

# 2018 Annual Report



**Northwest Community Television**

**NEWS**

**SPORTS**

**CITIES**

**CREATE**

**Proudly Serving the Cities of:**

Brooklyn Center  
Golden Valley  
Osseo

Brooklyn Park  
Maple Grove  
Plymouth

Crystal  
New Hope  
Robbinsdale



February, 2019

Northwest Suburbs Cable Communications Commission Members  
Northwest Community Television Board Members



Dear Commission and Board Members,

I am honored to present you with the 2018 Northwest Community Television/CCX Media Annual Report.

As you are aware, Northwest Community Television/CCX Media has both a mission statement and a vision statement.

I made a conscious decision several years back that it is imperative that we keep our mission and vision statement in view as much as possible. You cannot walk in our building without clearly seeing our mission and vision in full view at both primary entrances to the building on large plexiglass signs. It is on bulletin boards throughout the building, always included in our annual budget packet and of course you can see the mission and vision statements right here in our annual report.

Our mission statement focuses on today and what we do to achieve our mission. Our vision statement focuses on tomorrow and beyond in terms of what our organization wants to become. Specifically, our vision is to be a dynamic media resource, known by all in our member communities which informs and inspires public engagement. When you think about it, **known by all** is a pretty lofty goal, especially when you consider we have approximately 350,000 people living in our nine communities within approximately 130,000 households. We are up to the challenge though even if it takes a combination of baby steps and big steps to make our way there. I have read vision statements of a number of successful companies and organizations and all of them think big. They may not ultimately attain that vision to its fullest but what is most important is they are on a path and implementing strategies to help guide their way.

As an example, over the past several years we have taken a number of steps to distribute our community media content over multiple platforms and making it available on-demand and viewable on mobile devices. The cable system and our community channels are vitally important to attaining our vision. In addition, being on our Website, YouTube, Facebook, Granicus, Livestream and using Gov Delivery e-mail links is very important. These platforms give us the tools necessary to share our content quickly and efficiently to a targeted audience. In 2018 we took initial steps to be available on Over the Top Television (OTT) for residents who only subscribe to an internet package and view content on smart television's or through Apple TV, Roku and other media devices. We strategically partnered with our member cities in 2018 to establish a CCX Media Branded Icon link on the home page of all the city websites. These links enable residents to obtain city specific video content instantly with relevant and continuously updated high quality content. We continue to look at ways to partner with our member cities and provide a service that is impactful and engaging for the residents to bring our communities closer together. The more we do that the closer we get to being **known by all** and all of our departments play a major role in helping us get there.

Thank you for your unwavering support and guidance. I also want to say thank you to the outstanding team I have the pleasure of working with each and every day. They are a very dedicated team that are responsible for all the wonderful things you will be reading about in this report.

A handwritten signature in black ink that reads "Mike Johnson". The signature is written in a cursive, flowing style.

Executive Director





**Darryl Sannes**  
City of  
Brooklyn Center



**Tim Willson**  
City of  
Brooklyn Center



**Eric Peterson**  
City of  
Brooklyn Park



**Jay Stroebel**  
City of  
Brooklyn Park



**Julie Deshler**  
City of  
Crystal



**Anne Norris**  
City of  
Crystal



**Roger Bergman**  
City of  
Golden Valley



**Joanie Clausen**  
City of  
Golden Valley



**Phil Leith**  
City of  
Maple Grove



**Al Madsen**  
City of  
Maple Grove



**Andy Hoffe**  
City of  
New Hope



**Kirk McDonald**  
City of  
New Hope



**Riley Grams**  
City of  
Osseo



**Mark Schulz**  
City of  
Osseo



**Helen LaFave**  
City of  
Plymouth



**Jim Willis**  
City of  
Plymouth



**Bill Blonigan**  
City of  
Robbinsdale



**George Selman**  
City of  
Robbinsdale

# **2018 Northwest Suburbs Cable Communications Commission Members**





**Dr. Duane Orn**  
City of  
Brooklyn Center



**Jay Stroebel**  
City of  
Brooklyn Park



**Anne Norris**  
City of  
Crystal



**Cheryl Weiler**  
City of  
Golden Valley



**Al Madsen**  
City of  
Maple Grove



**Kirk McDonald**  
City of  
New Hope



**Riley Grams**  
City of  
Osseo



**Helen LaFave**  
City of  
Plymouth



**Marcia Glick**  
City of  
Robbinsdale



**Joanie Clausen**  
At Large



**Zipporah Mesesi**  
At Large



**Cheryl Moline**  
At Large



**Darryl Sannes**  
At Large



**Scott Burdette**  
Elected



**Sue Ellen  
Zagrabelny**  
Elected

# **2018 Northwest Community Television Board of Directors**





# 2018 NWCT Board of Directors and NWSCC Commission Members Recognition

Phil Leith – NWSCC Commissioner  
10 years

Marcia Glick – NWCT Board of Directors  
20 years

Joanie Clausen – NWSCC Commissioner  
5 years

George Selman – NWSCC Commissioner  
5 years



# Mission/Vision Statements

## Northwest Suburbs Cable Communications Commission Mission

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 and CCX Media Mission

Northwest Community Television & CCX Media 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 and CCX Media 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.

Niche

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



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.





**NEWS**





## WE COMMIT TO COVER:

PEOPLE

CITIES AND LOCAL GOVERNMENT

EDUCATION

BUSINESSES

NONPROFITS AND VOLUNTEERS

LOCAL LAWMAKERS

DIVERSITY

EMPLOYMENT

TRANSPORTATION

PUBLIC SAFETY

AGE GROUP ISSUES

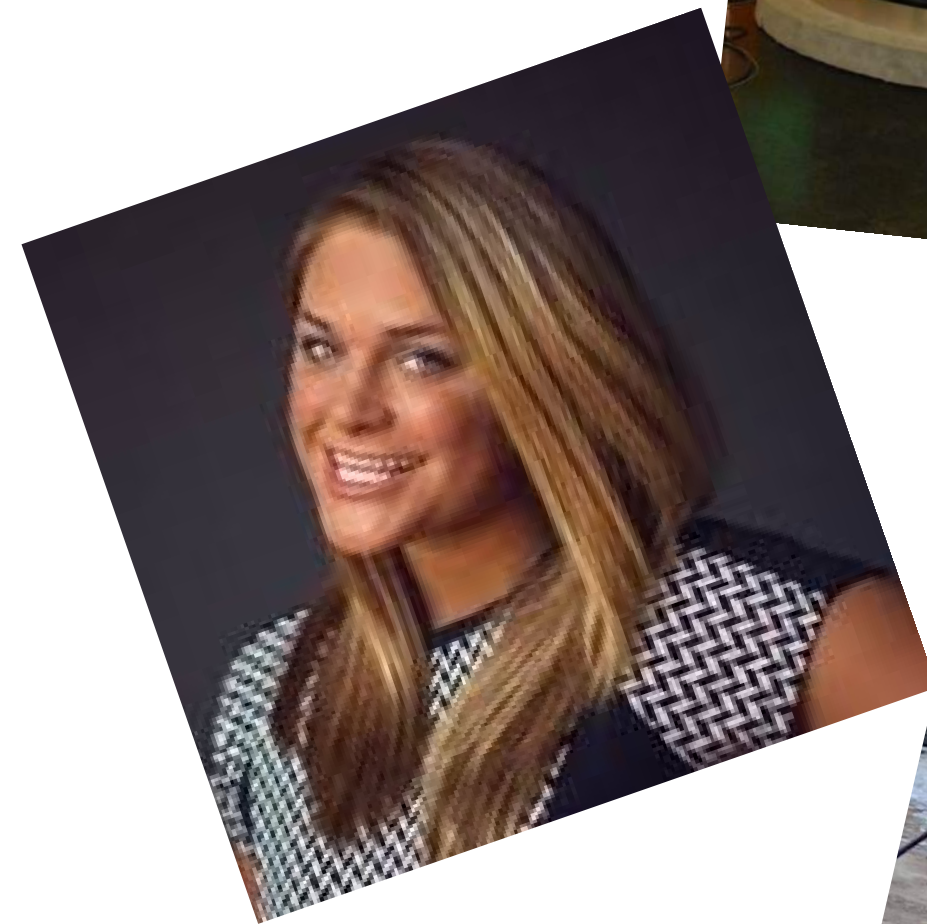
DEVELOPMENT/REDEVELOPMENT





# Hello and Goodbyes...

The CCX News department was a year of change and transition in 2018. News Director Mike Johnson retired in June and Assistant News Director Alexandra Renslo left in August to pursue her long time interest in becoming a teacher. Anchor/Reporter Shannon Slatton stepped into the role of News Director. Meredith Hackler joined the team as a Multimedia Journalist. Ben Kroll was promoted to Chief Photographer.





# News

The news team didn't miss a beat during the transition and continued to produce six newscasts per week, totaling 247 newscasts and 49 weekend newscasts. The Monday through Friday shows are recorded at 4 p.m. daily and the weekend show, which begins airing on Saturday, is taped on Friday afternoon and contains some of the most important and interesting stories of the week.





# Franchise Segments



## Business Matters

aired on Monday and profiled local businesses and business trends. We produced 46 segments.



## School Spotlights

aired on Tuesdays and Thursday during the school year. We profiled schools in our area that are in Anoka-Hennepin, Brooklyn Center, Hopkins, Osseo, Robbinsdale and Wayzata schools. We expanded coverage for spotlights to include charter schools and private schools. We produced a total of 54 segments in 2018 with a total of 83 segments since the series began.



## Standout Student

airs on Wednesdays during the school year profiles the best and brightest students in local public and private high schools. We produced a total of 32 stories.



## Weekend Showcase

airs on Fridays and gives a stage to local arts and events. We profile high school musicals and plays as well as local professional theater. It also profiles shows at local art galleries and entertainment at local festivals. We produced a total of 47 stories.



## Backyard Getaways

aired during the summer months, rotating with 2 other segments, taking the place of school coverage. This segment showcased parks and summer fun that was both local and just beyond our borders. We produced 13 stories.



## What I learned at Summer Camp

aired during the summer months, rotating with 2 other segments, taking the place of school coverage. This segment profiled summer programming available for students through local school districts and parks. We produced 12 stories.



## Off The Clock

aired during the summer months, rotating with 2 other segments, taking the place of school coverage. This segment featured the fun hobbies and second jobs of local officers, city council members and mayors. We produced 9 stories.



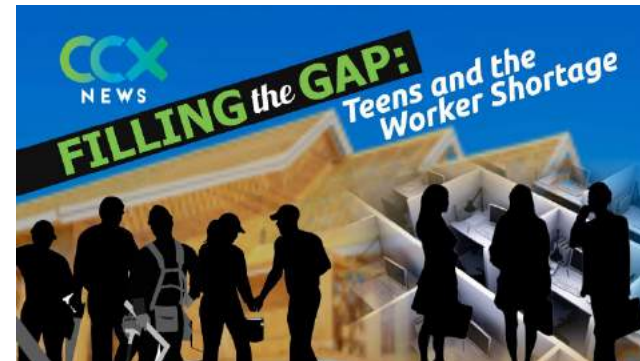
# Series

In 2018, we committed to taking a closer look at important issues that impact our area. We commit to thoughtful, ongoing coverage of 12 topic areas which include: people, cities and local government, education, businesses, nonprofits and volunteers, local lawmakers, diversity, employment, transportation, public safety, age group issues, and development/redevelopment.



## **Building Trust: Cops in the Community**

In this two-part series that aired during August, we went in depth with Brooklyn Center police on how and why they are building trust in the community. We also featured other departments' community policing efforts.



## **Filling the Gap: Teens and the Worker Shortage**

Creating a pipeline of younger workers is becoming increasingly important to fill the shoes of retiring baby boomers in the workforce. Cities, local businesses and schools are creating programs and strategies to recruit young workers. This series aired in August.



## **A Dialogue on Diversity**

This week-long series in September focused on racial and ethnic diversity in the northwest suburbs and how local schools, cities and businesses are adapting to an increasingly diverse population.



## **Barrels, Brake Lights and Cone Zones**

This three-part local road report that aired during October focused on present and future improvements to local road projects.



## **Silver Tsunami**

A three-part series in November shed light on the rapidly growing 65-plus population and how cities are implementing initiatives to adjust to the change.



## **21<sup>st</sup> Century Library**

Libraries have been around since before the American Revolution, but in the age of Kindle, how do they stay relevant? This three-part series aired during November and featured unique ways the Hennepin County Library is reaching out to patrons that are becoming increasingly more diverse.

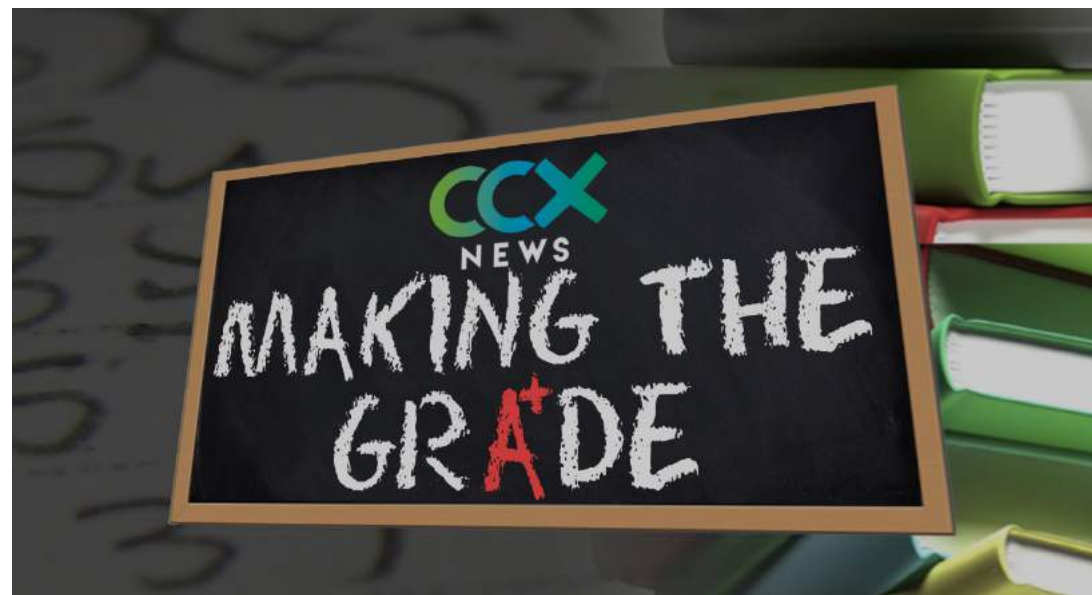


## **The Invisible Illness: Crohn's & Colitis Awareness**

The purpose of this five-part multimedia effort was to shed light on these digestive diseases. During Crohn's and Colitis Awareness Week, we profiled how citizens in our communities live challenging, yet fulfilling lives with these diseases. Reporter Sonya Goins produced this powerful series, led a Twitter chat on the topic, and bravely shared her own story in a way that was meaningful and inspiring.



# Specials



## Making The Grade

a compilation of the best Standout Student stories from the previous school year and aired over Memorial Day weekend.

## Small Business Showcase

aired over Thanksgiving Day weekend and profiled several small businesses in our area. Shannon hosted the show from Osseo, but the show included stories from every city in our area.



## Holiday Spirit

aired over the Christmas weekend and showcased people and nonprofits in our area that embodied generosity, charity and holiday spirit.

## Our Favorite Stories

was a fun compilation of the favorite stories of the year from the News and Cities staff. Several staff members volunteered to share a favorite story on-camera with viewers in this special that aired over New Year's Day weekend.





# Special Report



## The Silent Struggle: Talking about Mental Health

**focused on an important topic after a summer of celebrity suicides and heightened coverage of mental health. We decided to approach the topic in a thoughtful way by producing a special show during September, which is Mental Health Awareness Month. In our special report, we worked closely with NAMI Minnesota to examine not only how we can maintain our own mental health, but how schools, agencies and cities are taking a new approach to mental health. Outside of the special report, we highlighted mental health stories throughout the month on our website and social media accounts. This special aired not only in September, but on Thanksgiving, Christmas and New Year's holiday weekends.**



## Hollingsworth Park

told the intriguing story of this park and Robbinsdale residents who collaborated to refurbish it. This special report told the story of Thomas Hollingsworth, Robbinsdale's only fallen firefighter, and the story of the Donato family, who spearheaded the ongoing park project.



# Election Night

Local Vote 2018 extended an invitation to every local, state and school board candidate in our nine city area to record a 45-second candidate statement. We worked with 86 candidates to record statements this election season. We started running these statements September 4<sup>th</sup> and continued for the next nine weeks. Election coverage culminated in live coverage on election night, where anchors talked about results and candidates from the studio and four crews gathered information and gave live reports from the field.





# Holiday Train

The Canadian Pacific Holiday Train is a unique community event in our area. The train is a family tradition for many, but it also brings a much-needed boost to local nonprofits during a very busy time. The news team profiled several angles of the stop in Golden Valley, from the coordination required to the PRISM benefit. The show was live when the Holiday Train stopped in Loretto.







- Cable Newscast, Large Market TV  
First Place, "June 12, 2017 newscast"
- Series, Large Market TV  
Award of Merit, "In honor of Volunteer Appreciation Week"
- Sports Play by Play, Large Market TV  
First Place, "Maple Grove vs. St. Michael-Albertville Football: The Miracle Comeback"
- Sportscast/Program, Large Market  
Award of Merit, "2017 CCX Sports Hall of Fame Show"





**SPORTS**





CCX Media is committed to coverage of our local schools and cities in a number of ways. We are out in the community televising games and events year-round and 2018 was another busy year for us. We have staff dedicated to working on our mobile production events and additional staff out shooting stories on local teams and schools.



## Mobile Productions

The CCX Media mobile production truck is out and about in our communities well over 160 times each year. In 2018 we televised 124 high school regular season and playoff games from January to December.

We televised a number of other events including city parades, summer concerts in the park, high school and college graduation ceremonies, candidate forums in the fall and more.

## Sports Jam

Our 30-minute weekly program focusing on high school sports is now in its 22<sup>nd</sup> year. Our show offers highlights, interviews and feature stories on local high school athletes, coaches and teams. John Jacobson and Jay Wilcox are the show's co-hosts. We produced 39 shows in 2018.



## CCX Sports

As part of CCX News' daily newscast, the sports department produces approximately four and a half minutes of local content per program for the 292 newscasts that aired in 2018.





# Hall of Fame

The CCX Sports Hall of Fame began in 2004 with a charter class of seven. We now have 61 members. On Labor Day Weekend 2018, we produced a 30-minute special inducting four new members.



**Nicole Dooher  
Armstrong 2009**

Two-time All-State player in soccer at Armstrong, leading Falcons to 2007 state tournament. 1<sup>st</sup> team All-Metro in 2008. Finished with 1,122 career points in basketball and set single season steals record in 2008-09 season. 1<sup>st</sup> team All-American women's soccer player at Minnesota State Mankato in 2012.



**Quinton Hooker  
Park Center 2013**

All-time leading scorer in basketball at Park Center, leading Pirates to state runner-up finish in 2013. Named Mr. Basketball as a senior. Mid-Major All-American in 2016 and 2017 at University of North Dakota. Led Fighting Hawks to first NCAA Division 1 tournament (2017).



**Alissa Ochs  
Osseo 2003**

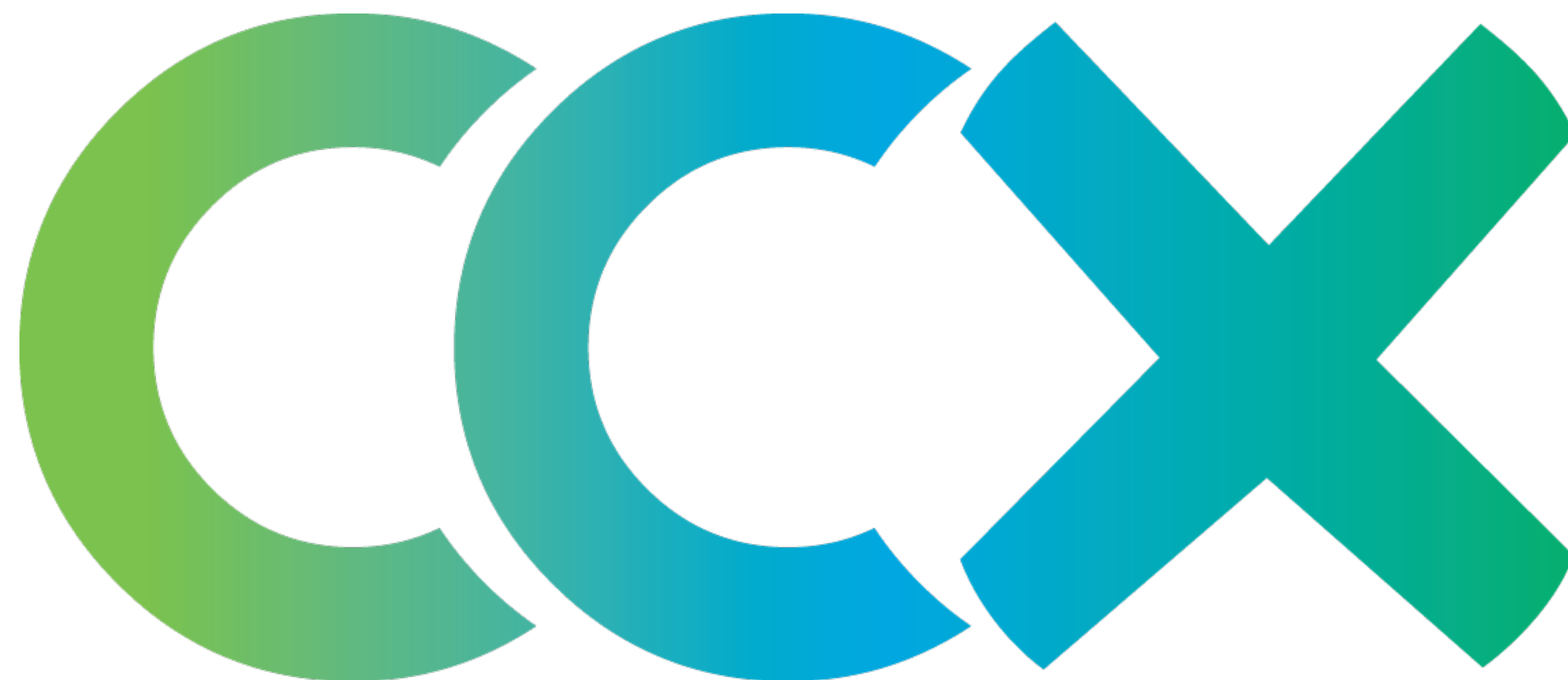
Three-sport athlete at Osseo (soccer, basketball, track and field). State triple jump champion in 2003, setting a new state record. Five career top ten finishes in state long and triple jump. 1<sup>st</sup> team all-state in soccer in 2002. Set Columbia University indoor triple jump record.



**Blake Wheeler  
Breck 2004**

Won two state championships (football, hockey) at Breck his junior year before moving to Green Bay as a senior to play junior hockey. Finished with 100 points in hockey during 2003-04 season. Played three years of hockey at the University of Minnesota. Drafted by the Boston Bruins in 2008 he enters his 10<sup>th</sup> season in the NHL in 2018.





**CITIES**

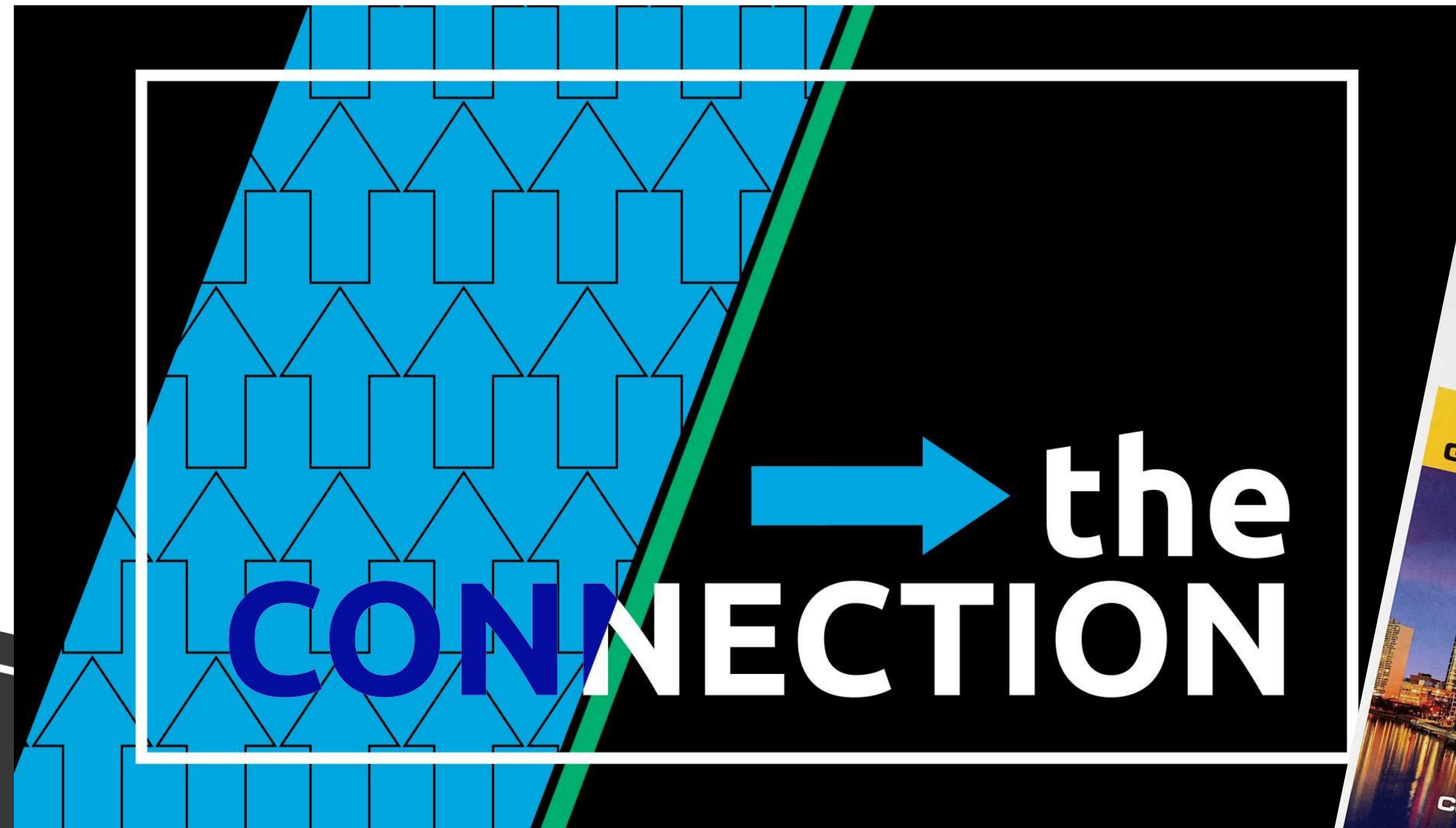


# The Connection

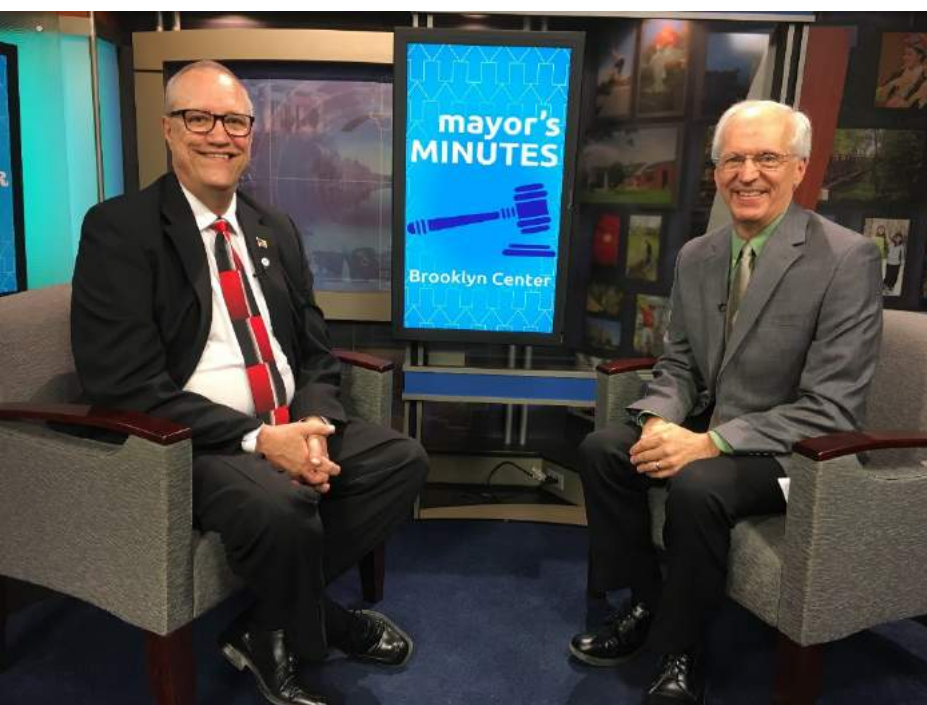
The Connection program that airs daily on CCX Media is designed to bring important information about our nine area cities to local residents. The program continues to contain a mix of topics that come from city staff and interviews with the area mayors.

In 2018 staff made some major revisions to the program which included the change in the name from Community Corner to The Connection. The content of the program narrowed to a complete focus on city information. This change in focus allowed staff to offer cities a more flexible schedule for segment production plus added longer "city amenity" or "major issue" segments and shorter timely event promotion segments. The past business and non-profit topics were directed to the news staff for possible coverage.

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







**Mayor Tim Willson**  
City of Brooklyn Center



**Mayor Jeffrey Lunde**  
City of Brooklyn Park



**Mayor Jim Adams**  
City of Crystal



**Mayor Shep Harris**  
City of Golden Valley



**Mayor Mark Steffenson**  
City of Maple Grove



**Mayor Kathi Hemken**  
City of Brooklyn Center



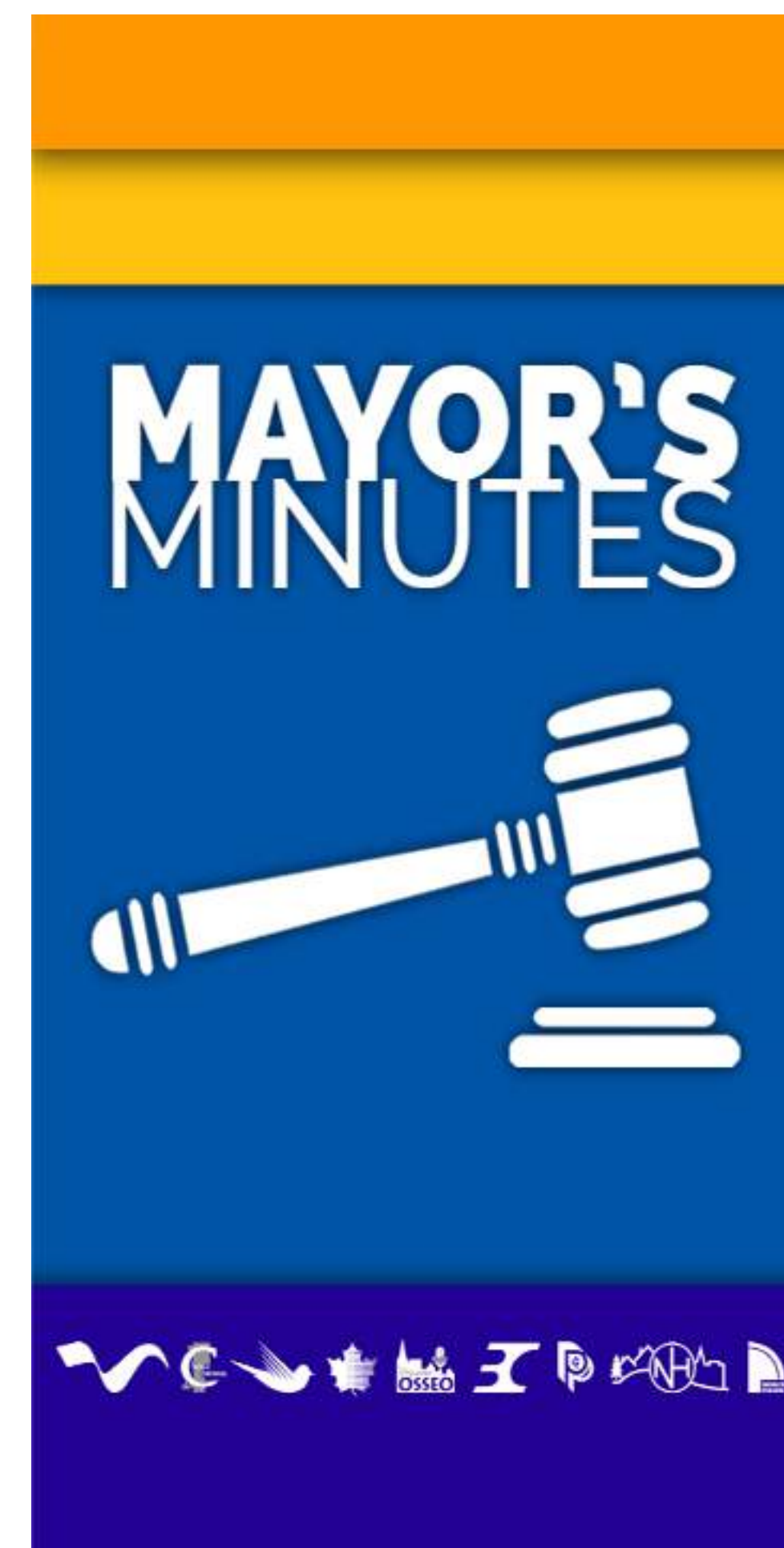
**Mayor Duane Poppe**  
City of Osseo



**Mayor Kelli Slavik**  
City of Plymouth



**Mayor Regan Murphy**  
City of Robbinsdale



**48**

Segments produced in 2018



## City History Series

# Our Town's Story

With the Robbinsdale and Brooklyn Park History Videos completed, Maple Grove was chosen as the third city for production and a total of nine 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 2018 the final editing work was completed on this third city history video.

The Maple Grove video, which is 34 minutes in length, contains an in depth look into topics ranging from the early days, to the naming of the city, to the gravel mining area, to retail development, and the area schools. NWCT partnered with the Maple Grove Rotary, Maple Grove Lions, and the Maple Grove Historical Preservation Society to arrange initial showings of the video. The debut event took place on May 17, 2018 at the Maple Grove Historic Museum. The video received rave reviews at the showing and continues to be praised as a gem for the community. The video was also on display during the 2018 Maple Grove Days Celebration.

DVD copies of the Maple Grove video have been distributed to many individuals and groups throughout the city. The video is also being used within the Osseo Area School District by 6<sup>th</sup> grade history teachers and as professional learning opportunities for the teachers themselves. The Maple Grove History Video has been a major piece of programming content on CCX Media since its debut with regular airings on the channel. The video was posted on YouTube by CCX Media and it has received 975 views as of the end of 2018. By the way, the Robbinsdale History video has over 4,000 views and the Brooklyn Park History video has over 2,000 views as of the end of 2018. Links to the Youtube posting of the video can also be found on the Maple Grove Historical Society website and the city of Maple Grove website.

Our next program will feature the history of the city of Plymouth. Initial content meetings took place during mid 2018 with representatives involved in the first phase of the Plymouth History Video. The interviewing process was completed by early December 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 2019 with a late winter debut anticipated.

Planning is already underway for the city of Golden Valley history program.



# Candidate Forums/Other Events

Candidate Forums are a big part of our election coverage efforts. We worked in conjunction with various community organizations such as the local League of Women Voters groups, North Hennepin Area Chamber of Commerce, Robbinsdale Chamber of Commerce and the North Metro Mayors Association.

CCX Media crews recorded 16 candidate forum events at 10 different venues which resulted in 30 different forums covering at least 41 different area races.



## Other Events/Forums

Brooklyn Center – Open Enrollment; Candidate Forum

Brooklyn Park – 4 Candidate Forums

Golden Valley – 5 Candidate Forums; LWV Mental Health;  
LWV Restore the Vote; GV Waste Hauling Forum;  
GV State of the City

Maple Grove – Board of Appeals (2); 3 Candidate Forums

New Hope – LWV 2020 Census Forum; 1 Candidate Forum

Osseo – Public Safety Committee (2); Park and Rec Committee (3);  
CC Work Sessions (10); 1 Candidate Forum

Plymouth – 2 Candidate Forums

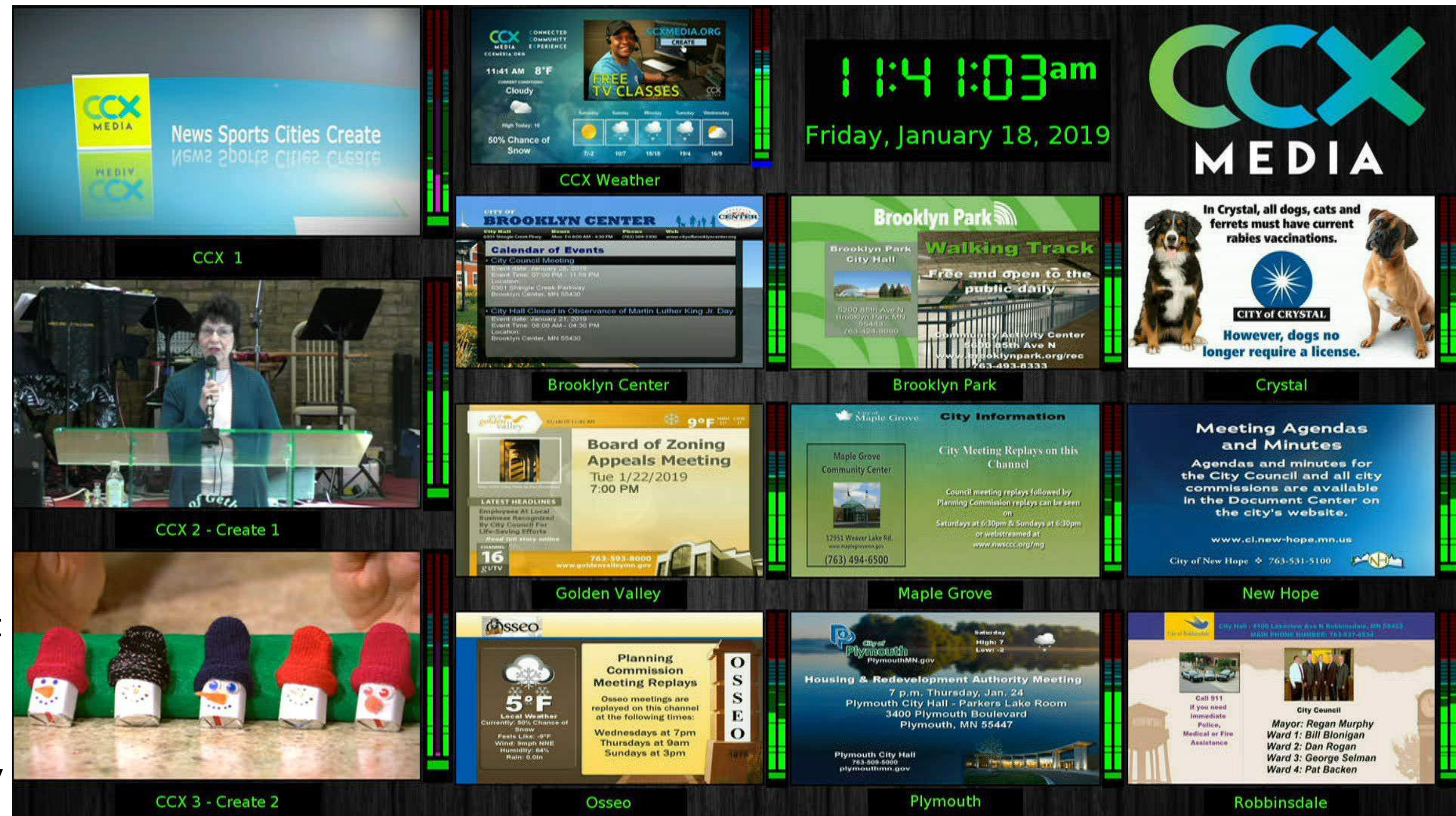
Robbinsdale – Special CC/EDA Meetings





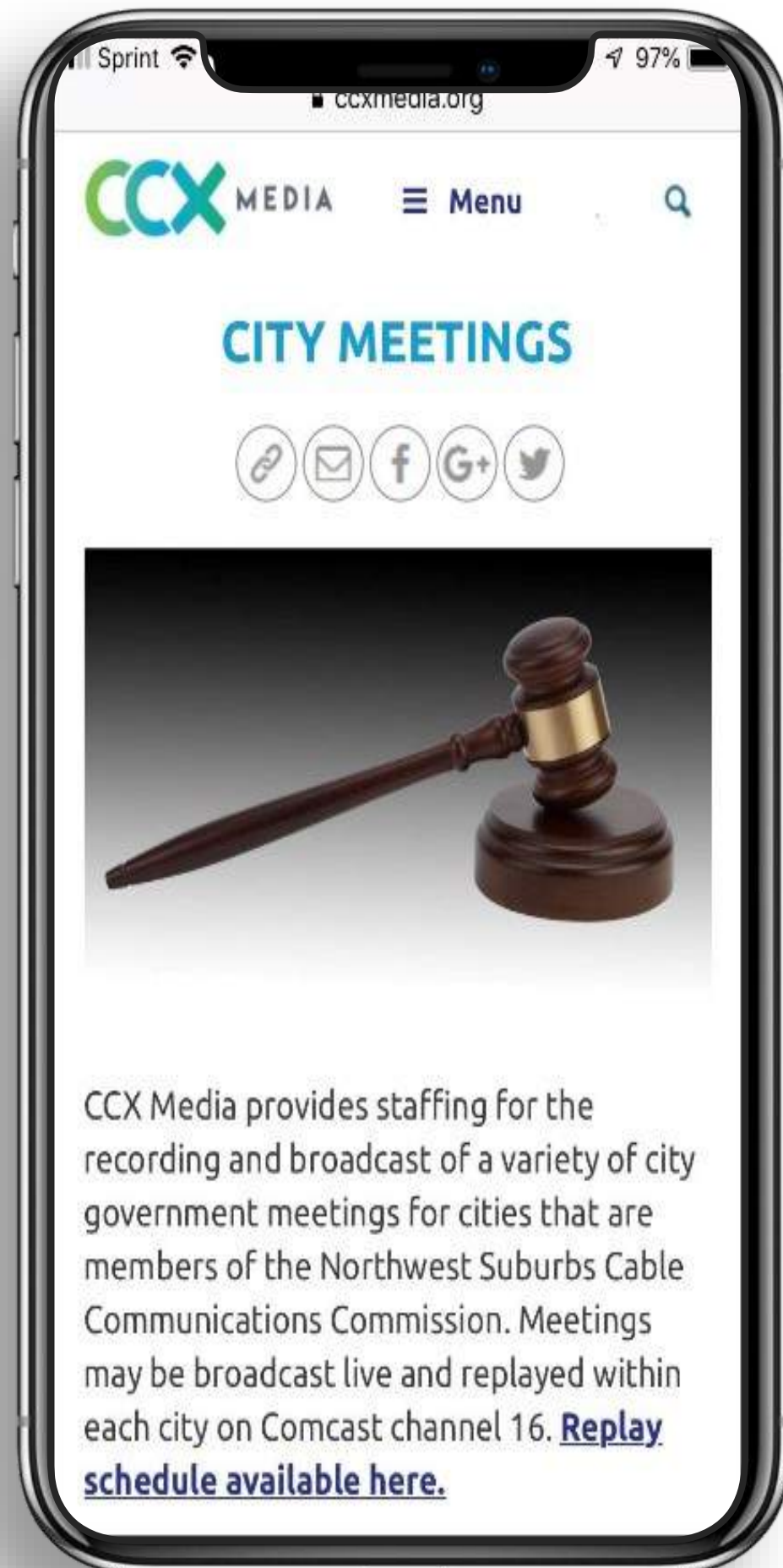
# Channel 16 Cablecast System

In 2018 we completed work 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 them and provide better signal quality control. Goals for 2019 include improving signal quality for live meeting feeds from city halls by upgrading certain control room gear and transmission components to HD wherever possible at a reasonable cost. Some of this will happen as production systems are replaced, and some will be done as an interim step for those systems not due for replacement in the near future. While we will strive to provide an HD signal from camera through production and transmission of signals to the NWCT facility, the Channel 16 signals on the Comcast system after they leave NWCT currently remain SD per the Franchise Agreement.





# Web Streaming of City Meetings



NWSCCC/NWCT implemented the Granicus webstreaming system in the summer of 2008 and continues 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 mobile app or the CCXMedia.org website. Meetings can also be accessed through city websites.



Four cities are currently using the iLegislate paperless agenda function available in the Granicus system.

Brooklyn Park – City Council and EDA  
Maple Grove – City Council, Planning Commission, Park Board  
New Hope – City Council, Planning Commission  
Plymouth – City Council, Planning Commission



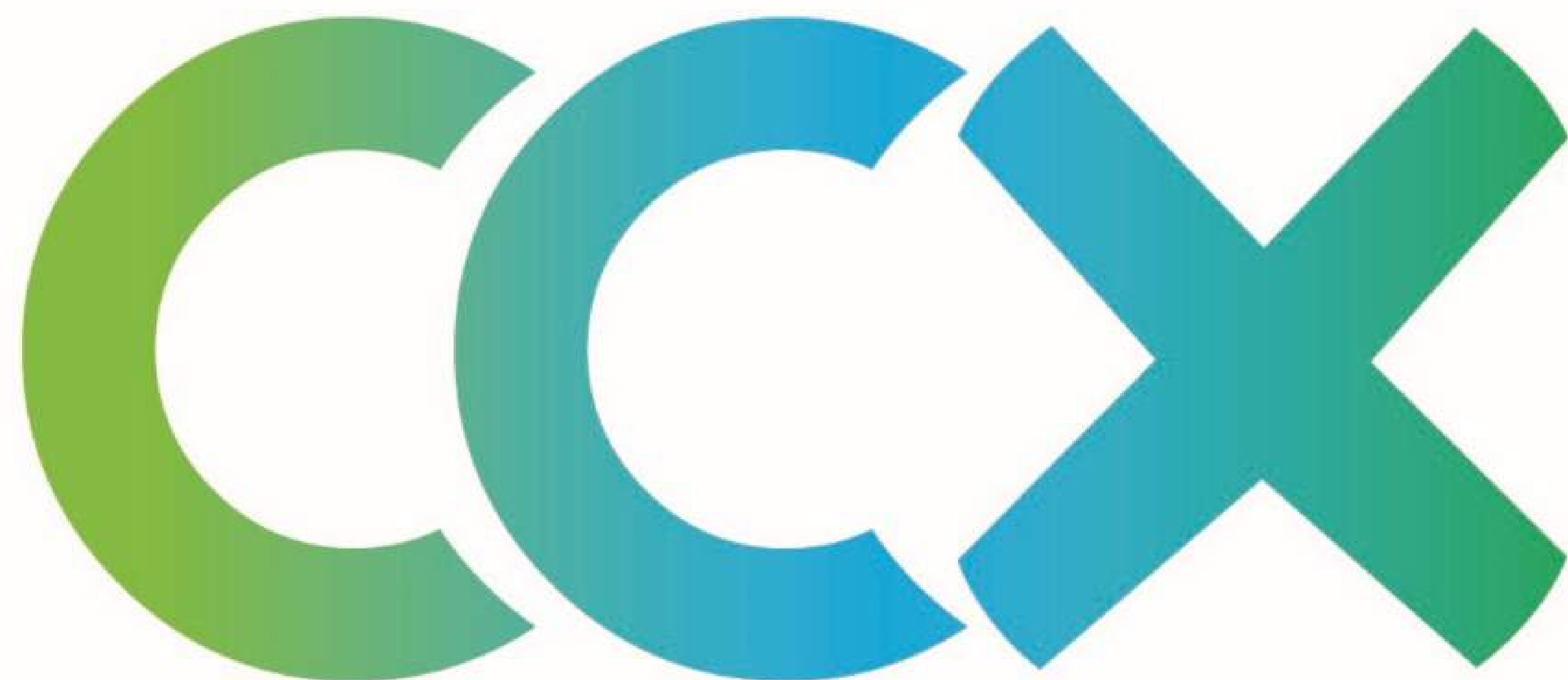


# City Hall Council Chamber Projects

The New Hope City Hall replacement project kicked off in late 2017 and continued throughout 2018. We have been involved in planning sessions for that endeavor and meeting with AV consultants to assist with technology specifications for the new council chambers. Occupancy is anticipated to take place in mid-2019.

Golden Valley has approved the hiring of an architect to start the process of city council chambers remodeling. Complete AV replacement will be part of that project and we will be working with them to identify consultants/vendors and advise as needed. Actual remodeling work is anticipated to take place late in 2019.





**CREATE**



# CCX CREATE 2018

The CCX Create department offers local residents and organizations 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/organizations of our member cities, giving viewers on all platforms the ability to listen, learn and connect with their fellow residents.



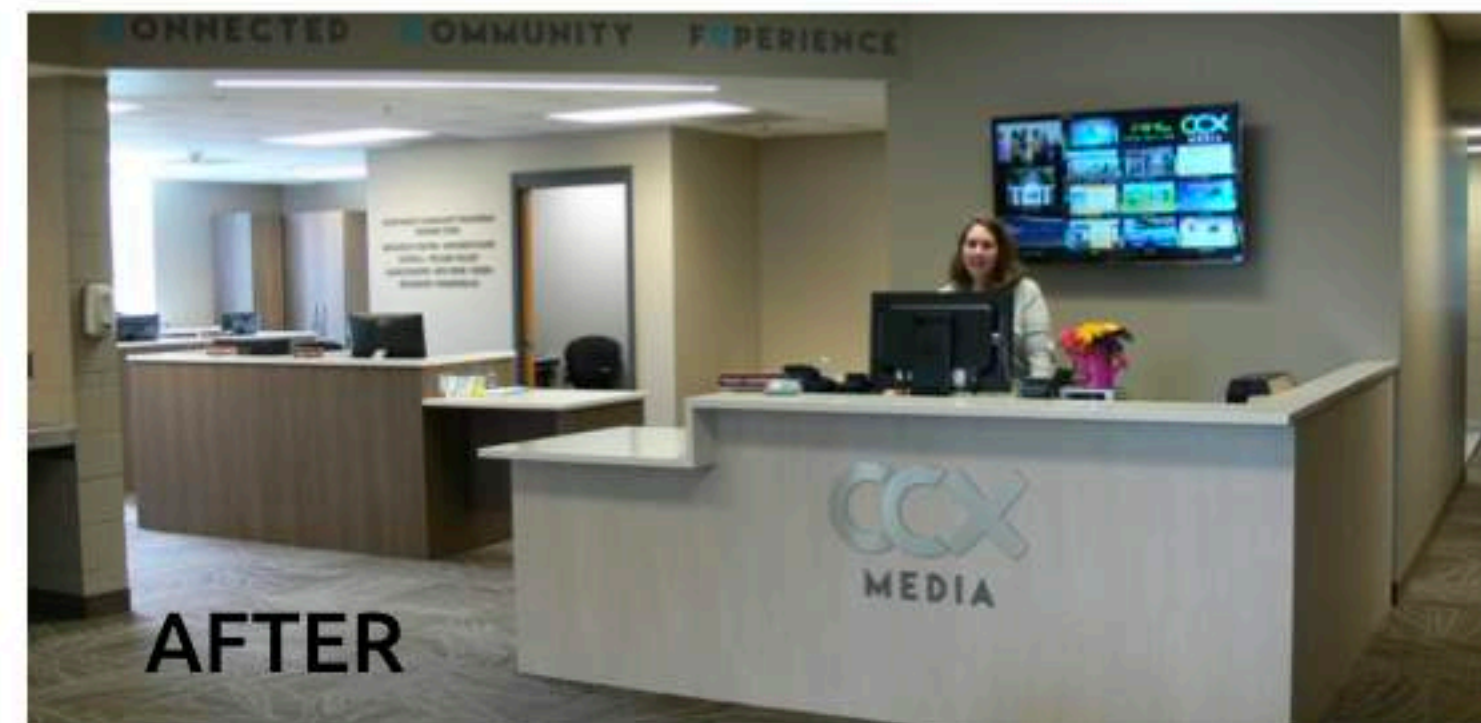
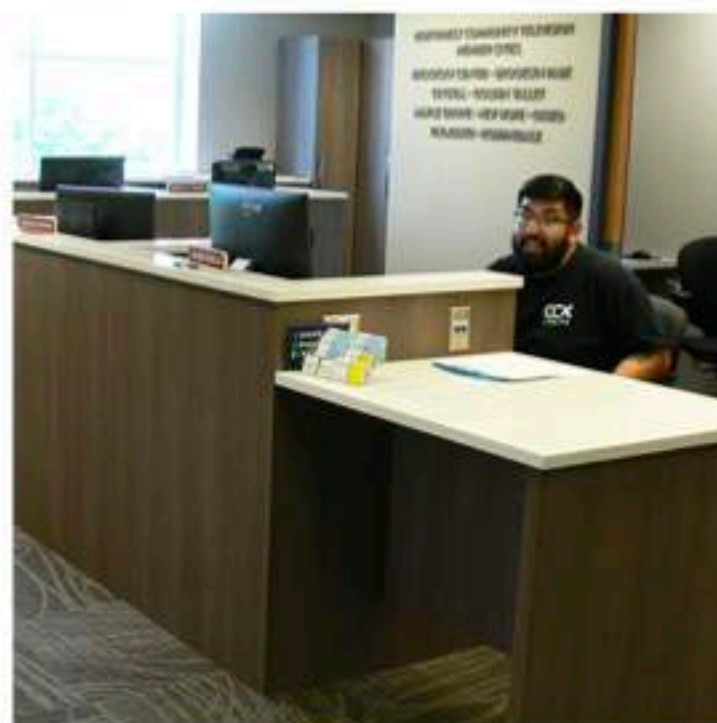
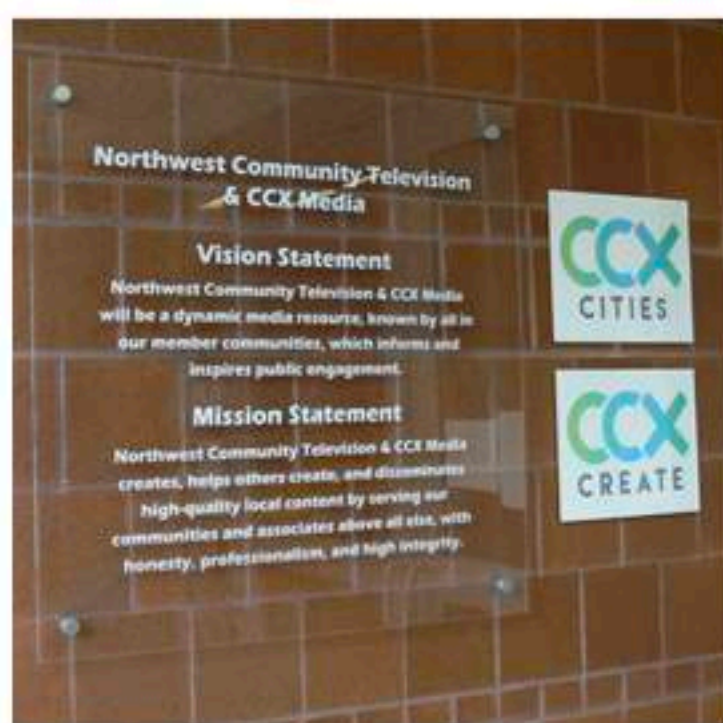
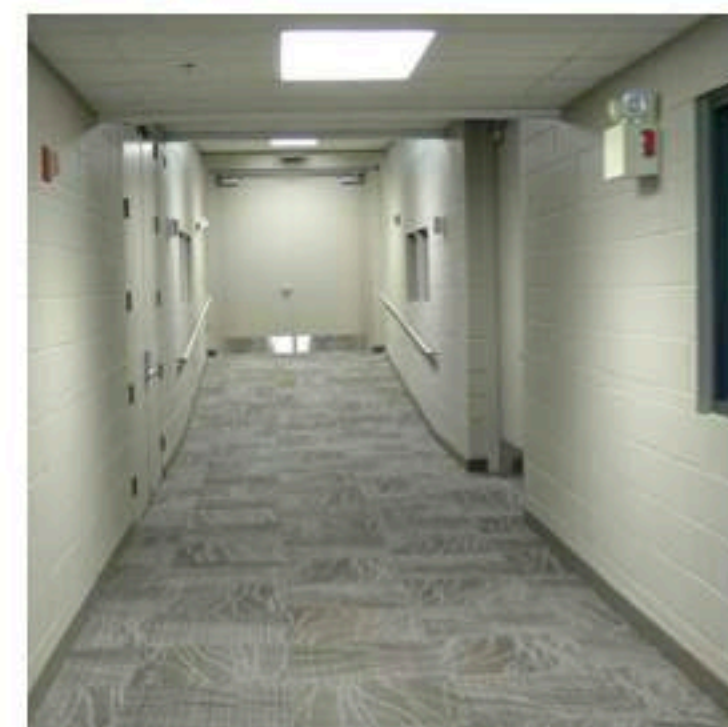
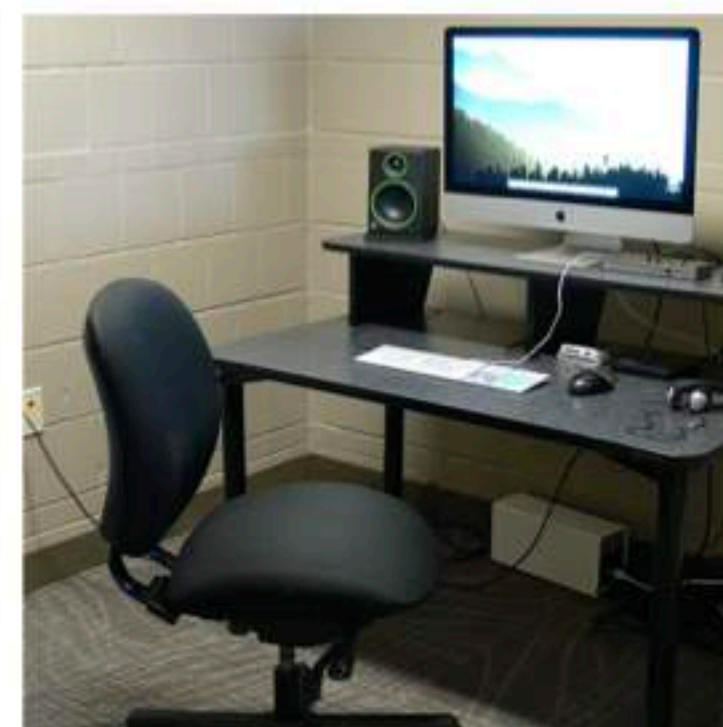
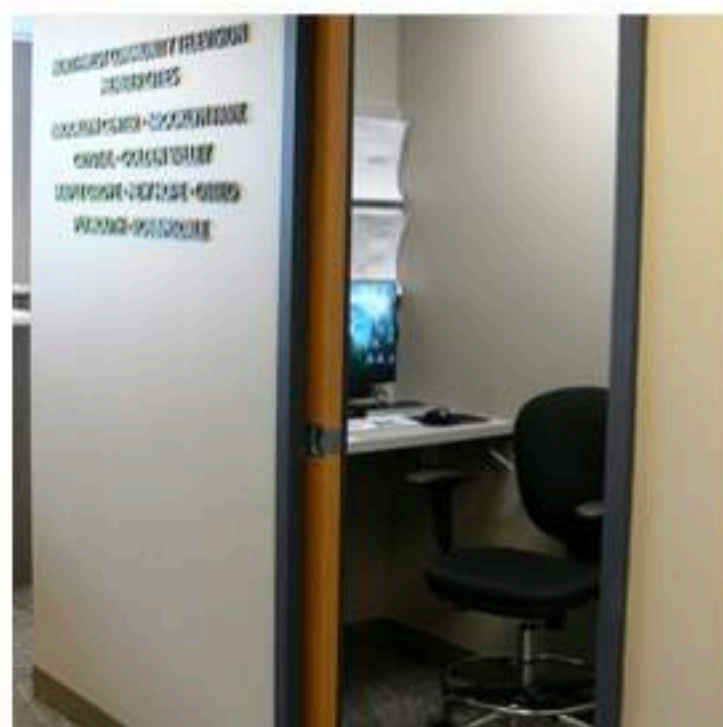
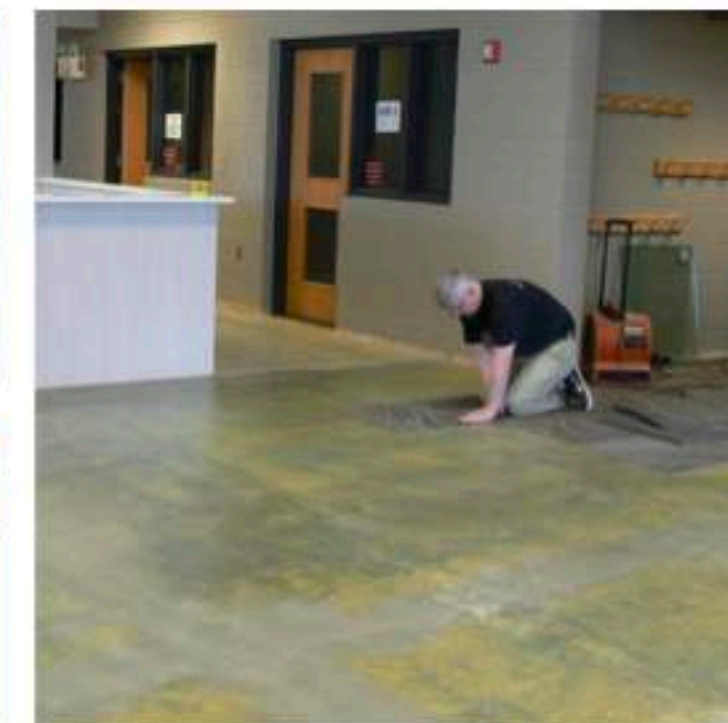
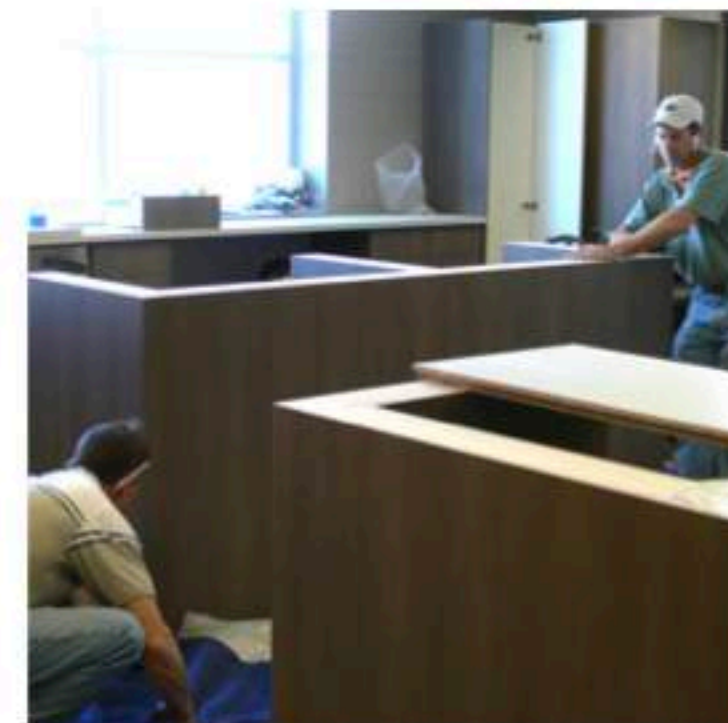
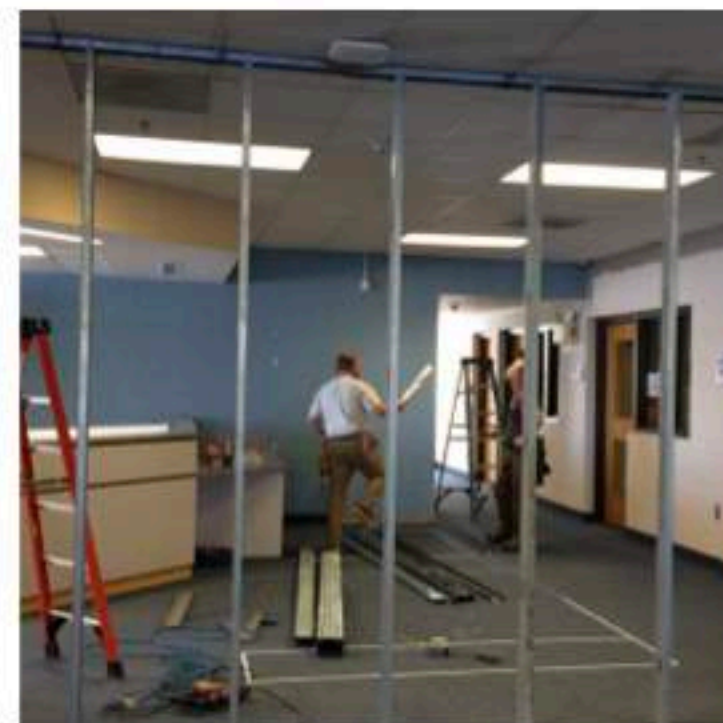


# Facility REMODEL

Renovations to our facility began in November of 2017 and were completed in late March of 2018. What an amazing transformation!

The entire CCX Create space received a face lift and our lobby and staff work areas were transformed into a more welcoming, functional workplace. The new space provides ample storage and work areas for staff and volunteers. The addition of CCX Media branding completes the sleek, modern look.

## 2018 CCX CREATE





# 2018 CCX CREATE CCX CREATE PROJECTS

## govDELIVERY

Staff began sending subscribers monthly updates on CCX Create programming, classes and member news.



## DISTRICT #281 SUMMER ACADEMY

Staff offered a weeklong summer session, "Breaking News," focusing on the basics of news gathering.

## CCX CREATE CHANNEL SCHEDULING

In late summer, staff member Tamisha Touray took over processing and scheduling duties of Create programs for Channels 20 and 859.



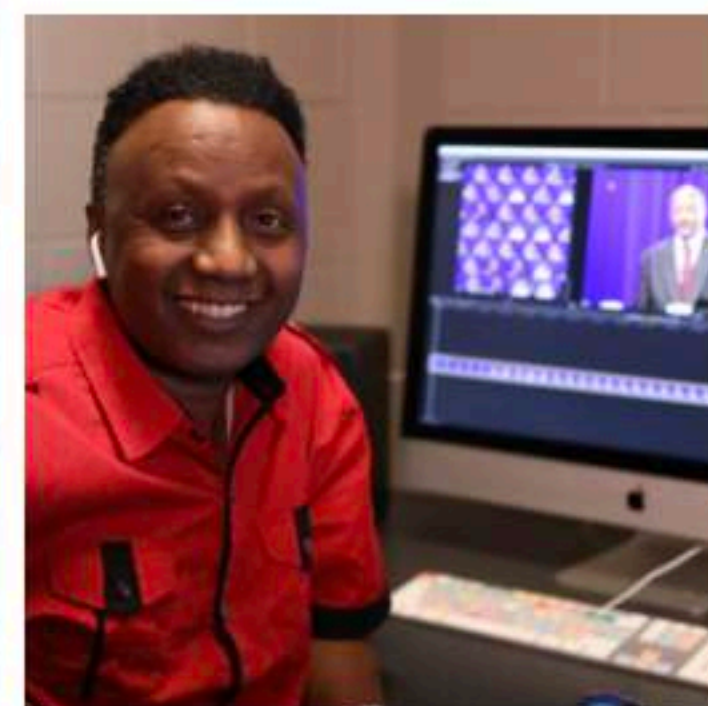
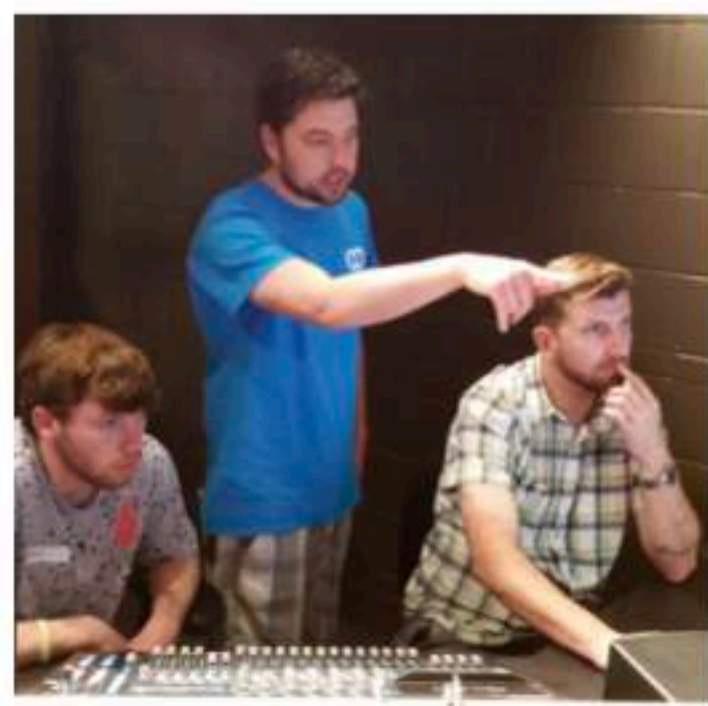
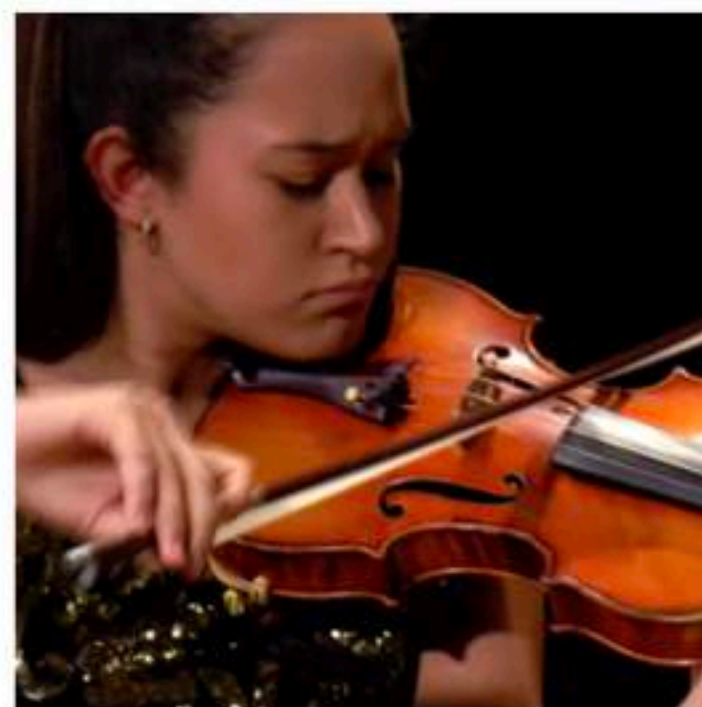
## NONPROFIT OUTREACH

Staff began offering ongoing planning/video assistance to local nonprofits to get organizational messages shared on websites, TV, and social media.



2018 CCX CREATE

# OUR PROGRAMMING YEAR IN PHOTOS



930 SHOWS | 712 HOURS OF PROGRAMMING

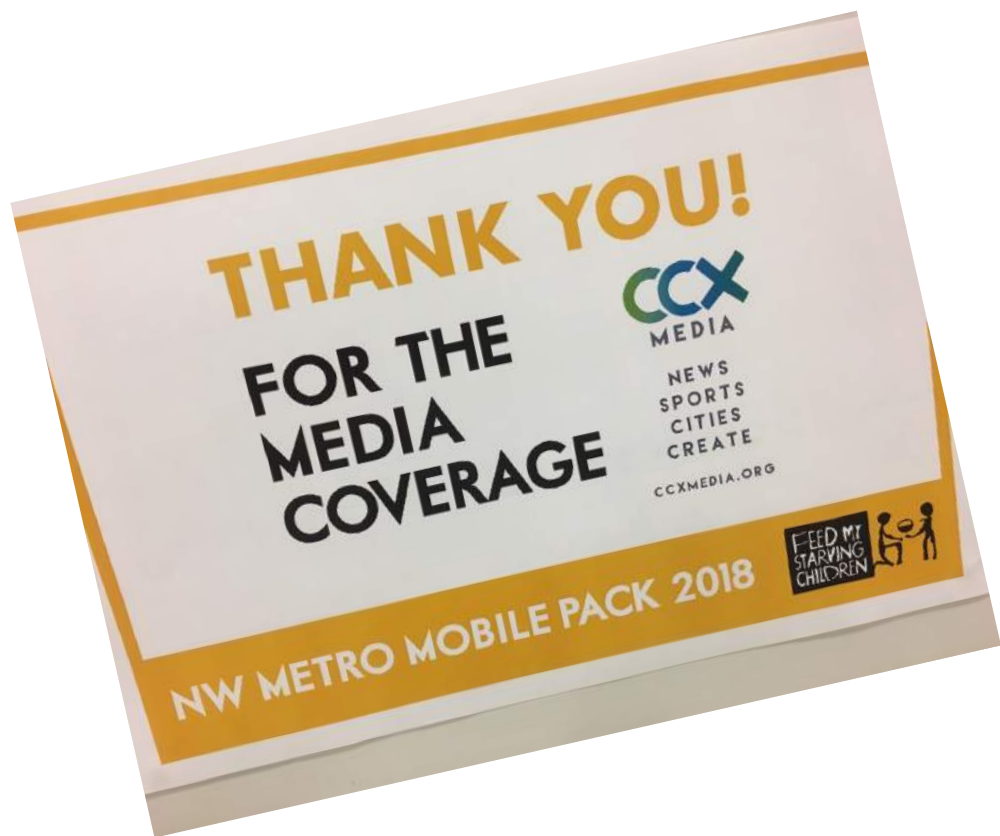




MEDIA

Supplemental Information and Digital Video Statistics





NWCT/CCX Media Staff participated in the Feed my Starving Children Food Packaging event. Pictured L to R: Dustin Scholl, Delane Cleveland and Shawn Christie.

Hollywood Actor, Steve Zahn, a former Cooper High School graduate was interviewed by Delane Cleveland. Zahn has been in a number of highly successful motion pictures and was in town to receive a special award.

Executive Director, Mike Johnson, pictured on the left, is interviewed by Bill Weir in the Create Studio about a full range of topics related to community media.



News Director/Anchor, Shannon Slatton, implemented Lunch & Learn educational sessions for staff by inviting guest speakers in the industry to share their knowledge.



Two Women's Olympic Hockey Players from Plymouth visited the studio. Pictured L to R: John Jacobson, Dani Cameranesi, Jay Wilcox and Kelly Pannek.





A group from Liberia was in town to tour the studios and learn about the impact NWCT/CCX Media is making in the community.



Studio Manager, Javier Cedillo and Executive Director, Mike Johnson attended a special event at Saint Paul Neighborhood Network about programming targeted towards the immigrant community.



Communications staff from the City of Plymouth surprised Mayor, Kelli Slavik at her final Mayor's Minute interview with Dave Kiser.



Executive Director, Mike Johnson, received a demonstration of 5-G small cell wireless technology at a Telecom Administrators Conference. This technology has much to offer and will eventually have an impact on how video is distributed wirelessly in the future.



# 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



# CCX Media Website Launch

One of the largest accomplishments at CCX Media in 2018 was the new website launch in March. The first meeting regarding the new website occurred with the initial organizational rebranding discussions in April of 2016. As you may recall, the CCX Media rebranding was launched in December of 2016. Much of 2017 and the early portion of 2018 saw many staff hours dedicated to the discussions and background work necessary to assemble a new website.

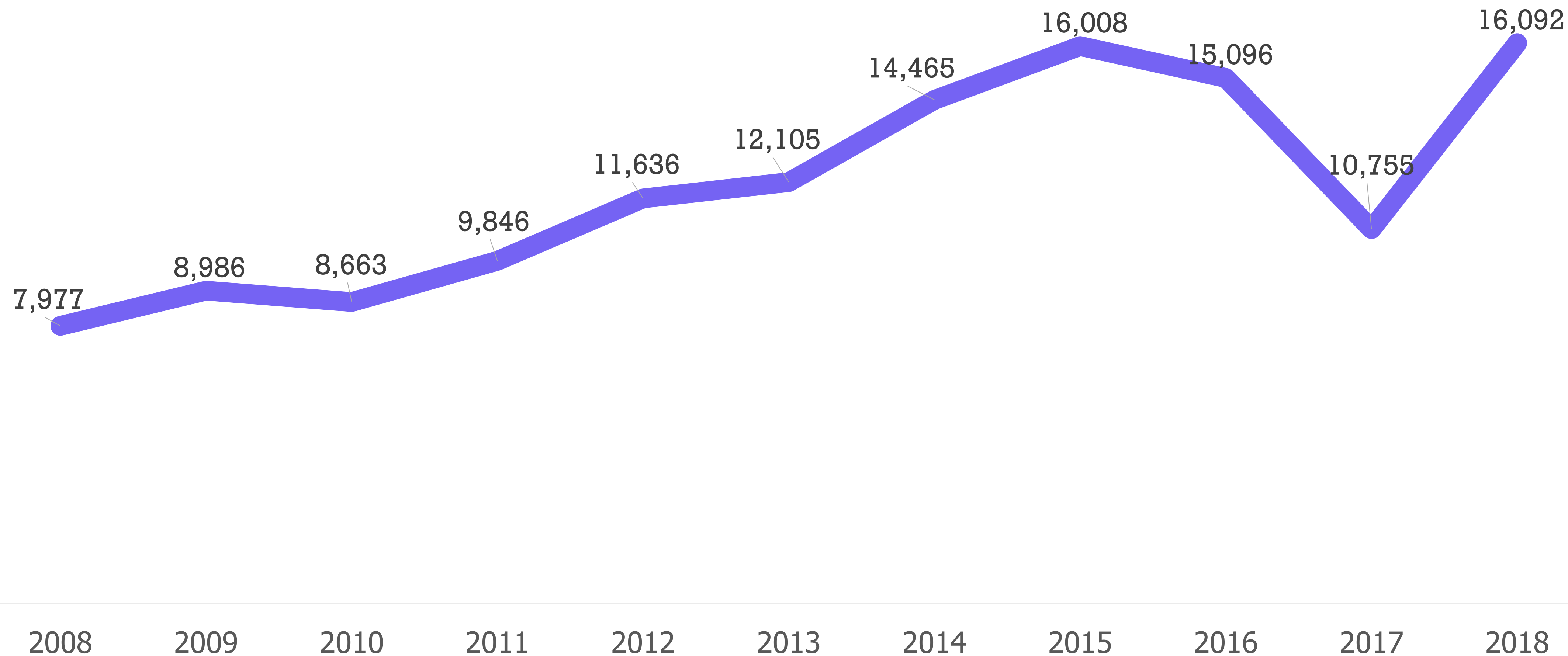
- The four sub-brands of CCX Media (News, Sports, Cities, and Create) were brought together under one website for greater value.
- The website is now mobile responsive which creates a much better user experience for the over 50% of total visitors who come to our site this way.
- An updated navigation menu keeps the home page uncluttered and allows viewers easy access to key information.
- City specific pages were built to provide easier access for viewers and more value to the area cities.
- Search Engine Optimization was built in to insure a higher level of visitors to our web content.
- Related Stories posting was built into the site to offer viewers more reasons to stay on the site.
- CCX Media partnered with area cities to add icons to all city websites which take visitors to city aggregated information.
- CCX Media partnered with Osseo High School to add an icon to their site for school specific links and other schools have been contacted.
- A new "Play of the Week" viewer poll was developed for the website in December.



# CCXmedia.org





## Average Website Visits Per Month

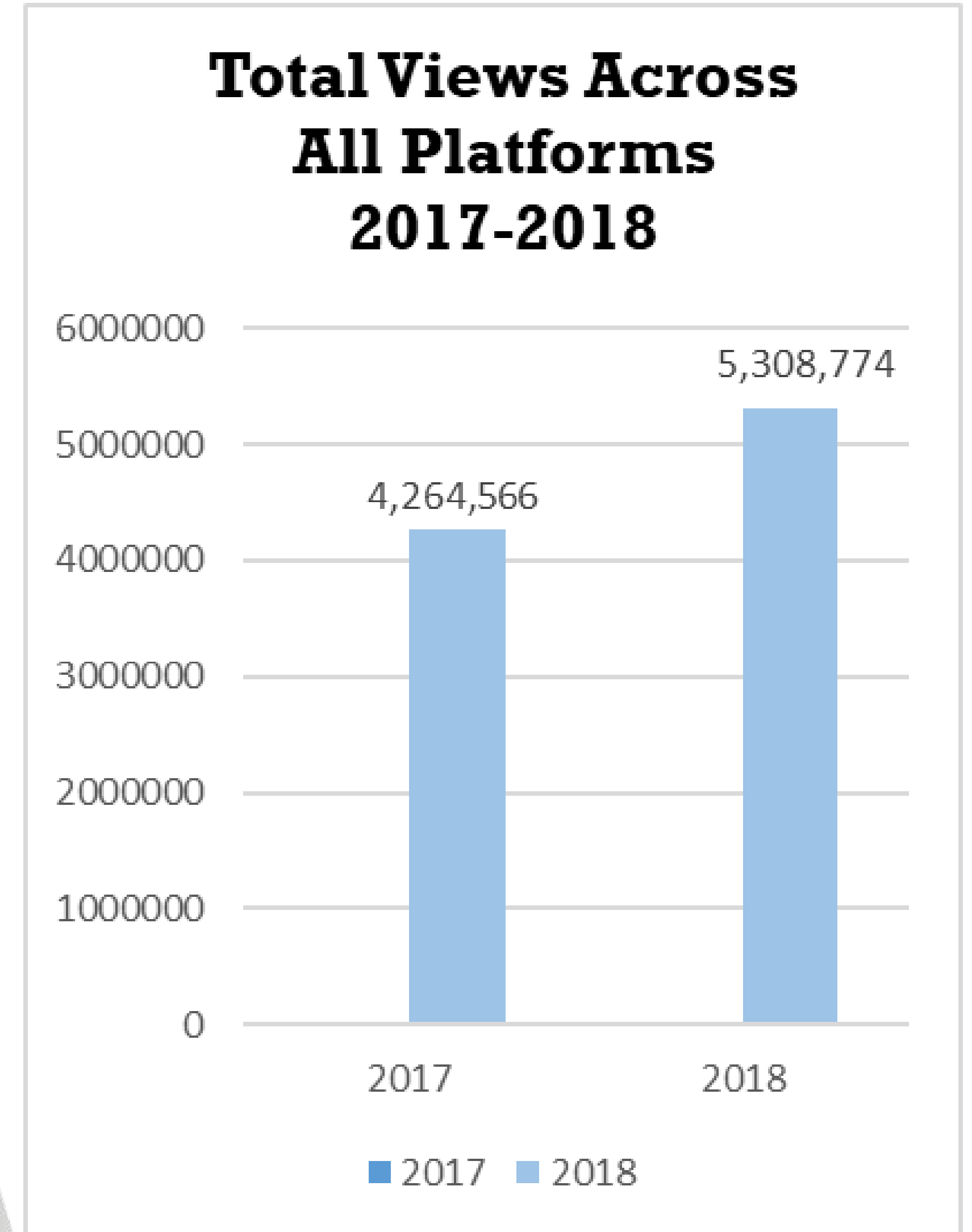
### 2008-2018





# Views Across All Platforms

						Grand Total
2017	4,088,272	22,467	13,995	139,832		4,264,566
2018	4,412,263	16,945	36,355	843,211		5,308,774





# On-Line On Demand

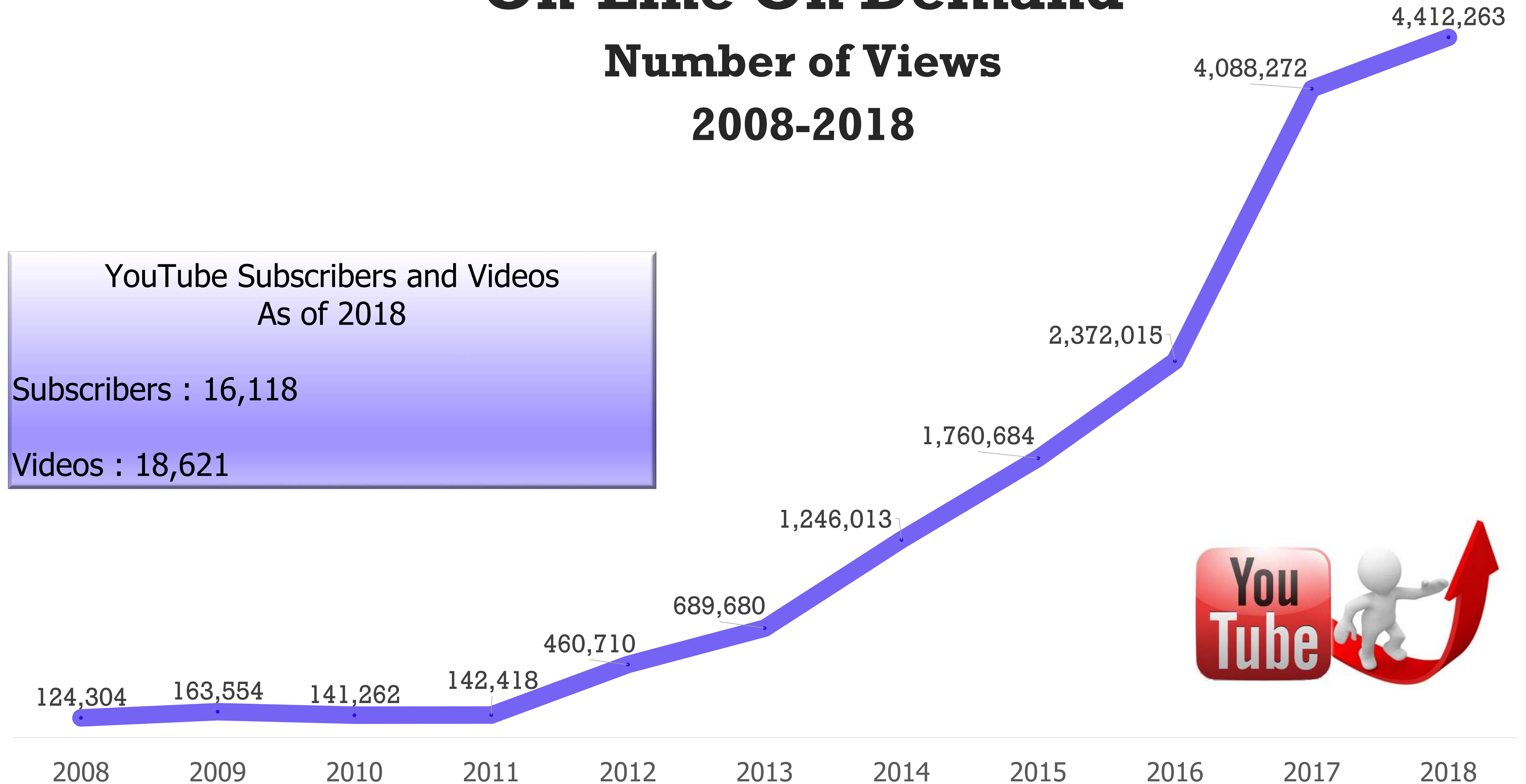
## Number of Views

### 2008-2018

YouTube Subscribers and Videos  
As of 2018

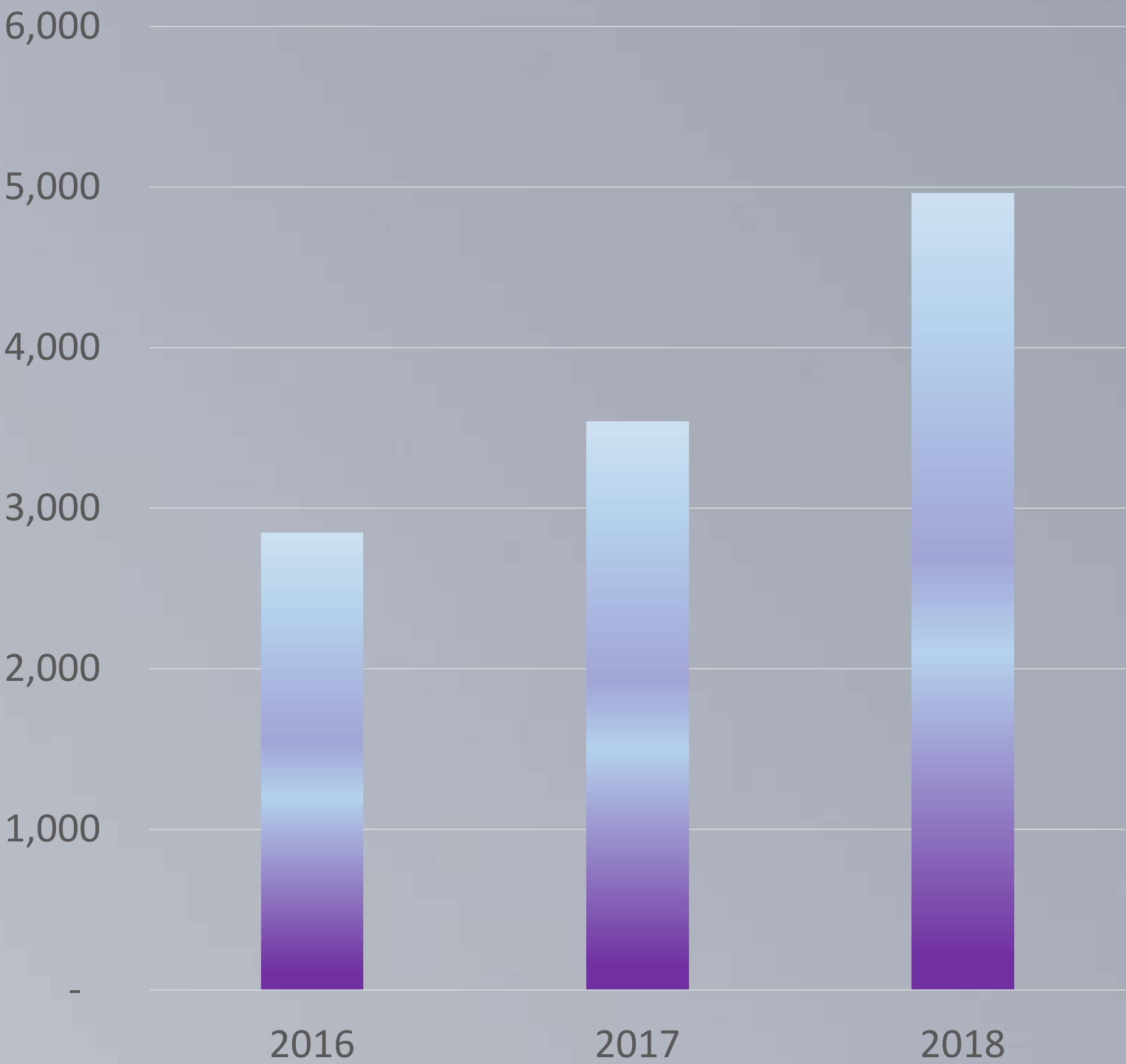
Subscribers : 16,118

Videos : 18,621





# Facebook Followers



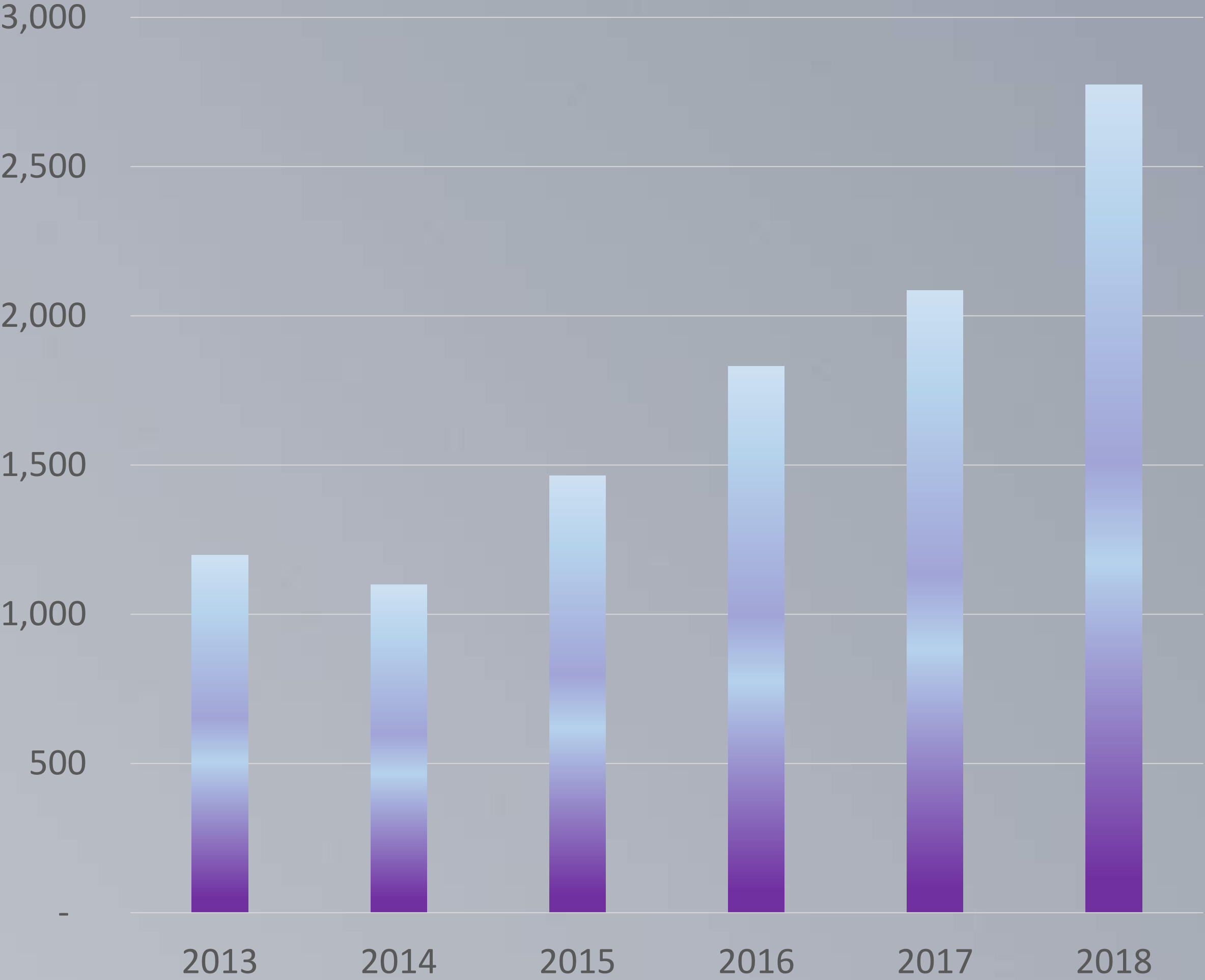
	2016	2017	2018
CCX Media	2,311	2,826	4,161
Create	<u>534</u>	<u>713</u>	<u>799</u>
Total	2,845	3,539	4,960



Find us on  
**Facebook**



# Total E-Mail Subscribers



Category	2013	2014	2015	2016	2017	2018
Bulletins Sent	739	1,873	2,086	2,105	1,876	1,776
Unique Email Opens	53,357	61,877	85,628	105,768	117,918	129,330
Unique Link Clicks	2,937	7,408	12,103	13,312	14,323	15,965
Clicks from Shared Links	1,616	2,150	3,243	3,389	3,844	4,625
Total Subscribers	1,198	1,099	1,465	1,831	2,085	2,775
Total Subscriptions	3,747	3,587	5,982	6,918	8,482	10,258

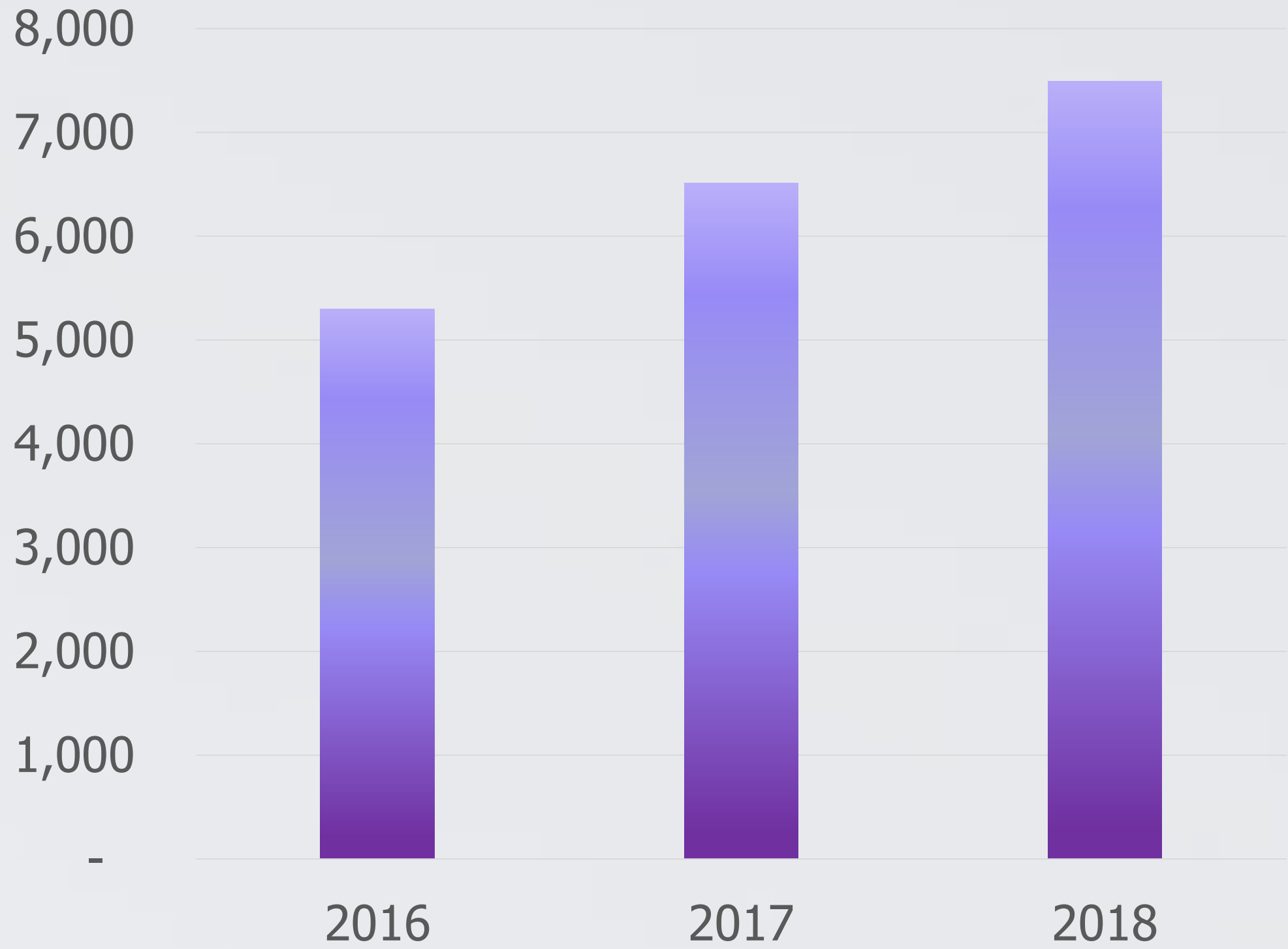






Twitter  
2016-2018

GRAND TOTAL FOLLOWERS



	CCX Create Impressions	Followers
2016	27,129	254
2017	23,086	283
2018	115,023	415



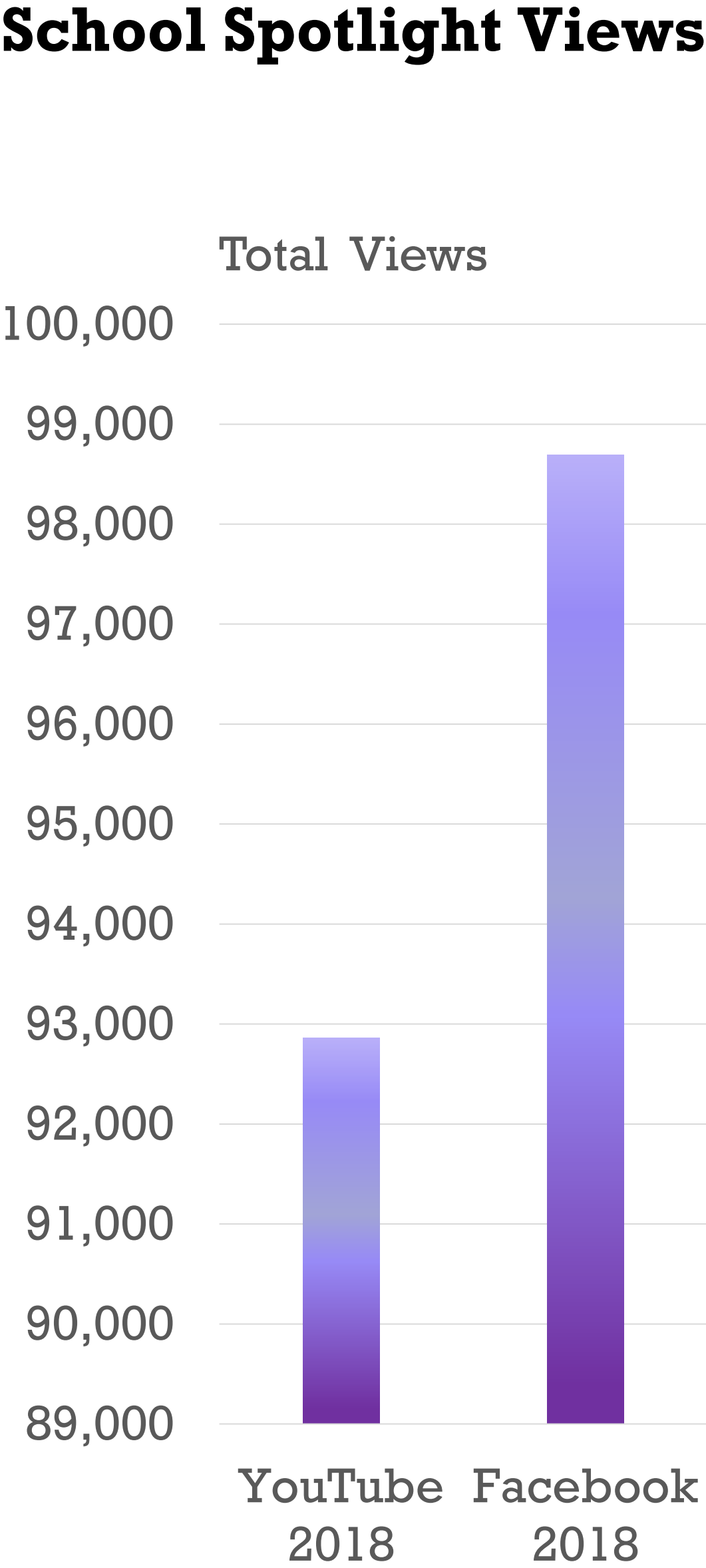
	CCX News Impressions	Followers
2016	674,200	2,042
2017	672,900	2,404
2018	1,145,900	2,769



	CCX Sports Impressions	Followers
2016	1,865,100	3,004
2017	1,684,400	3,824
2018	2,690,700	4,310



2017/2018 School Year	YouTube 2018	Facebook 2018	Total 2018
Arbor View Early Childhood Center	383	3,782	4,165
Armstrong High School	2,492	683	3,175
Basswood Elementary	1,414	355	1,769
Beacon Academy	274	2,144	2,418
Birch Grove School for the Arts	1,714	1,258	2,972
Birchview Elementary	720	212	932
Brooklyn Center High School	461	7,721	8,182
Brooklyn Center High School	176	1,108	1,284
Brooklyn Center High School's BARR program	698	400	1,098
Brooklyn Center Middle School	1,370	162	1,532
Brooklyn Middle STEAM School	2,942	1,287	4,229
Cedar Island Elementary	998	1,650	2,648
Champlin Park High School	1,447	760	2,207
Champlin-Brooklyn Park Academy	1,322	256	1,578
Cooper High School	1,244	4,196	5,440
Crest View Elementary	708	892	1,600
Earle Brown Elementary	145	316	461
ECFE in Brooklyn Center	192	232	424
Edinbrook Elementary	1,652	311	1,963
Elm Creek Elementary	1,244	3,261	4,505
Evergreen Park	1,083	564	1,647
Fair Oaks Elementary	1,671	275	1,946
Fair School Crystal	2,147	1,272	3,419
Fernbrook Elementary	1,537	6,823	8,360
Forest Elementary	895	402	1,297
Fourth Baptist Christian School	1,066	918	1,984
Garden City Elementary	1,349	237	1,586
Gleason Lake Elementary	464	342	806
Good Shepherd School	196	7,142	7,338
Greenwood Elementary	310	517	827
Greenwood Elementary	315	517	832
Highview Alternative Program	313	272	585
Jackson Middle School	2,384	1,391	3,775
Jackson Middle School	647	1,301	1,948
Kimberly Lane Elementary	932	959	1,891
Lakeview Elementary	2,649	698	3,347
Maple Grove High School	2,402	387	2,789
Maple Grove Middle School	5,018	327	5,345
Meadow Lake Elementary	845	258	1,103
Meadow Ridge Elementary	1,057	295	1,352
Meadowbrook Elementary	1,706	1,188	2,894
Monroe Elementary	1,087	363	1,450
Nasha Shkola	134	156	290
Neill Elementary	1,756	555	2,311
Noble Elementary	890	834	1,724
North View Middle School	3,449	265	3,714
Northport Elementary	1,484	713	2,197



2017/2018 School Year	YouTube 2018	Facebook 2018	Total 2018
Oak View Elementary	2,395	489	2,884
Oakwood Elementary	3,324	260	3,584
Osseo High School	3,075	351	3,426
Osseo Learning Center	645	194	839
Osseo Middle School	2,139	297	2,436
Osseo’s Adult Basic Education Program	155	217	372
Oxbow Creek Elementary	1,476	465	1,941
Palmer Lake Elementary	1,088	537	1,625
Park Brook Elementary	1,038	253	1,291
Park Center High School	2,443	3,725	6,168
Park Center’s Youth Skills Training Initiative	391	261	652
Plymouth Creek Elementary School	585	238	823
Plymouth Middle School	1,799	347	2,146
Rice Lake Elementary	900	3,437	4,337
Riverview ECFE	533	321	854
Robbinsdale Area Schools ECFE	505	1011	1,516
Robbinsdale Middle School	2,786	504	3,290
Robbinsdale Spanish Immersion	1,921	4,782	6,703
Rush Creek Elementary	1,131	3,711	4,842
Sandburg Middle School	1,241	3,804	5,045
School of Engineering and Arts	960	2,412	3,372
SEA Earns Prestigious Honor	243	2,481	2,724
Sonnesyn Elementary	1,275	229	1,504
St. Alphonsus Catholic School	207	5,236	5,443
Sunset Hill Elementary	719	2,608	3,327
Theater Program at Evergreen Park	506	564	1,070
Wayzata Central Middle School	509	327	836
Wayzata Early Learning School	357	257	614
Wayzata East Creates Music for Elderly	278	4,321	4,599
Wayzata East Middle School	1,914	5,347	7,261
Wayzata High School	2,766	15,522	18,288
Wayzata West Middle School	723	323	1,046
Weaver Lake Elementary	1,236	794	2,030
Woodland Elementary	2,005	2,004	4,009
Zachary Lane Elementary	639	5,342	5,981
Zanewood Community School	2,554	1,429	3,983
<b>Totals</b>	<b>92,862</b>	<b>98,691</b>	<b>191,553</b>



# CCXmedia.org

## Web Site Visits

Month	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Jan	7,209	10,670	8,344	9,619	9,415	12,087	14,145	15,370	15,216	11,484	9,269
Feb	7,109	9,758	9,104	9,823	11,435	11,577	15,581	15,080	15,930	9,752	10,736
Mar	6,942	10,238	9,645	10,348	10,840	14,922	14,325	16,890	17,473	15,323	12,780
Apr	6,814	8,518	7,625	10,366	10,892	13,393	12,018	15,877	14,330	9,277	11,493
May	6,792	8,382	8,722	8,825	10,294	12,695	15,065	22,846	13,699	9,792	14,670
Jun	7,323	8,055	7,915	8,864	8,937	10,712	13,241	13,877	12,692	9,245	14,450
Jul	7,024	9,224	7,044	8,885	9,724	11,478	14,418	14,003	16,015	7,830	14,791
Aug	8,364	8,190	7,418	10,678	10,860	11,592	12,285	14,449	13,103	10,253	22,337
Sep	9,350	8,833	8,828	10,114	12,279	10,821	14,431	15,795	15,386	10,738	18,650
Oct	9,126	9,228	11,087	11,200	17,708	12,843	18,764	16,475	15,967	11,502	21,653
Nov	10,357	8,574	10,230	9,968	15,458	13,864	16,780	16,844	18,805	13,359	26,800
Dec	9,139	8,166	7,991	9,459	11,790	9,271	12,527	14,590	12,539	10,232	15,478
Average	7,977	8,986	8,663	9,846	11,636	12,105	14,465	16,008	15,096	10,755	16,092



# Broadcast of City Meetings

City	Council	Planning	EDA/HRA	Other/Forums	Total
Brooklyn Center	24		Included	2	26
Brooklyn Park	27	11	12	4	54
Crystal	22		8	1	31
Golden Valley	24	13	5	9	51
Maple Grove	24	19	Included	5	48
New Hope	25	7	Included	2	34
Osseo	23	5	12	16	56
Plymouth	23	17	Included	2	42
Robbinsdale	24		15	0	39
Totals	216	72	52	41	381

NWCT City Meeting Crews recorded and broadcasted a total of 381 regular and special city meetings or council chambers based events in 2018. 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, candidate forums, state of the city, and other meetings. That is an average of 32 council chambers based events per month covered by NWCT crews.



# City Granicus Web Streaming Views

2018 Granicus Statistics	January	February	March	April	May	June	July	August	September	October	November	December	Total Views YTD
Brooklyn Center											*	*	
Video Views	74	53	42	83	45	49	49	32	79	75	24	n/a	605
Brooklyn Park													
Video Views	236	220	414	491	560	258	341	262	1220	772	382	n/a	5156
Crystal													
Video Views	99	27	85	19	40	60	41	86	71	47	9	n/a	584
Golden Valley													
Video Views	91	64	90	46	101	110	147	44	60	225	38	n/a	1016
Maple Grove													
Video Views	531	382	302	380	477	361	387	892	377	434	53	n/a	4576
New Hope													
Video Views	111	70	34	60	108	55	40	133	100	73	19	n/a	803
Osseo													
Video Views	105	240	115	78	160	70	55	119	106	30	76	n/a	1154
Plymouth													
Video Views	381	124	155	279	277	353	96	211	273	298	72	n/a	2519
Robbinsdale													
Video Views	38	42	38	125	83	16	6	9	80	79	16	n/a	532
Total Monthly Video Views	1666	1222	1275	1561	1851	1332	1162	1788	2366	2033	689	0	16,945

\* In mid-November of 2018, Granicus updated our accounts with a new video player. In the first week of January we discovered and reported to Granicus that there was a problem with the Video Views reporting function of their analytics system. They subsequently determined that the new player had a bug in it. Therefore the numbers for November are artificially low and there are no numbers for December.





**We would like to thank the Northwest Suburbs  
Cable Communications Commission and  
Northwest Community Television Board of  
Directors for their continued support and  
guidance to our organization, because without  
you we wouldn't be the best that we can.**

**We would also like to thank our staff for their  
professionalism and dedication to our  
organization.**

**A Special Thank You to all that contributed to this years creation of our 2018 Annual Report:**

**Wendy Brierley – Human Resources Manager/Administrative Assistant/Accountant**

**Steve Brockhaus – Digital Media and Promotions Coordinator**

**David Dobrin – Producer/Graphics**

**Tim Gaffron – Municipal Media Services Manager**

**John Jacobson – Sports Director/Anchor**

**Mike Johnson – Executive Director**

**Matt Kilby – Production Coordinator**

**Dave Kiser – Assistant Executive Director**

**Barb Nolan Clark – Community Television Manager**

**Shannon Slatton Schwartz – News Director/Anchor**

**Tamisha Touray – Studio Manager**