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.

[Signature]

Executive Director
# 2017 Commissioners and Directors

## Northwest Suburbs Cable Commissioners

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<thead>
<tr>
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## Northwest Community Television Board of Directors

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Cheryl Moline

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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.

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.
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.

2017
NWCT Board of Directors and NWSCCC 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
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.

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

News

2017 Eric Sevareid Awards
• First Place – Cable Newscast September 2, 2016
• Award of Merit – Series – Money Savers
• Award of Merit – Photojournalism – Holiday Train

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

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.
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.
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.
In 2017, we worked to relocate the City Channel 16 billboard 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.
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.
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 nwsccc.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 nwscc.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  Empty Bowls – Robbinsdale Area Schools
- March  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

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.
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

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.
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 NABAR CLARK
Community Television Manager

A LOOK BACK AT 2017!
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
Curtains!
New curtain hung in Studio A

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!
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

CELEBRATE NATIONAL FREE SPEECH WEEK
OCTOBER 16-22
AND
COMMUNITY MEDIA DAY
10/20

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

Remodeling begins
Closing in on 20 years, the CCX Create area is receiving a refresh, starting with the break room and edit rooms
Looking ahead to 2018, there are so many areas to be excited about!

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

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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.

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<th>Days open a week</th>
<th>Total studio hours</th>
<th>Total edit hours</th>
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FACILITY USE

*EDIT ROOM 2 WAS ADDED AUGUST 2017.
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.ccxccreate.org

OUR CHANNELS

20SD 8200 8700
859HD 8201 8701
COMCAST CENTURYLINK SD 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
interviewed the 42nd Vice President of the United States  
recorded a choral group from Tanzania  
chatted with local comic book authors  
highlighted area artists at the State Fair  
reported on situations in their home countries  
FEATURED LOCAL AUTHORS  
created landscape paintings in a half hour  
introduced residents to their mayors  
created crafts from recycled materials  
preached Christian values  
helped people “stress less”  
TAUGHT OWNERS TO TRAIN THEIR DOGS  
PROMOTED FREETHINKING  
survived a Zombie Apocalypse  
cooked with The Herbivorous Butcher  
AND MORE!
MONTHLY PROGRAM TOTALS

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<th>FEB</th>
<th>MAR</th>
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</table>
SOCIAL MEDIA

CONNECT WITH US

ccxcreate.org
- WEBSITE
- FACEBOOK

ccxcreate
- YOUTUBE
- INSTAGRAM

@ccxcreate
- TWITTER
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.

245
Live Newscasts

48
Weekend Newscasts
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.
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.
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.

**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.

**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 21st season, the show airs weekly from September through mid-June.
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  
3 NCAA 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  
3rd 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

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
Digital Video Statistics
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 out weighed 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.
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.
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

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<th>Council</th>
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<th>EDA/HRA</th>
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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

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<thead>
<tr>
<th></th>
<th>Brooklyn Center</th>
<th>Brooklyn Park</th>
<th>Crystal</th>
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<th>Maple Grove</th>
<th>New Hope</th>
<th>Osseo</th>
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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

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<th>Brooklyn Park</th>
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<th>Maple Grove</th>
<th>New Hope</th>
<th>Osseo</th>
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<th>Unique Visitors 2018/17</th>
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<td>1614/1649</td>
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<td>275</td>
<td>258</td>
<td>180</td>
<td>1,611</td>
<td>220</td>
<td>74</td>
<td>365</td>
<td>70</td>
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<td>663</td>
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<td><strong>17,850</strong></td>
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<td><strong>37,338</strong></td>
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The last column shows the total number of unique visitors to nwsccc.org each month.

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

### Web Site Visits

<table>
<thead>
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<td>13,241</td>
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<td><strong>16,008</strong></td>
<td><strong>15,096</strong></td>
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</table>

**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

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<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>YouTube Video Views</th>
<th>YouTube Video OD Views</th>
<th>YouTube Video OD Views</th>
<th>YouTube Video OD Views</th>
<th>YouTube Video OD Views</th>
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<td>43,342</td>
<td>78,362</td>
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<td>39,703</td>
<td>76,889</td>
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<td>14,838</td>
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<td>4,714</td>
<td>52,732</td>
<td>85,113</td>
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<td>163,873</td>
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<td>11,963</td>
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<td>60,428</td>
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<td>169,870</td>
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<td>108,876</td>
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<td>203,188</td>
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<td>41,309</td>
<td>65,383</td>
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<td>244,658</td>
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<td>141,262</td>
<td>142,418</td>
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<tr>
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<td>11,868</td>
<td>38,393</td>
<td>52,541</td>
<td>103,834</td>
<td>146,723</td>
<td>197,667</td>
</tr>
</tbody>
</table>

Does Not include Facebook, Granicus or Live Streaming Views.

* YouTube featured 2 stories
* YouTube featured story again
* MG Football went viral
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.
## On-Line On-Demand Video Hours Viewed

### 2015-2017

<table>
<thead>
<tr>
<th>Month</th>
<th>YouTube Video OD Views</th>
<th>Est. Hours Viewed</th>
<th>Ave. length of view (Min.)</th>
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<tr>
<td>Mar-15</td>
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<td>154,849</td>
<td>11,303</td>
<td>4:22</td>
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<td>10,850</td>
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<tr>
<td>Oct-15</td>
<td>170,369</td>
<td>11,085</td>
<td>3:54</td>
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<tr>
<td>Nov-15</td>
<td>194,238</td>
<td>12,188</td>
<td>3:45</td>
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<td>Average</td>
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<table>
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<th>YouTube Video OD Views</th>
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### 2018

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<td>4:08</td>
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On-line On-Demand Video - Hours Viewed.
# School Spotlight Views

**September 28, 2017 – December 31, 2017**

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<th>Total</th>
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<td>1,399</td>
<td>2,684</td>
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<tr>
<td>Crystal FAIR School – ROBB</td>
<td>1,160</td>
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<td>2,400</td>
</tr>
<tr>
<td>Oakwood Elem – WAY</td>
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<tr>
<td>Osseo Senior – OSS</td>
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<td>1,620</td>
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<td>Cooper Senior – ROBB</td>
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<td>4,874</td>
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<td>Northview Middle – OSS</td>
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<td>SEA School – ROBB</td>
<td>604</td>
<td>1,044</td>
<td>1,648</td>
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<tr>
<td>MG Middle – OSS</td>
<td>1,746</td>
<td>276</td>
<td>2,022</td>
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<tr>
<td>East Middle – WAY</td>
<td>459</td>
<td>5,279</td>
<td>5,738</td>
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<tr>
<td>Edinbrook Elem – OSS</td>
<td>737</td>
<td>307</td>
<td>1,044</td>
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<tr>
<td>Neill Elem – ROBB</td>
<td>774</td>
<td>552</td>
<td>1,326</td>
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<tr>
<td>Jackson Middle – ANOKA</td>
<td>1,021</td>
<td>1,360</td>
<td>2,381</td>
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<tr>
<td>Oakview Elem – OSS</td>
<td>837</td>
<td>482</td>
<td>1,319</td>
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<tr>
<td>Meadowbrook Elem - HOPKINIS</td>
<td>623</td>
<td>1,114</td>
<td>1,737</td>
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<tr>
<td>Osseo Learning Center – OSS</td>
<td>346</td>
<td>190</td>
<td>536</td>
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<tr>
<td>Robbinsdale Middle - ROBB</td>
<td>1,187</td>
<td>497</td>
<td>1,684</td>
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<td>Birchgrove Elem - OSS</td>
<td>605</td>
<td>950</td>
<td>1,555</td>
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<tr>
<td>Brooklyn Center High - BC</td>
<td>262</td>
<td>6,644</td>
<td>6,906</td>
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<td>Noble Elem - ROBB</td>
<td>127</td>
<td>822</td>
<td>949</td>
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<td>Brooklyn Middle - OSS</td>
<td>633</td>
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<td>1,893</td>
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<td>Greenwood Elem - WAY</td>
<td>69</td>
<td>280</td>
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<td>Spanish Immersion - ROBB</td>
<td>1,286</td>
<td>4,706</td>
<td>5,992</td>
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<td>Cedar Island Elem - OSS</td>
<td>339</td>
<td>1,597</td>
<td>1,936</td>
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<td>Weaver Lake Elem - OSS</td>
<td>131</td>
<td>775</td>
<td>906</td>
</tr>
<tr>
<td>Northport Elem - ROBB</td>
<td>315</td>
<td>645</td>
<td>960</td>
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<tr>
<td><strong>Totals</strong></td>
<td>20,570</td>
<td>36,669</td>
<td>57,239</td>
</tr>
</tbody>
</table>
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.

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.
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

<table>
<thead>
<tr>
<th>Category</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCX Media (News/Sports/Cities)</td>
<td>2,311</td>
<td>2,826</td>
</tr>
<tr>
<td>CCX Create</td>
<td>534</td>
<td>713</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>2,845</strong></td>
<td><strong>3,539</strong></td>
</tr>
</tbody>
</table>
CHANNEL GUIDE

**12SD**
**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.

**20SD**
**CCX3**
CCX CREATE
Community residents, groups, and organizations creating and sharing their original content.

**8201SD**
**8701HD**
CENTURYLINK

**16SD**
**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

**859HD**
**COMCAST**

**CCX2**
CCX CREATE
Community residents, groups, and organizations creating and sharing their original content.

**8200SD**
**8700HD**
CENTURYLINK

**799HD**
**COMCAST**

**CCX NEWS & CCX SPORTS**

**241SD**
**CENTURYLINK**

**1241HD**
**COMCAST**

**THROUGH**

**8210SD**
CENTURYLINK
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 year's 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