 people which equates to 3,456 individual meals.





# Everyone Loves a Parade

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We have found an exciting way to involve parade spectators by having volunteers from the CCX Create Department hand out fans along the parade route. The spectators send us photos with the CCX Media Fan in the photo while the parade is going on. The photos are inserted in the actual parade production. All participants are entered in a drawing for CCX Media promotional items. We averaged over 100 participants per parade taking part in this promotion.







# CCX CREATE

## 2017 ANNUAL REPORT







# A LOOK BACK AT 2017!

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2017 kept both staff and volunteers busy! While producers created programming, staff promoted our new brand, CCX Create, and put finishing touches on studio upgrades begun in 2016. We also launched a cloud-based scheduling program and began remodeling our staff, reception and edit areas. Here's a look at some of the year's high points.

*Barbara Nolan Clark*

Community Television Manager





# 2017 IN REVIEW



**JANUARY** ● A new year, a new brand  
Soft rollout of new CCX Media brand continues







## FEBRUARY ● CCX Create launch

Volunteer party to spread the CCX love  
#iheartccxcreate



## MARCH ● LED lighting installation

Studios A and B were outfitted with our  
first-ever LED lights and lighting consoles



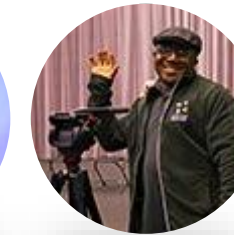


## APRIL ● National Volunteer Week

Celebrating our awesome volunteers April 23-29

### Super Saturday 1

All classes, all in a day, first of the year



## MAY ● New Board member

CCX Create producer, Cheryl Moline, appointed to NWCT Board of Directors





**JUNE** ● Scheduling moves to cloud  
 RueShare, our new facility and equipment scheduling program, allows our volunteers to book their own appointments and recruit crew online. No need to call the studio!



Curtains!  
 New curtain hung in Studio A





## JULY ● CCX represents!

All CCX Create staff and board members attend national Alliance for Community Media (ACM) conference in Minneapolis.

- Executive Director Mike Johnson, Plenary discussion panelist; Building Better Boards moderator
- CCX Create Studio Manager, Javie Cedillo, Virtual Reality moderator; Conference committee; Hometown Media Award winner, About Access & Empowerment category
- NWCT Board member and CCX Create volunteer producer, Zipporah Mesesi, Multilingual Programs; Conference content committee

## Breaking News

Staff teaches a news gathering class for District 281's Summer Academy







## AUGUST ● 4th Final Cut Pro suite added



## SEPTEMBER ● Super Saturday 2

All classes, all in a day, second of the year

### CCX Create promo debuts

First of four promos featuring each of CCX Media's sub-brands airs on Comcast

**CONNECTED** **COMMUNITY** **EXPERIENCE**







## OCTOBER ● Free Speech week

National celebration raising awareness of First Amendment rights, prompting the production of The Power of Free Speech promo



# 10/20

First annual national Community Media Day promoting accessible media for all



# NOVEMBER ● Volunteer Gala

Celebrating 1st year as CCX Create







## Board elections

CCX Create producer, Sue Ellen Zagrabelny, re-elected to a second term on NWCT Board of Directors



## DECEMBER ● Remodeling begins

Closing in on 20 years, the CCX Create area is receiving a refresh, starting with the break room and edit rooms





**CCX MEDIA** Mike Johnson  
Executive Director of CCX Media

## UPCOMING CLASSES

### Orientation

Saturday, January 6, 10am-11am

### Studio Production

Saturday, January 20, 9:30am-12pm

### Portable Camera

Saturday, January 27, 10am-12pm

### Editing

Saturday, February 3, 10am-12pm

WEDNESDAY, SEPTEMBER 27, 2017, 02:30PM



## 2018 ● Looking ahead

- Digital audio
- Remodeled CCX Create space
- Video On Demand
- CCX Media website
- GovDelivery
- Nonprofit initiative



*Looking ahead to 2018, there are so many areas to be excited about!*



# OUR WORK

## THIS IS WHAT WE DO!

The CCX Create department offers local residents the skills and equipment needed to create and share local video content with members of their community.

We provide free video production training, free use of television production equipment, and free access to cable TV channels and social media.

Programming created by members is as diverse as the residents of our member cities, giving viewers on all platforms the ability to listen, learn and connect with their fellow residents.



6

Regular  
class  
series

2

Super  
Saturday  
series

24

Super  
Saturday  
attendees

82

Total  
new  
members



# OUR TEAM

## MEDIA CHANGE MAKERS

CCX Create staff members:

- manage day to day operations of our busy production facility,
- teach classes,
- assist volunteers with studio productions and editing,
- work on special projects,
- maintain a website and three social media sites and
- create promotional materials for print and video.

**5**

FT and PT  
studio  
managers

**81.5**

Hours  
open per  
week

**93**

Combined  
years  
experience



**Javie Cedillo**

STUDIO MANAGER  
LED Lighting/Curtain Install  
Hometown Award Winner  
Technical Support



**Barb Nolan Clark**

COMMUNITY TELEVISION  
MANAGER  
Budget/Purchasing



**Dustin Cooper**

STUDIO MANAGER  
LED Lighting/Curtain Install  
Community Outreach  
Specialized Training



**Nikki Jackett**

STUDIO MANAGER  
RueShare Implementation  
CCX Media Promos  
Class Videos



**Trudy Radniecki**

ADMINISTRATIVE SUPPORT  
SPECIALIST  
RueShare Assistance



**Tamisha Touray**

STUDIO MANAGER  
RueShare Implementation  
Web/Print  
Remodel Lead



# OUR TRAINING

## HANDS ON EXPERIENCE

CCX Create staff provide free TV production classes to residents of our member cities, covering basic skills geared toward individuals with no television experience.

Our training series includes Orientation, Studio Production, Portable Camera, and Editing, and is offered over four weeks. Each class averages two hours and includes a hands-on project.

Twice in 2017, we held SUPER SATURDAY where our entire training series is offered in one day, putting volunteers on the fast track to producing a program.





# OUR FACILITY

## TOTALLY HD!

CCX Create is equipped with two studio spaces that share a control room, four Final Cut Pro X edit rooms, one ingest/upload room, eight portable cameras, one portable studio and one computer workstation.

We are staffed seven days a week to accommodate the various schedules of our volunteer members.

With the addition of LED lighting and a digital audio board this year, our facilities are now able to record professional video in full HD with digital audio.

**7**

Days  
open  
a week

**3102**

Total  
studio  
hours

**7706**

Total  
edit  
hours

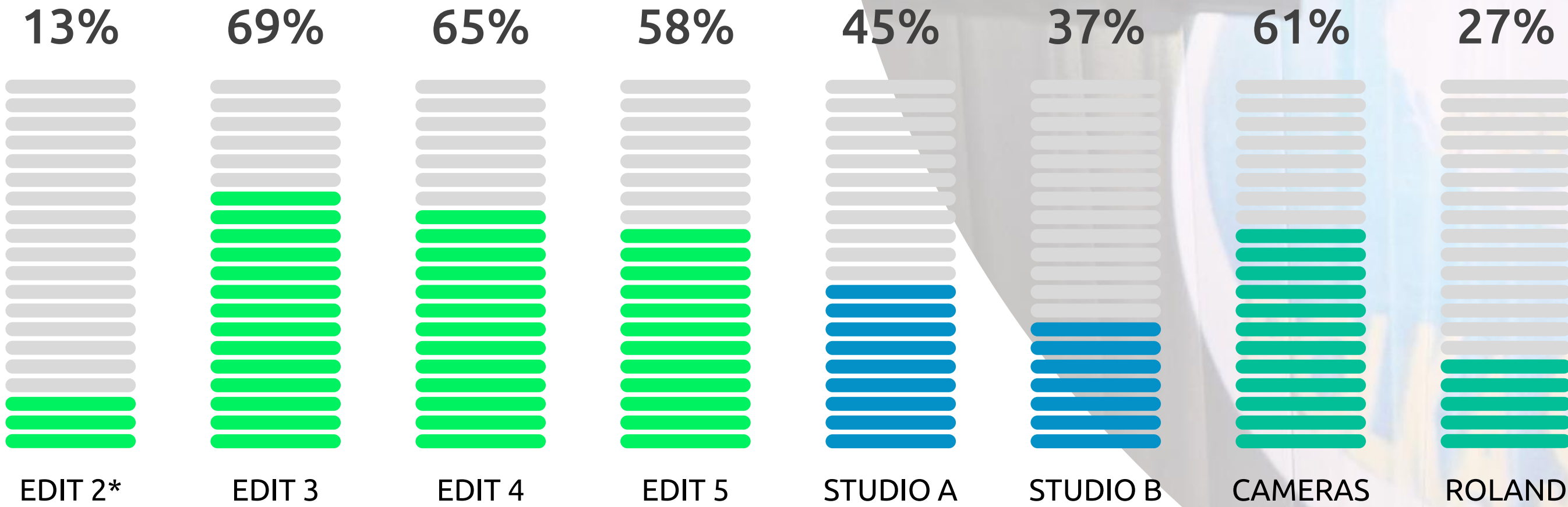
**89**

Average  
shows  
per month





# FACILITY USE



\*EDIT ROOM 2 WAS ADDED AUGUST 2017.



# OUR CHANNELS

## COMMUNITY DIALOGUE

- 5824 hours of local content programmed on channels in 2017
- 24 hours per day
- 8 hour time blocks played 3x daily
- 66 series time slot holders
- Live stream on [www.ccxcreate.org](http://www.ccxcreate.org)

**20SD**

**859HD**

COMCAST

**8200**

**8201**

CENTURYLINK SD

**8700**

**8701**

CENTURYLINK HD





# OUR MEMBERS

## COMMUNITY MEDIA MAKERS

Our volunteer members exemplify the phrase **CONNECTED COMMUNITY EXPERIENCE**.

They are true community media makers who bring local stories, local voices and local experiences to viewers.

In 2017, we had an active in area volunteer base of 334 members - we also had 29 out of area members actively producing for local churches/organizations.

Our members produced an average of 89 shows per month.

**93**

Volunteers  
crewing  
each month

**1071**

Programs  
produced  
in 2017

**841**

Program  
hours

**66**

Series  
producers





# OUR PRODUCERS . . .

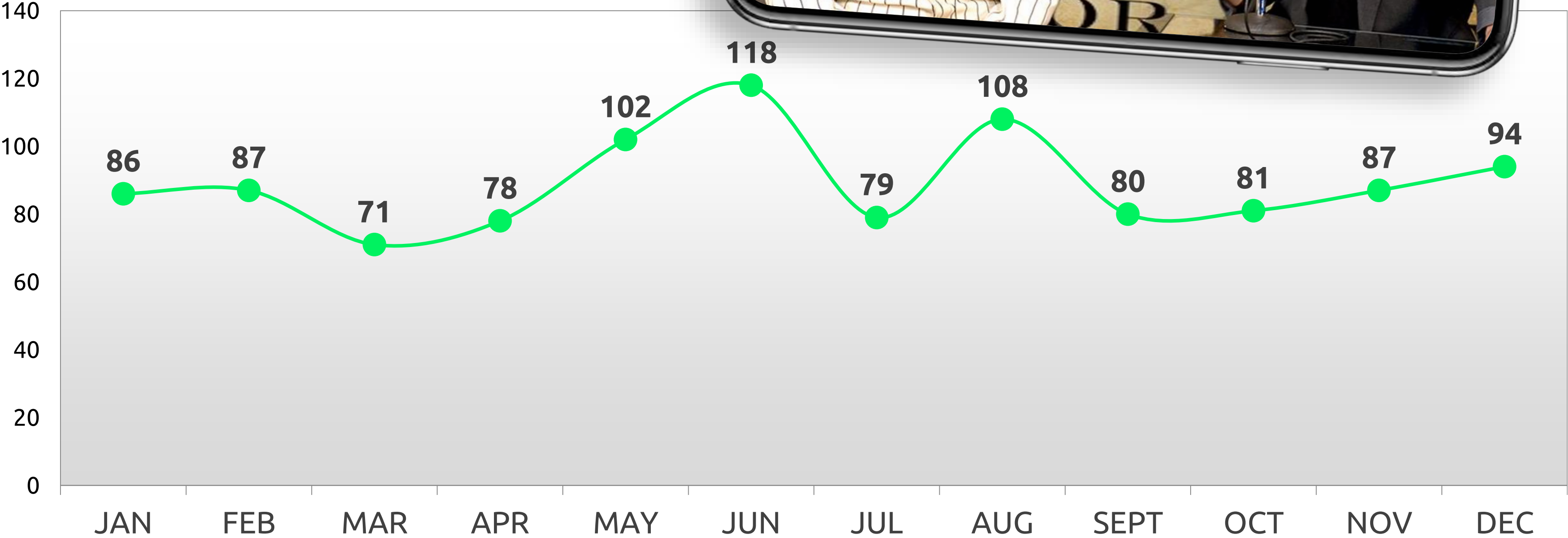
interviewed the 42nd Vice President of the United States    *cooked with The Herbivorous Butcher*  
 recorded a choral group from Tanzania    CREATED LANDSCAPE PAINTINGS IN A HALF HOUR    TAUGHT OWNERS TO TRAIN THEIR DOGS  
*chatted with local comic book authors*    introduced residents to their mayors    HELPED PEOPLE "STRESS LESS"  
 highlighted area artists at the State Fair    featured local authors    preached Christian values    *created crafts from recycled materials*  
 reported on situations in their home countries    **PROMOTED FREETHINKING**    SURVIVED A ZOMBIE APOCALYPSE

AND MORE!





# MONTHLY PROGRAM TOTALS





# SOCIAL MEDIA

CONNECT WITH US

**ccxcreate.org**

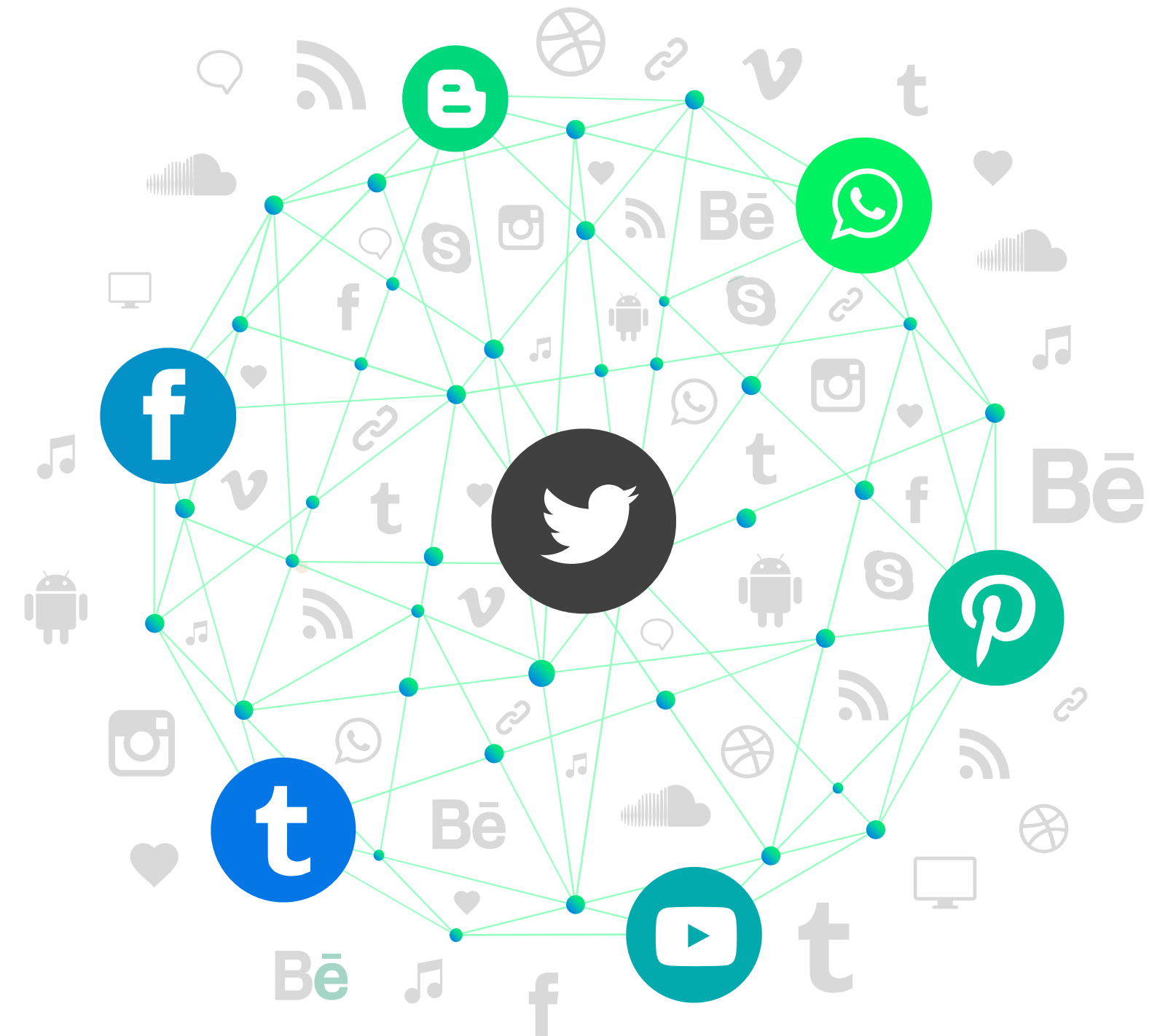
 WEBSITE  
 FACEBOOK

**ccxcreate**

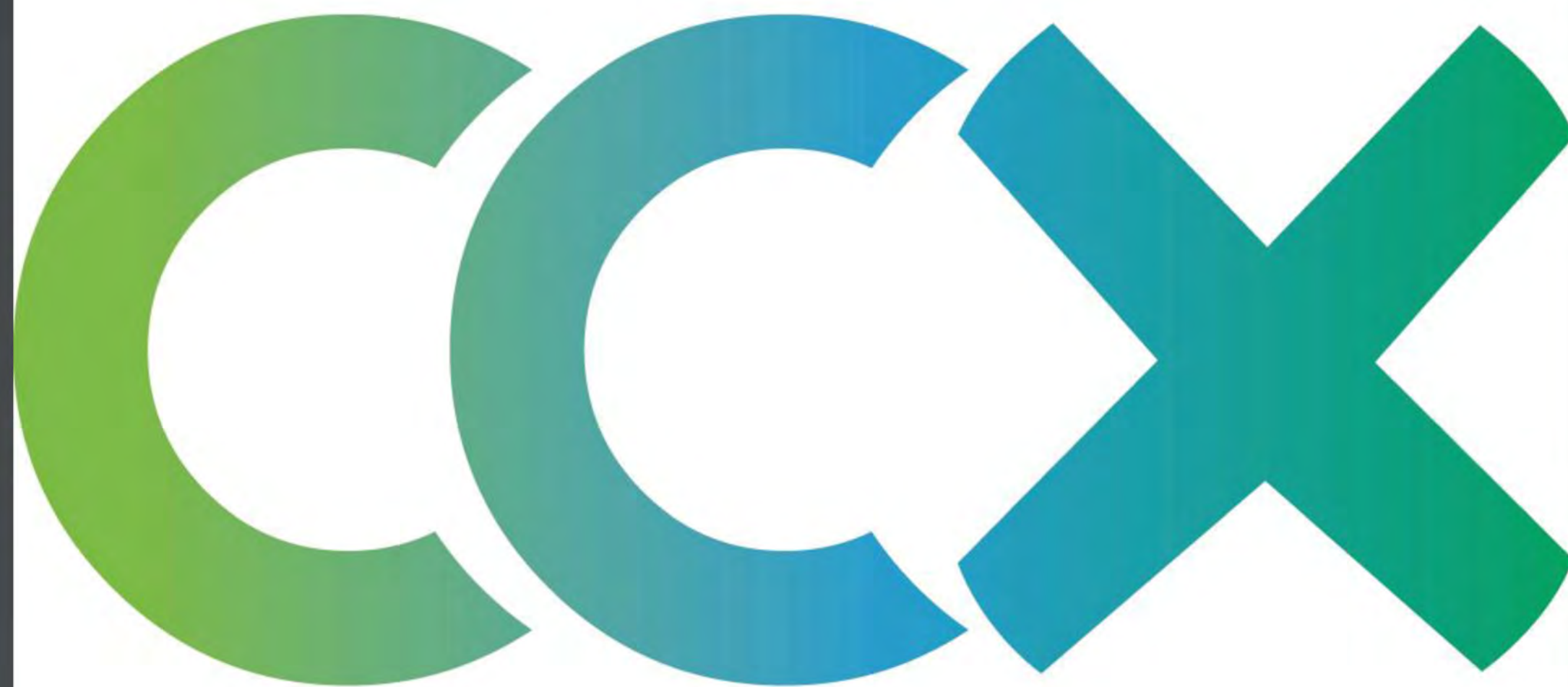
 YOUTUBE  
 INSTAGRAM

**@ccxcreate**

 TWITTER







**NEWS**



245  
Live Newscasts



48  
Weekend Newscasts

CCX News produces 6 newscasts per week. One show is recorded daily, Monday through Friday that airs live at 4:00 pm. The sixth newscast airs Saturday, Sunday and part of Monday. It is recorded on Friday afternoon and contains the most interesting and timely stories from the week.



# Franchise Segments

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2017 was a year of making changes and adjustments as we took on the challenge of profiling each public school in our 9 city viewing area. The project is called, “School Spotlight.” It’s designed to show what learning looks like in local schools. So far, principals, teachers and students have been eager to tell their story. That often includes how they overcome challenges to learning in different and creative ways. If you count the number of hits generated by these stories on social media and our CCX Media website, they are widely viewed. In 2017, the School Spotlight stories recorded more than 57,000 YouTube and Facebook views. One recent story recorded more than 10,000 hits. We scheduled two school profiles a week starting in September and running through May of 2018. That’s a total of 70 schools. It has taken everyone’s effort to make this a reality. Our thanks goes to school officials from Anoka Hennepin, Brooklyn Center, Hopkins, Osseo, Robbinsdale and Wayzata schools. Without their help and coordination, this project would not have been possible. By the end of 2017, we had profiled 27 schools. All reporters and photographers are involved in producing these profiles.

The creation of School Spotlight meant we had to say good bye to two on going franchises that we have produced for many years. One was the “Money Savers” feature produced weekly by Shannon Slatton. The other was the “Health Check” feature produced weekly by Delane Cleveland. Both reporters are now involved in the School Spotlight series.





# News Specials

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## Making the Grade

This is a fun special that features the best Standout Student franchise segments from the school year that just ended.



## School Spotlight

Over the Thanksgiving weekend we produced a special show to tell more about the School Spotlight project and re-play some of the best profiles that we had produced at that time.



## 2017: A Look Back

There was a lot to choose from for our annual year in review newscast. There was significant damage from a June hail storm, changes in local tobacco laws, and a first of its kind hospice serving children and their families that opened in the area to name just a few. The Year In Review newscast aired over the Christmas and New Year weekends.





**SPORTS**



# Year In Review

2017 was another busy year for our sports department. Between our daily sportscasts during the daily CCX News program, our weekly *Sports Jam* show and our mobile production of high school games, we were in our northwest suburbs covering sports year-round. It was a great year for covering high school athletics in the area with some memorable endings to high school games. We look forward to covering more great stories in 2018.



## Mobile Production Events

With our state of the art production truck and dedicated staff, CCX Media televised a total of 179 local events in 2017. 145 of these were high school games with 34 events of community interest televised as well, including city parades and concerts in the park and local high school and college graduation ceremonies.

**179 events**



## Studio Productions

We produce a daily sportscast within the CCX News program. Each segment is approximately 4 ½ minutes long. In 2017, we produced 300 of these local content segments.

**300 segments**



## SportsJam

John Jacobson and Jay Wilcox co-anchor *Sports Jam*, the long-running and award winning 30-minute program covering local high school sports. Now in its 21<sup>st</sup> season, the show airs weekly from September through mid-June.

**41 shows**





# Hall of Fame Inductees



## Heather Hannen

Armstrong High School

Armstrong 1997  
Basketball, Volleyball, Track and Field

Volleyball:  
2-Time All Conference

Basketball  
2-Time All-Metro and All State  
Career Scoring Leader at Armstrong  
(1,616 Points)  
Athena Award Winner

3-Time All Conference at Colorado State  
3NCAA Tournament Appearances  
Finished with 1,394 Career Points



## Kelly McConville

Osseo High School

Osseo 1997  
Wrestling

2-Time State Champion  
125 Pounds 1996 and 1997

3<sup>rd</sup> Place 119 Pounds 1995

High School All-American 1997  
164 Career Wins

University of Wyoming 3-Year Starter

2-Time Winner of Joe Dowler "Cowboy  
Up" Award



## Angie Recknor

Hopkins High School

Hopkins 1999  
Softball

5-Time All Classic Lake Conference  
4-Time All State  
2-Time Metro Player of the Year  
Athena Award Winner

4-Year Letter Winner at U of M  
Holds Gopher Single Season Records for  
Games and Innings Pitched  
4-Time Big Ten Pitcher of the Week  
2 Regional NCAA Appearances

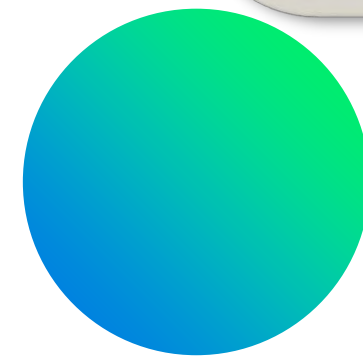


# On The Radio

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Sports Director, John Jacobson, records a 30 second spot at WCCO Radio to promote high school sports coverage. Both John Jacobson and Jay Wilcox have been on the radio frequently during the high school football season to provide a recap of games we cover in the northwest suburbs.

This cross promotion is effective in helping get the word out about the great coverage provided by our events staff.







# Spring Sports Softball



- April 12: Totino-Grace vs Maple Grove
- May 2: Park Center vs Armstrong
- May 5: Wayzata vs Hopkins
- May 17: Bloomington Kennedy vs Cooper
- May 23: Spring Lake Park vs Maple Grove Section 5AAAA
- May 25: Armstrong vs Hopkins Section 6AAAA
- June 1: Spring Lake Park vs Maple Grove Section 5AAAA  
(2 games)





# Spring Sports Girls Lacrosse



- April 18: SPA/Visitation vs Breck
- May 3: Irondale vs Armstrong
- May 13: Champlin Park vs Osseo-Park Center
- May 18: Hopkins vs Wayzata
- May 22: Centennial vs Maple Grove
- June 5: Elk River vs Maple Grove Section 8
- June 13: Maple Grove vs Prior Lake – State Tournament





# Spring Sports Boys Lacrosse



- April 21: Anoka vs Champlin Park Boys Lacrosse
- May 8: Osseo-Park Center vs Totino-Grace Boys Lacrosse
- May 15: Maple Grove vs Armstrong Boys Lacrosse
- May 18: Hopkins vs Wayzata Boys Lacrosse
- June 5: Elk River vs Maple Grove Section 8 Boys Lacrosse
- June 7: Wayzata vs Maple Grove Section 8 Boys Lacrosse





# Spring Sports Baseball

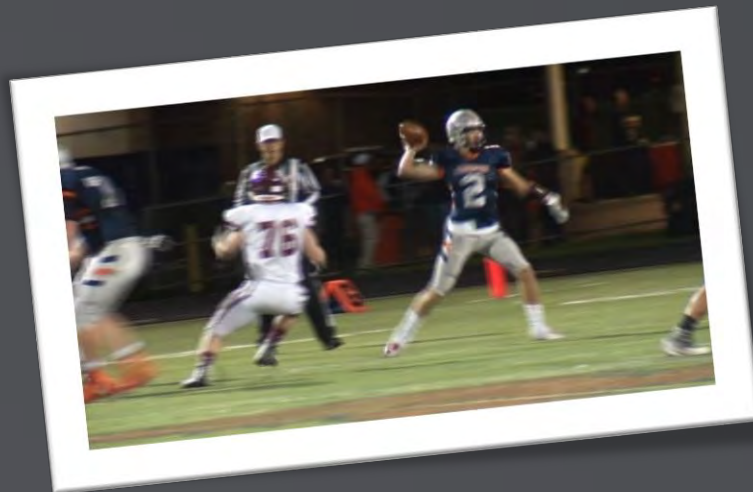


- April 11: Champlin Park vs Maple Grove
- April 13: Benilde-St. Margaret's vs Cooper
- April 24: Hopkins vs Wayzata
- May 1: Breck vs Providence Academy
- May 11: Armstrong vs Osseo
- May 16: Totino-Grace vs Park Center
- May 26: Hopkins vs Armstrong Section 6AAAA
- May 30: Hopkins vs Wayzata Section 6AAAA
- May 31: Buffalo vs Wayzata Section 8AAAA
- June 6: Wayzata vs Hopkins Section 6AAAA





# Fall Sports Football

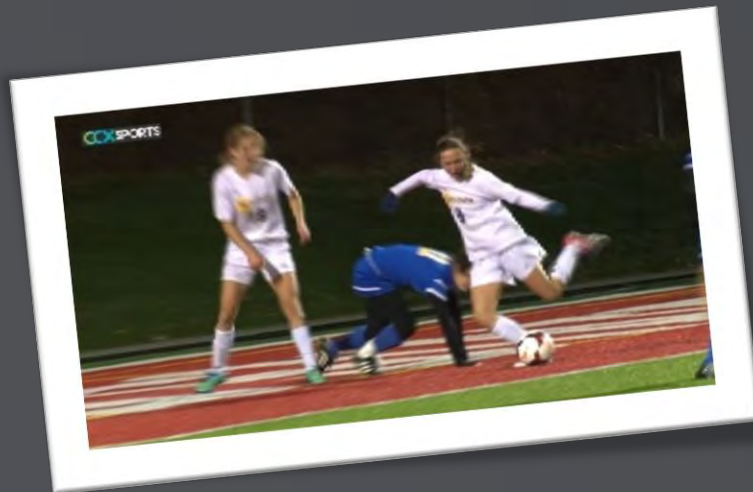


- August 31 Osseo vs Maple Grove
- September 1 Breck vs Columbia Heights
- September 8 Richfield vs Park Center
- September 15 Hopkins vs Armstrong
- September 22 Osseo vs Champlin Park
- September 29 Armstrong vs Cooper
- October 6 Roseville vs Champlin Park
- October 13 St. Paul Humboldt vs Brooklyn Center
- October 18 Maple Grove vs Wayzata
- October 27 Anoka vs Totino-Grace Section
- November 9 Maple Grove vs STMA - State Tournament





# Fall Sports Girls Soccer

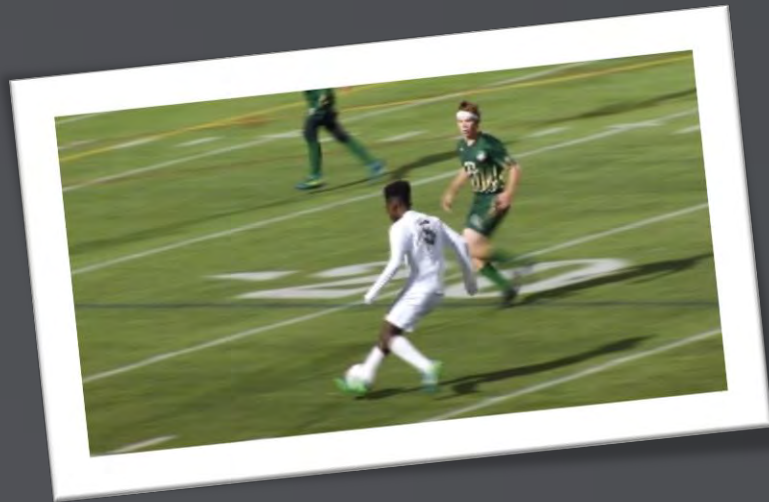


- August 24 Heritage Christian vs Cooper
- August 29 Park Center vs Champlin Park
- September 5 Armstrong vs Totino-Grace
- September 7 Wayzata vs Hopkins
- September 12 Centennial vs Maple Grove
- September 21 Visitation vs Benilde-St. Margaret's
- October 5 Anoka vs Osseo
- October 14 Cretin-Derham Hall vs Wayzata Section 6AA
- October 17 Centennial vs Maple Grove Section 5AA
- October 26 STMA vs Wayzata – State Tournament





# Fall Sports Boys Soccer

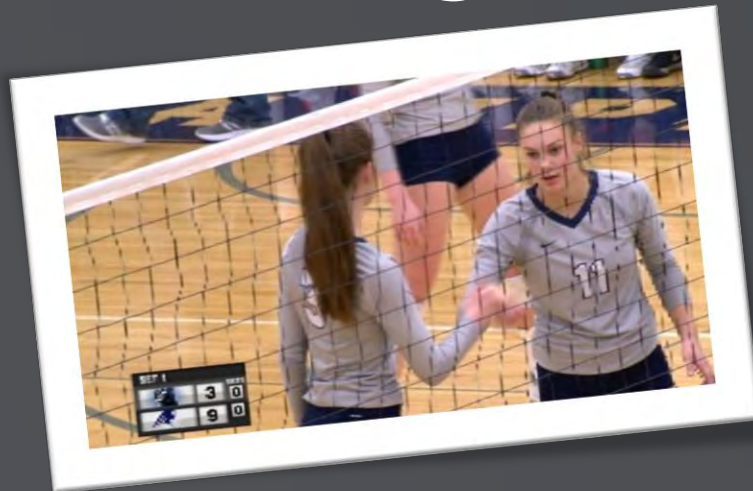


- August 29 Park Center vs Champlin Park
- September 5 Armstrong vs Totino-Grace
- September 7 Wayzata vs Hopkins
- September 12 Centennial vs Maple Grove
- October 3 Columbia Heights vs Brooklyn Center
- October 5 Anoka vs Osseo
- October 14: Mpls. Southwest vs Wayzata Section 6AA
- October 17: St. Cloud Tech vs Maple Grove Section 5AA
- October 19: Totino-Grace vs Breck Section 5A
- October 25: Maple Grove vs Prior Lake – State Tournament
- October 25: Wayzata vs Mounds View – State Tournament





# Fall Sports Volleyball



- September 14 Jefferson vs Benilde-St. Margaret's
- September 18 Maple Grove vs Wayzata
- September 26 Hopkins vs Wayzata
- September 28 De La Salle vs Brooklyn Center
- October 2 Park Center vs Cooper
- October 10 Osseo vs Champlin Park
- October 12 Armstrong vs Maple Grove
- October 31 Champlin Park vs Rogers Section 5AAA
- October 31 Maple Grove vs STMA Section 5AAA
- November 2 STMA vs Champlin Park Section 5AAA
- November 4 Benilde-St. Margaret's vs Hopkins Section 6AAA





# Winter Sports Gymnastics and Wrestling



- Gymnastics

- January 5 Park Center vs Osseo
- January 19 Hopkins vs Wayzata
- December 15 Maple Grove vs Champlin Park

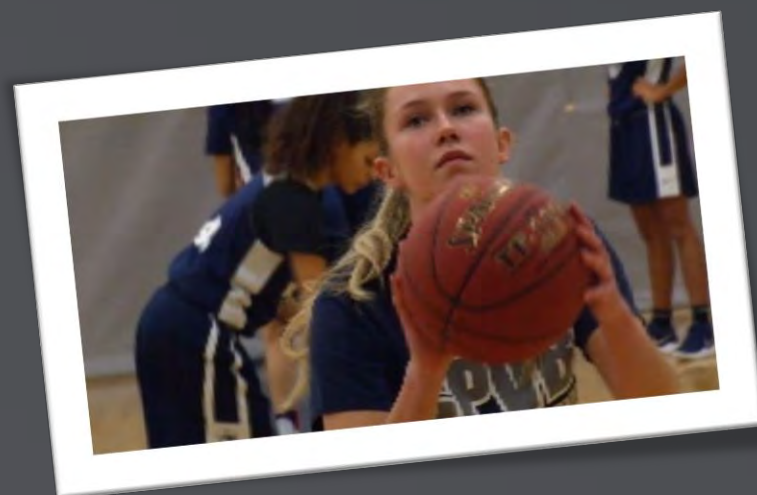
- Wrestling

- January 12 Hopkins vs Wayzata
- January 13 Champlin Park vs Park Center
- February 3 Cooper vs Armstrong
- February 9 Maple Grove vs Osseo





# Winter Sports Girls Basketball



- January 6 Chaska vs Wayzata
- January 10 St. Louis Park vs Cooper
- January 17 Maple Grove vs Armstrong
- January 20 Blaine vs Champlin Park Girls
- January 31 Park Center vs Osseo
- February 10 Eden Prairie vs Wayzata
- February 24 Maple Grove vs Osseo
- March 4 Park Center vs Roseville Section 5AAAA
- March 4 Champlin Park vs Centennial Section 5AAAA
- March 9 Wayzata vs Hopkins Section 6AAAA
- March 10 Lester Prairie vs Maranatha Christian Section 4A
- March 14 Minnetonka vs Hopkins - State Tournament
- March 14 Park Center vs Eastview - State Tournament
- November 30 Wayzata vs Maple Grove
- December 1 Simley vs Armstrong
- December 8 Hopkins vs Minnetonka
- December 29 Cretin-Derham Hall vs Champlin Park
- December 29 Minnetonka vs Park Center





# Winter Sports Boys Basketball



•	January 3	Bloomington Jefferson vs Wayzata
•	January 7	Heritage Christian vs Providence Academy
•	January 26	Champlin Park vs Hopkins
•	January 27	Minnetonka vs Wayzata
•	February 2	Park Center vs Armstrong
•	February 6	Champlin Park vs Maple Grove
•	February 13	Maranatha Christian vs Breck
•	February 21	Centennial vs Armstrong
•	February 24	Maple Grove vs Osseo
•	March 2	Armstrong vs Champlin Park
•	March 11	St. Louis Park vs Wayzata Section 6AAAA
•	March 11	Cooper vs Hopkins Section 6AAAA
•	March 14	Osseo vs Park Center Section 5AAAA
•	March 14	Mounds View vs Champlin Park Section 5AAAA
•	March 15	Hopkins vs Wayzata Section 6AAAA
•	March 16	Rogers vs Maple Grove Section 8AAAA
•	March 17	Osseo vs Champlin Park Section 5AAAA
•	March 22	Chaska vs Champlin Park - State Tournament
•	March 22	Wayzata vs Lakeville North - State Tournament
•	March 22	Andover vs Maple Grove - State Tournament
•	December 5	Breck vs Brooklyn Center
•	December 7	Benilde-St. Margaret's vs Totino-Grace
•	December 12	Hopkins vs Champlin Park
•	December 13	Maple Grove vs Cooper
•	December 22	St. Agnes vs Maranatha Christian





# Winter Sports Girls Hockey

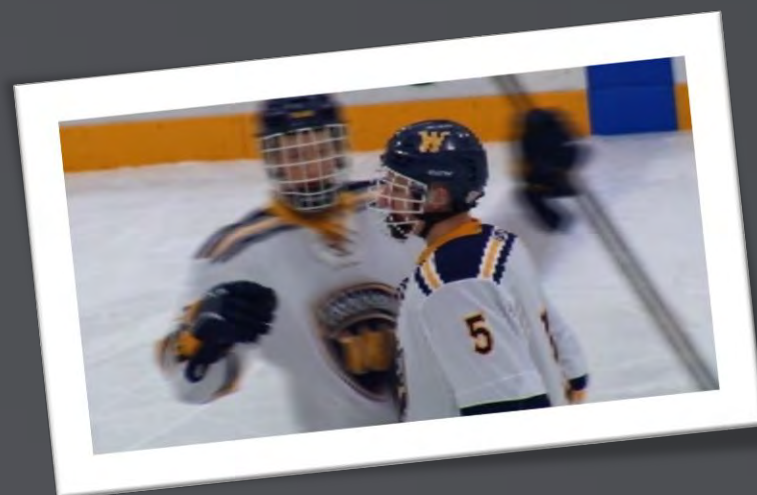


- January 24 Breck vs Maple Grove
- January 28 Hopkins/Park vs Wayzata
- February 7 Wayzata vs Maple Grove
- February 16 Breck vs Blake Section 5A
- November 16 Wayzata vs St. Cloud Cathedral
- November 18 Maple Grove vs Breck
- November 21 Benilde-St. Margaret's vs Hopkins
- December 9 Champlin Park/Coon Rapids vs Osseo/Park Center
- December 19 Anoka vs Maple Grove
- December 28 Princeton vs North St. Paul-Tartan
- December 28 Willmar vs. Armstrong-Cooper



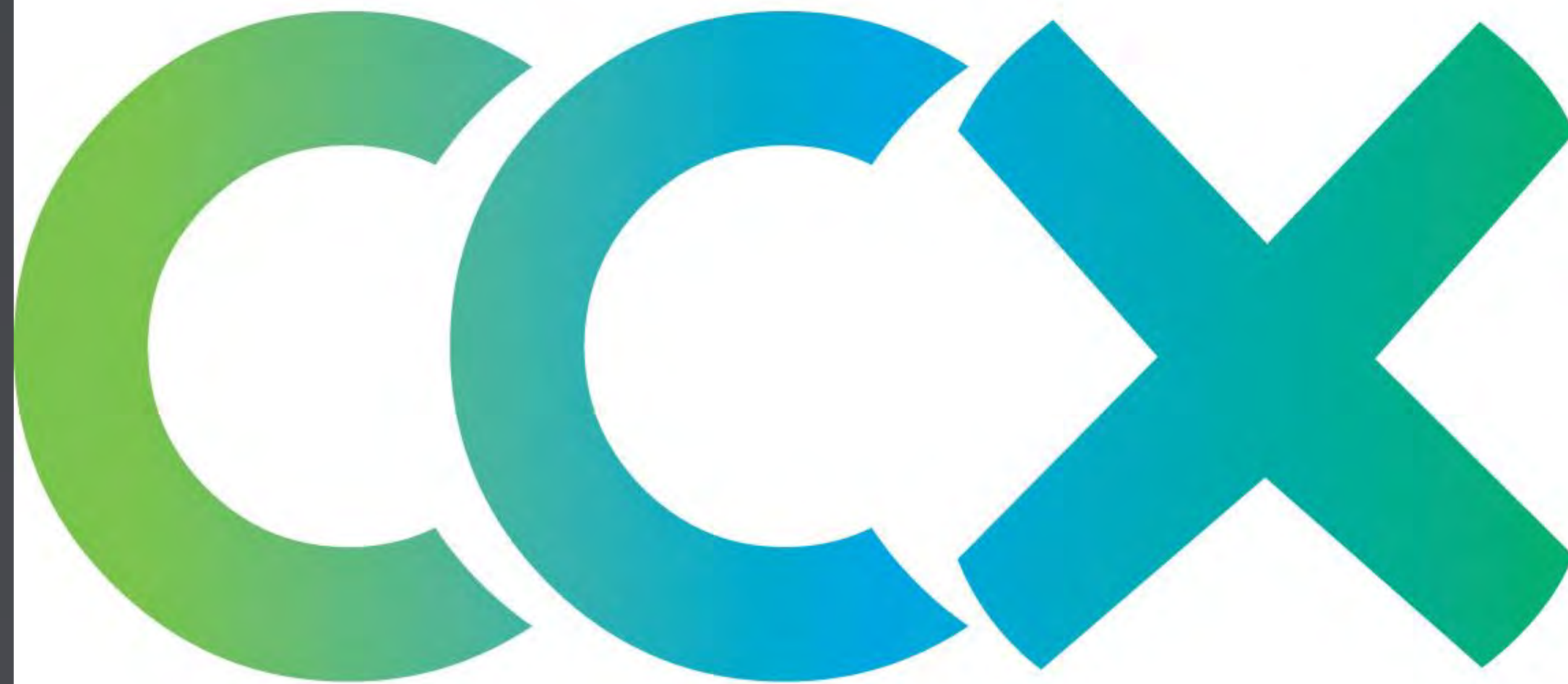


# Winter Sports Boys Hockey



- January 14 Osseo vs Armstrong-Cooper
- February 4 Irondale vs Totino Grace
- February 23 Armstrong-Cooper vs Wayzata Section 6AA
- February 25 Blaine vs Maple Grove Section 5AA
- March 1 Wayzata vs Edina Section 6AA
- March 2 Breck vs Delano Section 2A
- November 25 Wayzata vs Holy Family
- November 25 Maple Grove vs Edina
- November 28 Hopkins vs Armstrong-Cooper
- December 21 Osseo vs Totino Grace





**MEDIA**

Digital Video Statistics



# CCX Media Website

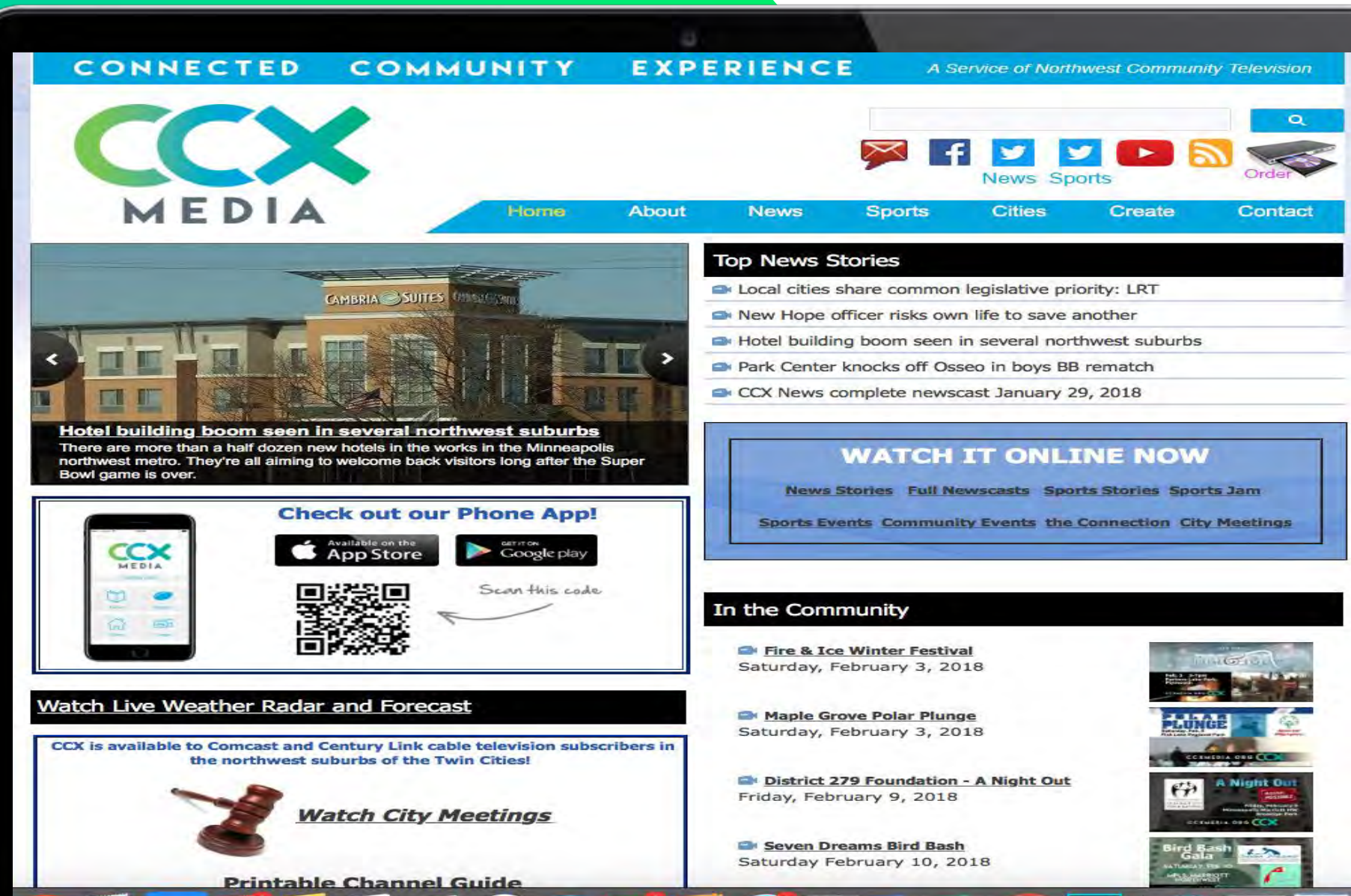
The CCX Media Website saw a decrease in traffic of 28% in 2017. We were expecting to see a drop for a period of time after the rebrand. While some of this drop was due to the fact that we needed to build back up some of our brand recognition and inform people of our new URL, there were several other factors that caused this as well.

In years past, we would always receive more than a few website visitors from the east coast. This was due to the fact that there are many Channel 12 Stations in the New York area and beyond. It was very easy for those residents to do a Google search and end up on our site by mistake. While it did make our numbers drop a bit, one of the main reasons we changed our name was because we found that there was confusion surrounding the Channel 12 stations throughout the country. Now when our local viewers look for their programming on CCX Media it is much easier to find us.

Another area that resulted in a slight decrease of traffic to our website, was the fact that we shifted some of our focus to other areas of distribution, mainly Facebook. Late in the year, we started to natively upload our video clips directly to Facebook. After doing this, we saw a massive increase in our post impression count which led to the 139,000 video views received through Facebook. Before this, our Facebook posts would link back to our website. While this did get people to our site, our posts were not as visible and we felt that the purpose of reaching a whole new segment of viewers outweighed the slight drop we would receive to our site.

The other main reason we believe caused the drop in our website traffic, was the overall increase of mobile users to our site. In 2017, 65% of our total web traffic was from people visiting on phones and tablet devices. This number is growing faster every year and shows no sign of slowing down. Our current site is not mobile responsive so the majority of the people visiting our site are not receiving an optimum user experience. The CCX Media Website is currently being redesigned and one of the main areas that we are focusing on is the mobile experience for our users.

As we look ahead, we plan to do a major marketing push for the new site after it launches. The new site should be easier for users to navigate as well as be fully mobile responsive. We believe with these new changes, along with the residents of our communities becoming more aware of the CCX Media brand, this should result in an improvement in overall web traffic.







# CCX Media Mobile APP Redesign

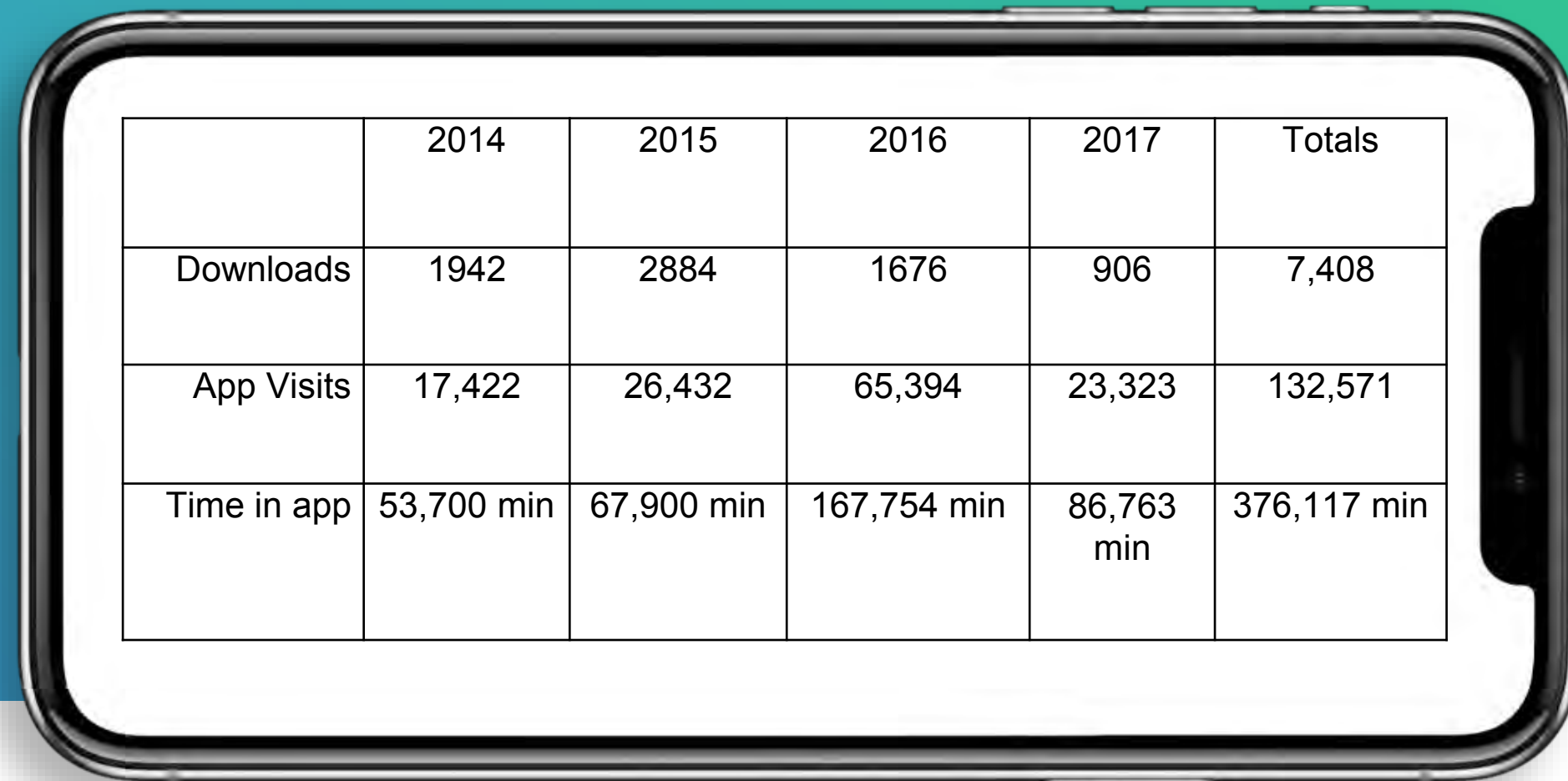
The CCX Media Mobile App went through one major redesign in August of 2017. This redesign was implemented to minimize the amount of clicks a user needed to do in order to see content. This design has been met positively with our daily users count increasing after the update.

Looking ahead to 2018, we hope to bring some of the numbers for the app back up through a more aggressive marketing strategy.





# CCX Media Mobile APP

A black smartphone is shown horizontally, displaying a table with app performance data. The table has six columns: a blank header, 2014, 2015, 2016, 2017, and Totals. There are four rows of data: Downloads, App Visits, Time in app, and a final row for totals. The data shows a steady increase in all metrics over the four-year period.

	2014	2015	2016	2017	Totals
Downloads	1942	2884	1676	906	7,408
App Visits	17,422	26,432	65,394	23,323	132,571
Time in app	53,700 min	67,900 min	167,754 min	86,763 min	376,117 min





The CCX Media Mobile App has been active for four years. As you can see in the table above, 2017 saw a net increase of 906 downloads; making a total 7,408 downloads since we launched the app.

The rebrand impacted the app a bit harder than other areas. When doing research on what the best way to rename a mobile app, we found that there really was no way to do a full name change without losing some of the users.

Since the launch of the app in 2014, we had always noticed that we would receive many downloads from the east coast similar to our website. This was due to the fact that there are many Channel 12 television stations in the New York area and beyond. While these downloads did not really hurt the old Channel 12 app, those people were never our target audience and they more than likely downloaded our app by mistake.

The good news is that we are no longer competing with a long list of apps named channel 12 and it is now much easier for our local users to find the new CCX Media Mobile App.

# Views Across All Platforms

YouTube Views 2017	Granicus Views 2017	Events Live Stream Views 2017	Facebook Views Sept-Dec 2017		
					Grand Total
4,088,272	22,467	13,995	139,832		4,264,566

We have received over 4.2 million views in 2017. YouTube represented the majority of the views, although the YouTube total also includes all views through our website, twitter, the mobile app, and our gov delivery mailing lists.

One of the largest areas of growth that we saw was in Facebook. We started a new strategy in September of uploading our video clips directly to Facebook. This resulted in a huge increase of impressions for our posts and led to a total of 139,832 views in just four months.

These viewer numbers do not include programming generated by volunteers through the CCX Create Department.



# City Meetings Recorded

City	Council	Planning	EDA/HRA	Other/ Forums	Total
Brooklyn Center	24		incl	2	26
Brooklyn Park	28	12	9	0	49
Crystal	23		11	0	34
Golden Valley	24	14	6	2	46
Maple Grove	23	16	incl	2	41
New Hope	26	8	incl	5	39
Osseo	23	6	12	12	53
Plymouth	23	23	Incl	1	47
Robbinsdale	28		15	0	43
				Total:	378

Northwest Community Television (NWCT) city meeting crews recorded and telecasted a total of 378 regular and special city meetings and council chambers based events in 2017. In addition to regular city council and commission meetings, the list included council chambers events such as employee benefit meetings, League of Women Voters seminars/forums, state of the city, and other meetings. That is an average of nearly 32 council chambers based events per month covered by NWCT crews.

# City Granicus Web Streaming Views

	Brooklyn Center	Brooklyn Park	Crystal	Golden Valley	Maple Grove	New Hope	Osseo	Plymouth	Robbinsdale	Total Views
17-Jan	121	263	82	82	316	99	12	224	39	1,238
17-Feb	171	598	147	84	556	100	25	179	79	1,939
17-Mar	141	510	140	122	570	46	30	289	34	1,882
17-Apr	61	1,087	62	58	803	36	106	215	117	2,545
17-May	47	193	94	60	451	33	69	601	38	1,586
17-Jun	72	192	280	180	396	108	60	400	28	1,716
17-Jul	68	1,189	34	88	216	84	26	201	46	1,952
17-Aug	145	535	64	81	338	522	52	243	147	2,127
17-Sep	114	719	95	91	263	138	78	181	52	1,731
17-Oct	64	379	156	62	586	77	131	268	80	1,803
17-Nov	136	366	39	63	689	115	138	736	104	2,386
17-Dec	94	190	27	198	498	71	74	304	106	1,562
Total YTD	1,234	6,221	1,220	1,169	5,682	1,429	801	3,841	870	22,467

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



# NWSCCC.org

## Web Site Visits

	Brooklyn Center	Brooklyn Park	Crystal	Golden Valley	Maple Grove	New Hope	Osseo	Plymouth	Robbinsdale	Total Visits	Unique Visitors 2016/17
17-Jan	177	307	116	134	1,414	136	106	472	99	2,961	1539/1635
17-Feb	142	358	144	179	1,786	137	102	312	81	3,241	1712/1683
17-Mar	177	400	136	174	1,965	150	118	392	93	3,605	1930/1953
17-Apr	112	609	143	116	1,967	106	179	348	145	3,725	1765/1804
17-May	117	255	132	136	1,754	102	116	537	90	3,239	1614/1649
17-Jun	80	275	258	180	1,611	220	74	365	70	3,133	1584/1612
17-Jul	132	826	96	153	1,036	96	101	280	87	2,807	1469/1628
17-Aug	156	472	98	166	1,376	368	144	353	139	3,272	1932/1649
17-Sep	95	440	125	135	1,294	214	131	337	119	2,890	1604/1526
17-Oct	89	287	134	190	1,253	172	170	488	151	2,934	1700/1523
17-Nov	130	332	118	128	1,196	171	167	663	150	3,055	1681/1583
17-Dec	90	236	112	206	1,198	123	83	326	102	2,476	1464/1333
Total	1,497	4,797	1,612	1,897	17,850	1,995	1,491	4,873	1,326	37,338	

The last column shows the total number of unique visitors to nwsgcc.org each month.

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

# CCXmedia.org

## Web Site Visits

Month	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Jan	7209	10,670	8,344	9,619	9,415	12,087	14,145	15,370	15,216	11,484*
Feb	7109	9,758	9,104	9,823	11,435	11,577	15,581	15,080	15,930	9,752*
Mar	6942	10,238	9,645	10,348	10,840	14,922	14,325	16,890	17,473	15,323
Apr	6814	8,518	7,625	10,366	10,892	13,393	12,018	15,877	14,330	9,277
May	6792	8,382	8,722	8,825	10,294	12,695	15,065	22,846	13,699	9,792
Jun	7323	8,055	7,915	8,864	8,937	10,712	13,241	13,877	12,692	9,245
Jul	7024	9,224	7,044	8,885	9,724	11,478	14,418	14,003	16,015	7,830
Aug	8364	8,190	7,418	10,678	10,860	11,592	12,285	14,449	13,103	10,253
Sep	9350	8,833	8,828	10,114	12,279	10,821	14,431	15,795	15,386	10,738
Oct	9126	9,228	11,087	11,200	17,708	12,843	18,764	16,475	15,967	11,502
Nov	10,357	8,574	10,230	9,968	15,458	13,864	16,780	16,844	18,805	13,359
Dec	9139	8,166	7,991	9,459	11,790	9,271	12,527	14,590	12,539	10,232
Average	7977	8,986	8,663	9,846	11,636	12,105	14,465	16,008	15,096	10,755

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

The URL of twelve.tv changed to ccxmedia.org in December 2016.

\* Stats are not in average due to error in tracking with website url changes.



# On-Line On-Demand Video

## Number of Views

2008-2017

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Month	Video Views	Video Views	Video Views	Video Views	YouTube Video OD Views	YouTube Video OD Views	YouTube Video OD Views	YouTube Video OD Views	YouTube Video OD Views	YouTube Video OD Views
Jan	8586	13,442	13,771	12,236	66	43,342	78,362	128,443	147,809	255,780
Feb	9254	19,030	12,806	12,618	822	39,703	76,889	112,218	157,608	227,057
Mar	9797	15,522	13,065	14,838	2,925	50,774	94,049	127,425	178,524	275,096
Apr	7151	10,519	11,092	12,325	4,714	52,732	85,113	143,252	163,873	219,620
May	9707	10,924	11,554	11,963	8,728	60,428	95,015	147,048	169,870	413,472
Jun	8144	11,077	11,022	12,330	12,139	51,747	123,595	119,086	163,536	290,209
Jul	7800	13,588	10,388	10,232	12,811	59,515	97,045	133,936	158,991	265,763
Aug	9136	12,920	9,725	11,643	16,458	62,087	107,305	154,849	228,645	292,197
Sep	10,010	13,347	11,689	11,378	23,405	60,551	108,876	173,730	203,188	262,385
Oct	15,418	15,608	13,501	11,750	292,224	75,982	128,335	170,369	258,189	512,511
Nov	15,812	13,887	12,225	9,715	45,109	67,436	125,658	194,238	297,124	775,765
Dec	13,489	13,690	10,424	11,390	41,309	65,383	125,771	156,090	244,658	298,417
Yearly Total	124,304	163,554	141,262	142,418	460,710	689,680	1,246,013	1,760,684	2,372,015	4,088,272
Average Per Month	10,358	13,630	11,772	11,868	38,393	52,541	103,834	146,723	197,667	340,689

\* YouTube featured 2 stories

\*YouTube featured story again

\* MG Football went viral

Does Not include Facebook, Granicus or Live Streaming Views.

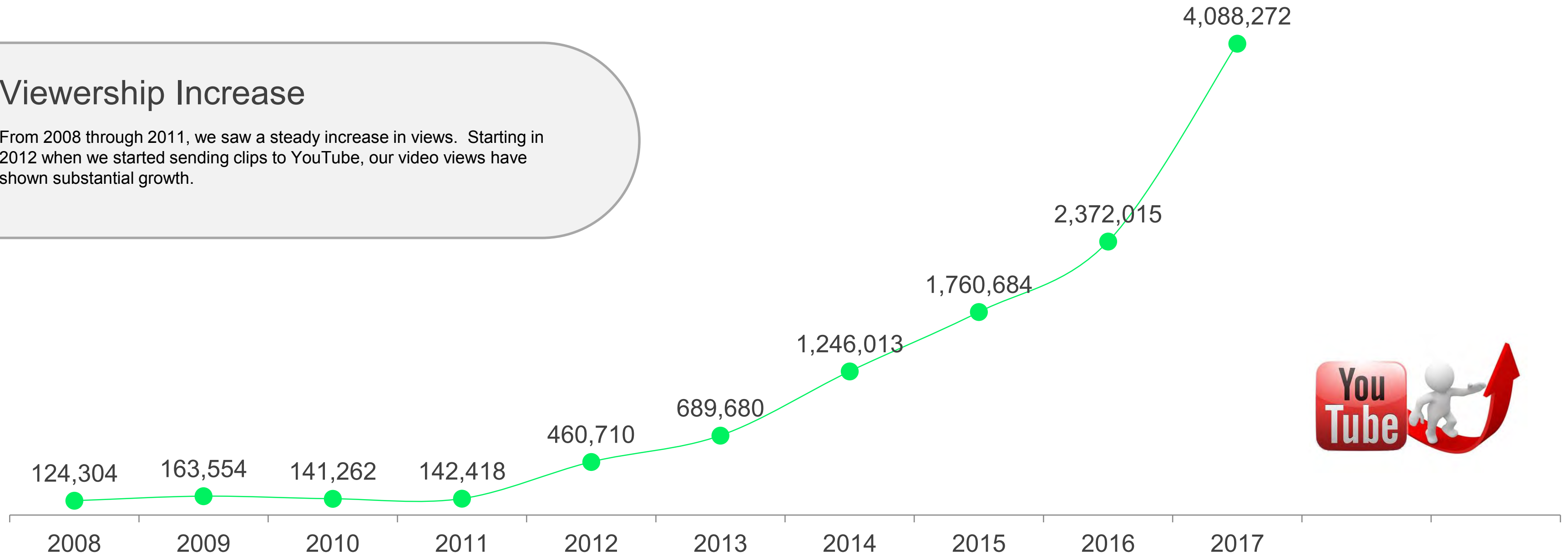
# On-Line On Demand

## Number of Views

### 2008-2017

#### Viewership Increase

From 2008 through 2011, we saw a steady increase in views. Starting in 2012 when we started sending clips to YouTube, our video views have shown substantial growth.



Does Not include Facebook, Granicus or Live Streaming Views.



# On-Line On-Demand Video

## Hours Viewed

### 2015-2017

2015			
Month	YouTube Video OD Views	Est. Hours Viewed	Ave. length of view (Min.)
Jan-15	128,443	7,378	3:26
Feb-15	112,218	7,506	4:00
Mar-15	127,425	8,991	4:14
Apr-15	143,252	8,677	3:38
May-15	147,048	8,903	3:37
Jun-15	119,086	8,261	4:09
Jul-15	133,936	9,496	4:15
Aug-15	154,849	11,303	4:22
Sep-15	173,730	10,850	3:44
Oct-15	170,369	11,085	3:54
Nov-15	194,238	12,188	3:45
Dec-15	156,090	10,015	3:50
Total	1,760,684	114,653	
Average	146,723	9,554	3:56

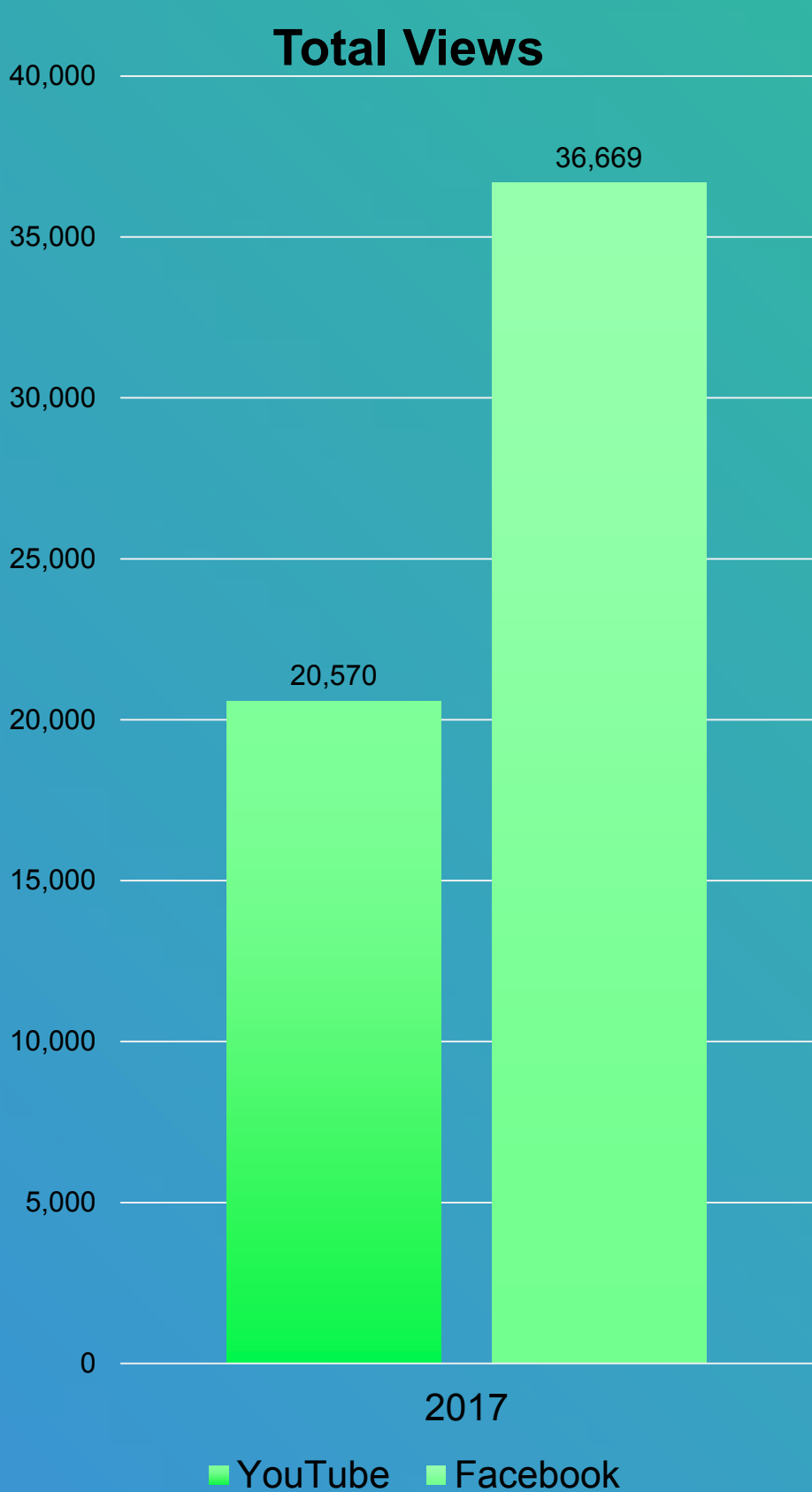
2016			
Month	YouTube Video OD Views	Est. Hours Viewed	Ave. length of view (Min.)
Jan-16	147,809	9,775	3:58
Feb-16	157,608	10,970	4:10
Mar-16	178,524	13,105	4:24
Apr-16	163,873	10,099	3:41
May-16	169,870	10,223	3:36
Jun-16	163,536	10,876	3:58
Jul-16	158,991	11,202	4:13
Aug-16	228,645	13,439	3:31
Sep-16	203,188	13,547	4:00
Oct-16	258,189	21,161	4:55
Nov-16	297,124	28,620	5:46
Dec-16	244,658	21,194	5:11
Total	2,372,015	174,211	
Average	197,668	14,518	4:24

2017			
Month	YouTube Video OD Views	Est. Hours Viewed	Ave. length of view (Min.)
Jan-17	255,780	22,950	5:23
Feb-17	227,057	20,296	5:21
Mar-17	275,096	25,333	5:31
Apr-17	219,620	18,267	4:59
May-17	413,472	23,671	3:26
Jun-17	290,209	21,019	4:20
Jul-17	265,763	24,233	5:29
Aug-17	292,197	26,728	5:29
Sep-17	262,385	21,365	4:54
Oct-17	512,511	35,328	4:08
Nov-17	775,765	80,653	6:14
Dec-17	298,417	24,534	4:56
Total	4,088,272	344,377	
Average	340,689	28,698	5:03

On-line On-Demand Video - Hours Viewed.

# School Spotlight Views

September 28, 2017 – December 31, 2017

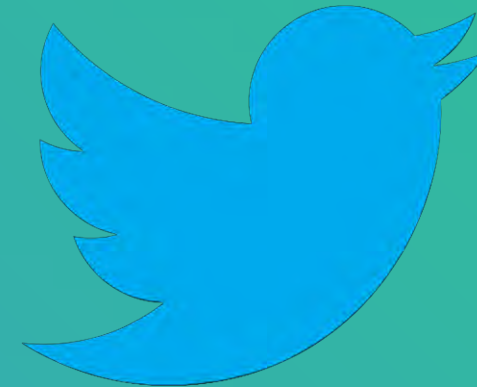


	YouTube	Facebook	Total
Zanewood Elem – OSS	1,285	1,399	2,684
Crystal FAIR School – ROBB	1,160	1,240	2,400
Oakwood Elem – WAY	1,940	257	2,197
Osseo Senior – OSS	1,371	249	1,620
Cooper Senior – ROBB	771	4,103	4,874
Champlin-Brooklyn Park Academy - ANOKA	625	224	849
Northview Middle – OSS	959	256	1,215
Brooklyn Center Middle - BC	358	161	519
SEA School – ROBB	604	1,044	1,648
MG Middle – OSS	1,746	276	2,022
East Middle – WAY	459	5,279	5,738
Edinbrook Elem – OSS	737	307	1,044
Neill Elem – ROBB	774	552	1,326
Jackson Middle – ANOKA	1,021	1,360	2,381
Oakview Elem – OSS	837	482	1,319
Meadowbrook Elem - HOPKINIS	623	1,114	1,737
Osseo Learning Center – OSS	346	190	536
Robbinsdale Middle - ROBB	1,187	497	1,684
Birchgrove Elem - OSS	605	950	1,555
Brooklyn Center High - BC	262	6,644	6,906
Noble Elem - ROBB	127	822	949
Brooklyn Middle - OSS	633	1,260	1,893
Greenwood Elem - WAY	69	280	349
Spanish Immersion - ROBB	1,286	4,706	5,992
Cedar Island Elem - OSS	339	1,597	1,936
Weaver Lake Elem - OSS	131	775	906
Northport Elem -ROBB	315	645	960
Totals	20,570	36,669	57,239



# Twitter

## News and Sports



News 2017	Impressions	Re-Tweets	Likes
January	61,900	67	71
February	60,400	80	73
March	81,400	94	90
April	44,000	37	44
May	57,100	56	71
June	60,300	70	116
July	56,400	67	102
August	53,400	85	125
September	44,400	74	92
October	40,000	69	105
November	45,500	51	112
December	68,100	76	164
TOTAL	672,900	826	1,165

The News Twitter handle ended the year with over 2,400 followers. In 2017, we received over 600,000 impressions.

The News Twitter numbers were roughly the same as last year as we only saw a 1% drop in impression count. Moving forward, we are looking at ways to grow the news twitter handle through the use of more live videos and polls.

Sports 2017	Impressions	Re-Tweets	Likes
January	132,300	140	275
February	164,700	141	343
March	247,300	235	699
April	83,900	61	111
May	92,900	50	154
June	73,700	52	126
July	41,400	9	27
August	72,000	67	176
September	118,100	132	324
October	133,900	105	391
November	330,200	340	967
December	194,000	165	380
TOTAL	1,684,400	1,497	3,973

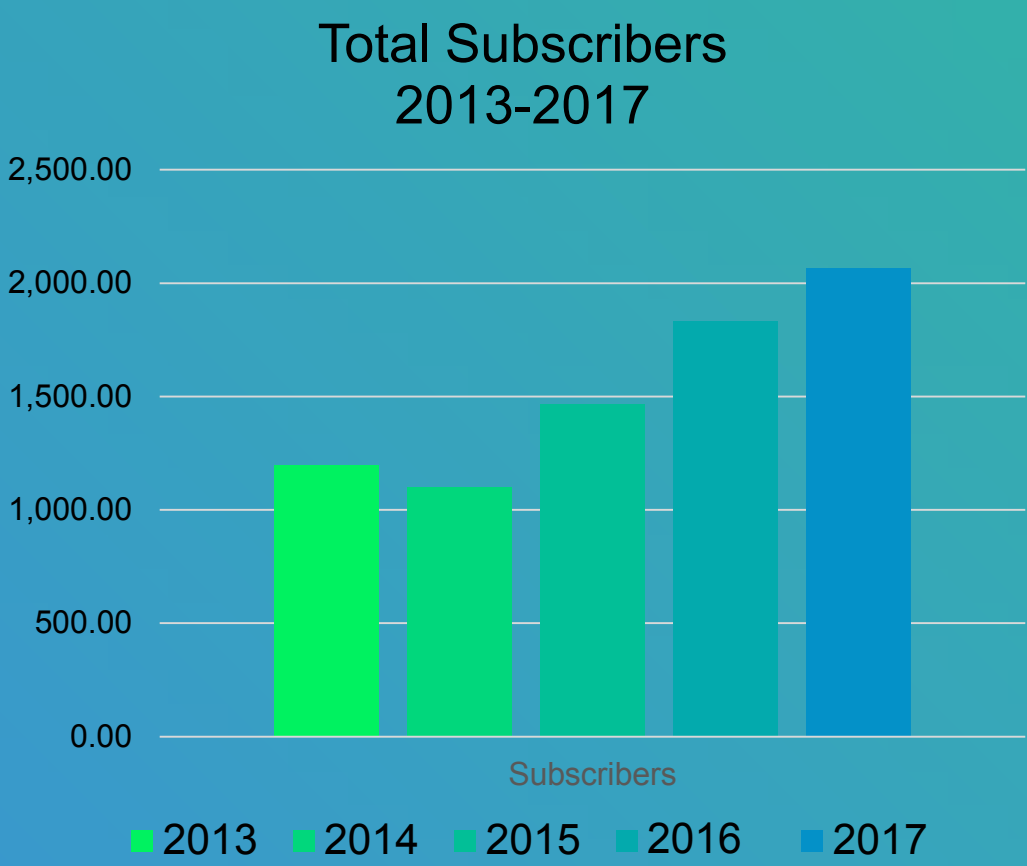
The Sports Twitter handle ended the year with over 3,800 followers. In 2017, we received over 1.6 million impressions.

An impression is counted when a tweet that was sent out is seen in a user's Twitter newsfeed, essentially when a person reads a tweet. The overall impression count of 1.6 million is down about 10% from last year. As with other areas, the drop in our numbers occurred after the name change to CCX Media. This drop was expected and we made efforts through the year to bring our reach back up and by the end of the year we have made up most of the losses that we saw.

# E-Subscribe System

## Gov Delivery

### 2013-2017



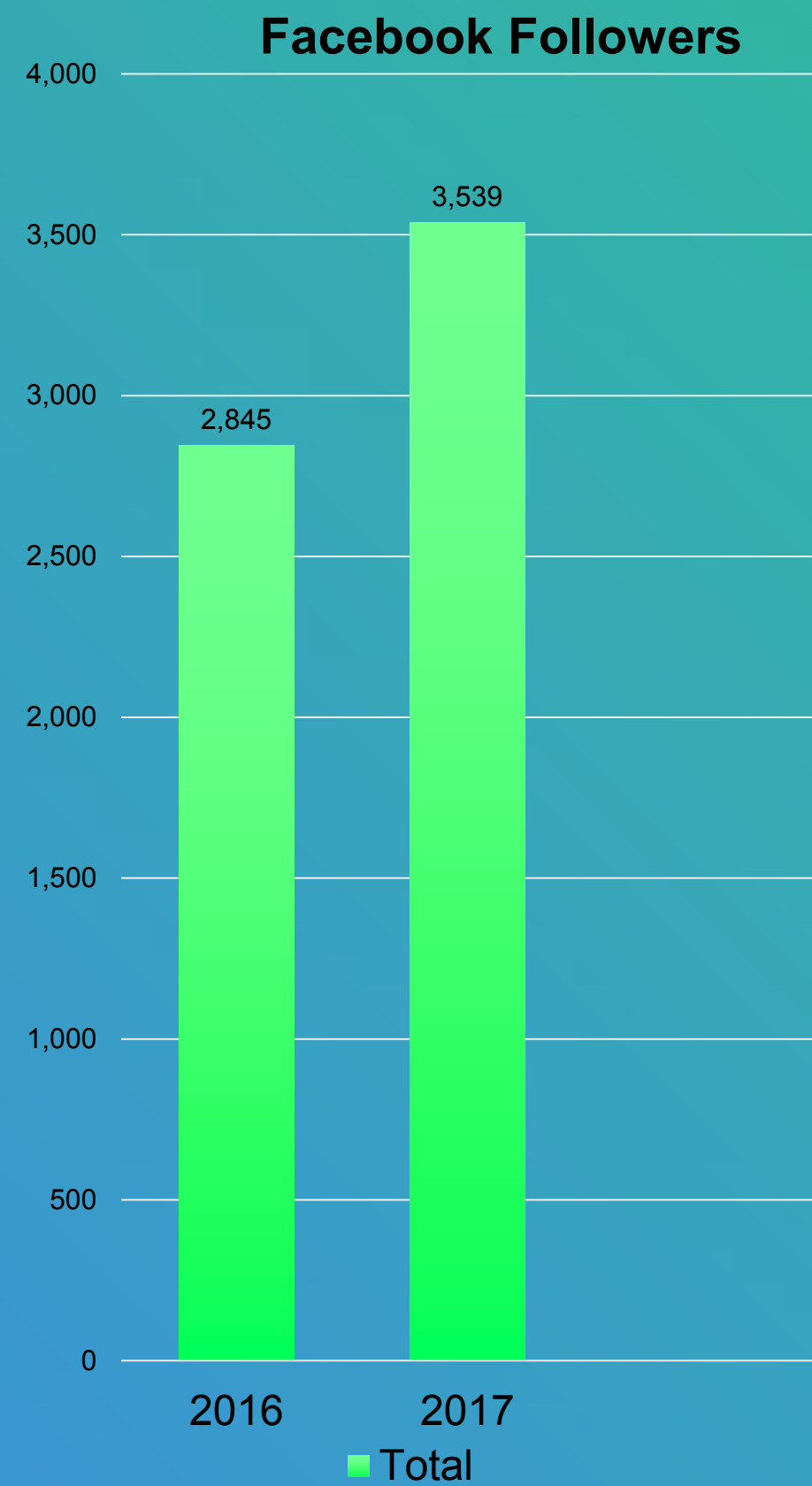
Category	2013	2014	2015	2016	2017
Bulletins Sent	739	1,873	2,086	2,105	1,876
Unique Email Opens	53,357	61,877	85,628	105,768	117,918
Unique Link Clicks	2,937	7,408	12,103	13,312	14,323
Clicks from Shared Links	1,616	2,150	3,243	3,389	3,844
Total Subscribers	1,198	1,099	1,465	1,831	2,085
Total Subscriptions	3,747	3,587	5,982	6,918	8,482

In a daily effort to promote and highlight the content found on CCX Media channels and the CCX Media website, staff from multiple departments work in tandem to send out email announcements to our over 2,000 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 2017, we saw a net gain of 254 new GOV Delivery subscribers.



# Facebook Followers

2016-2017



	2016	2017
CCX Media (News/Sports/Cities)	2,311	2,826
CCX Create	534	713
Total	2,845	3,539



# CHANNEL GUIDE

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12SD

799HD

COMCAST

241SD

1241HD

CENTURYLINK

**CCX1**

CCX NEWS & CCX SPORTS

High-quality local news for the northwest metro communities.

Full game coverage of high school sporting events, game highlights, interviews, and sports analysis.

859HD

COMCAST

8200SD

8700HD

CENTURYLINK

**CCX2**

CCX CREATE

Community residents, groups, and organizations creating and sharing their original content.

20SD

COMCAST

8201SD

8701HD

CENTURYLINK

**CCX3**

CCX CREATE

Community residents, groups, and organizations creating and sharing their original content.

16SD

COMCAST

8202SD

THROUGH

8210SD

CENTURYLINK

**CCX CITIES**

City informational segments, coverage of city meetings and city events.

(8202) BROOKLYN CENTER

(8203) BROOKLYN PARK

(8204) CRYSTAL

(8205) GOLDEN VALLEY

(8206) MAPLE GROVE

(8207) NEW HOPE

(8208) OSSEO

(8209) PLYMOUTH

(8210) ROBBINSDALE



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COMMUNITY

EXPERIENCE



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



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



We would like to thank the following for their continued support of our organization, because without you , we wouldn't be the best we can be :

- ❖ Northwest Suburbs Cable Communications Commissioners
- ❖ Northwest Community Television Board of Directors

Thank you to all the staff for your dedication!

A special thank you to all that contributed to the creation of this years Annual Report:

- ❖ Wendy Brierley – Human Resources Manager/Administrative Assistant
- ❖ Steve Brockhaus – Events Director/App Developer
- ❖ David Dobrin – Graphics Producer
- ❖ Tim Gaffron – Municipal Media Services Manager
- ❖ John Jacobson – Sports Director/Anchor
- ❖ Mike Johnson –Executive Director
- ❖ Mike Johnson – News Director
- ❖ Matt Kilby – Production Coordinator
- ❖ Dave Kiser – Assistant Executive Director
- ❖ Barb Nolan Clark – Community Television Manager
- ❖ Tamisha Touray – Studio Manager