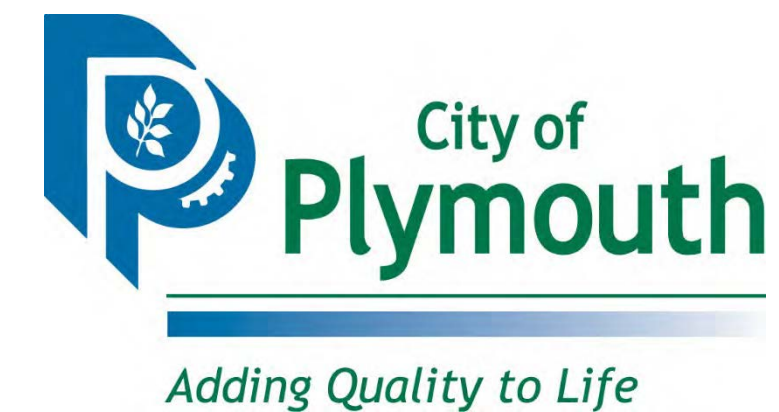


2019 Annual Report



February, 2020

Northwest Suburbs Cable Communications Commission Members
Northwest Community Television Board Members



Dear Commission and Board Members,

I am honored to present the 2019 CCX Media Annual Report.

You will notice all nine of our member city's logos on the front cover of this report. We have an amazing history and partnership with our cities since our organization started operations in 1982. We are very proud and thankful for this partnership and what we have accomplished together over the past 37 years. The start of this new decade will mark our 38th year in your community!

At our November 2019 meeting, the board and commission approved a comprehensive strategic plan for long term sustainability. This plan was the culmination of a lot of hard work, time and input from people throughout the northwest suburbs. It has become abundantly clear that we need to diversify our revenue stream beyond cable franchise fees so we can continue to provide some of the best community media content and services for many years to come. I want to thank the board and the commission for all of your input as well as our community stakeholders and to all of our staff who spent a considerable amount of time and effort on this plan.

There are four primary goals within this plan:

- Build Long Term Financial Stability.
- Expand CCX Media Brand Recognition.
- Provide Media Services and Content that Meet the Needs of the Communities Served.
- Continue to Build and Maintain a Strong, Well-Managed Organization.

2019 was another banner year for our programming. This report will highlight the many ways we are making connections in your community every single day. People are consuming our community content here in the northwest suburbs and beyond in record numbers. Habits in content consumption by viewers has changed dramatically over the years and we have been at the forefront in keeping pace with these changes every step of the way.

The significant growth of CCX Media digital content consumption is no accident. We were early adopters into a digital strategy many years ago to increase viewer engagement in addition to our channels. The strategy was enhanced greatly within the last 15 months by dedicating resources to this effort with having someone dedicated on staff to coordinate specific strategies within programming areas to maximize viewership and overall engagement with CCX Media as well as with our member cities. You will see the significant gains across the board in our statistical section of this report. These gains would not come to fruition without first filling the need for high quality, hyper local content which is not available anywhere else.

We have an amazing team of community content creators and support staff in every department at CCX Media. The CCX Media team exemplify the qualities you would find in staff working at any highly successful organization throughout this country. I am so proud of our staff and cannot thank them enough for the service provided to our member cities and its residents over the past 37 years.

A handwritten signature in black ink that reads "Mike Johnson". The signature is fluid and cursive, with a long, sweeping underline.

Executive Director



Darryl Sannes
City of
Brooklyn Center



Mike Elliott
City of
Brooklyn Center



Sharon Arbeiter
City of
Brooklyn Park



Camille Hepola
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

2019 Northwest Suburbs Cable Communications Commission Members



Dr. Duane Orn
City of
Brooklyn Center



Camille Hepola
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



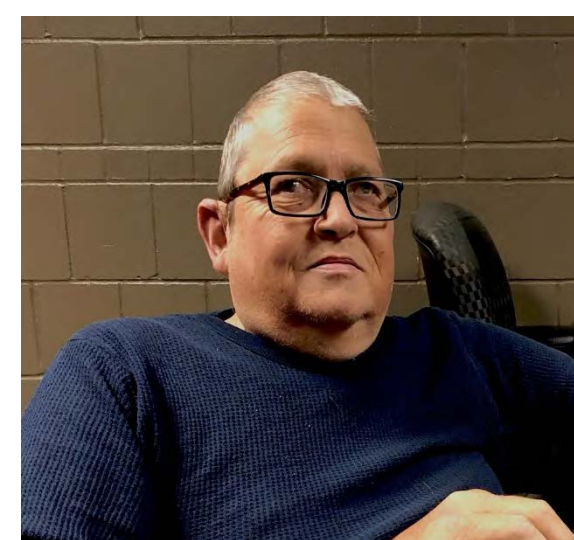
Joanie Clausen
At Large



Zipporah Mesei
At Large



Darryl Sannes
At Large



Charlie Brose
Elected



**Sue Ellen
Zagrabelny**
Elected

2019 Northwest Community Television Board of Directors

Helen LaFave, NWSCC Commissioner from the City of Plymouth was recognized for her 20 years of service.

Pictured L to R: Mike Johnson-Executive Director, Al Madsen-NWSCC Chair, Helen LaFave-NWSCC Commissioner and Marcia Glick-NWCT Board Chair.



2019 NWSCC Commission and NWCT Board of Directors Members Recognition

Sue Ellen Zagrabelny received an outstanding dedication of service plaque from Mike Johnson-Executive Director after completing her term on the NWCT Board of Directors.

Zipporah Mesesi also received a service plaque but was unable to attend.



CCX Media

Employee Recognition



Barb Nolan Clark retired in December and was recognized for her 35 years of service.

Pictured L to R: Al Madsen-NWSCC Chair, Barb Nolan Clark – Create Manager, Marcia Glick-NWCT Board Chair and Mike Johnson-Executive Director.



Wendy Brierley was recognized for her 30 years of service.

Pictured L to R: Al Madsen-NWSCC Chair, Wendy Brierley- HR MGR/Admin Assistant, Marcia Glick-NWCT Board Chair and Mike Johnson-Executive Director.

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.

CCX Media Mission

CCX Media provides comprehensive media services and creates, helps others create, and disseminates high-quality local content by serving our communities with honesty, professionalism and integrity.

Vision Statement

CCX Media will be a dynamic media resource, known by all in our member communities, that informs and inspires public engagement.

Core Values

Serve our communities.

Display honesty and integrity.

Demonstrate professionalism.

Promote dialogue and discussion.

Niche

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



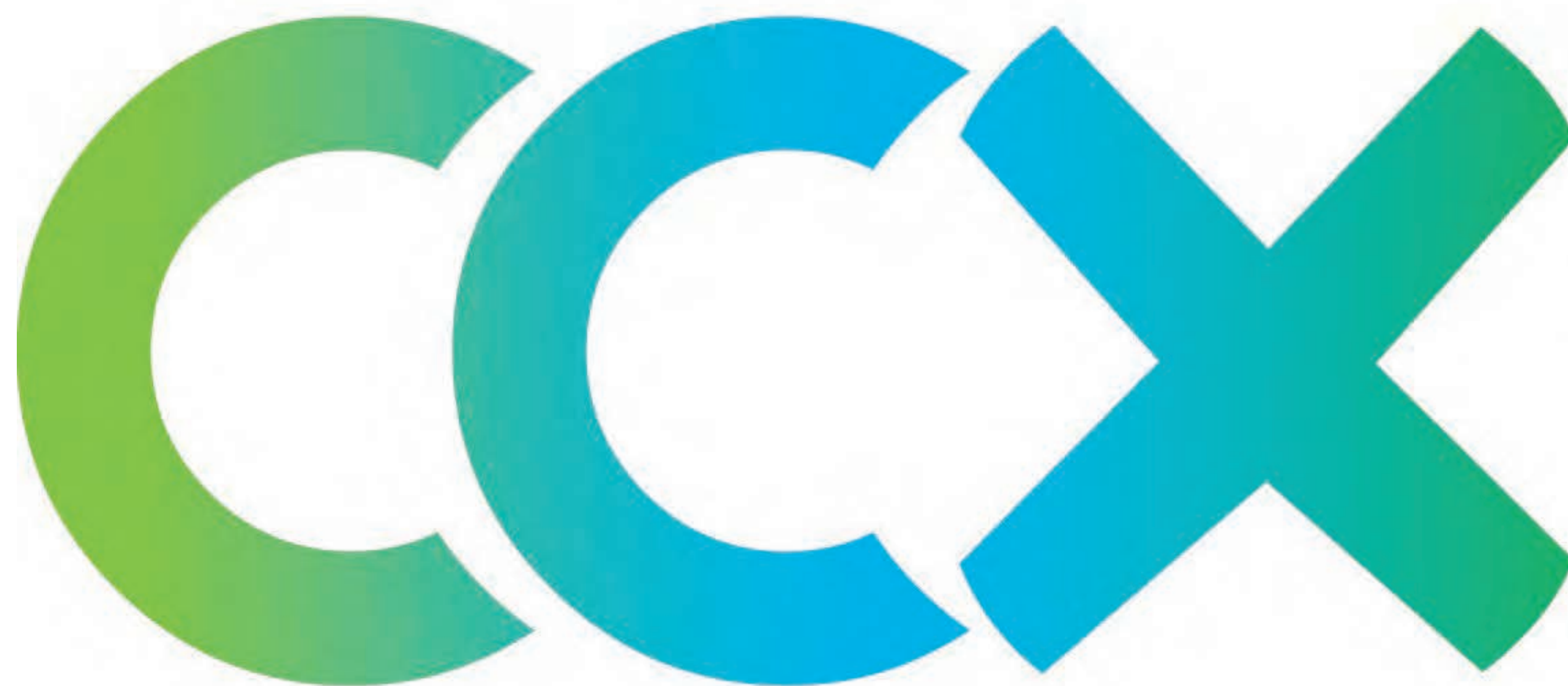
Core Focus

Serve and be a mirror on the communities as they evolve and change.

Offer opportunities to create local media content.

Support our commission member communities by providing media services, content production and delivery.

Be a local source of information, by documenting changes and the impact they have on our communities.



NEWS



WE COMMIT TO COVER:

PEOPLE

CITIES AND LOCAL GOVERNMENT

SCHOOLS AND EDUCATION

BUSINESSES

NONPROFITS AND VOLUNTEERS

LOCAL LAWMAKERS AND ELECTIONS

DIVERSITY

EMPLOYMENT

TRANSPORTATION

PUBLIC SAFETY

AGE GROUP ISSUES

DEVELOPMENT AND REDEVELOPMENT

HEALTH AND WELLNESS

ENVIRONMENT



News

Since a growing number of viewers watch video from smartphones, tablets, and computers, CCX News decided to shift our thinking from focusing on channel content to digital content. We implemented several changes that focused on making our content more consistently available on our website, on social media, and through streaming services.

Starting in 2019, all stories we produce for our newscast were turned into digital clips and posted online. Previously, we only put select stories online. We also committed to posting additional stories online that we couldn't fit in a newscast. We average 4-8 stories a day from our nine cities.

Starting February 18, 2019, we launched a newscast format that gave us the flexibility to post new content seven days a week. Previously, we recorded a weekend show comprised of re-aired content. Now, we produce additional stories during the week so we can have a fresh newscast segment on the channel, on the website and on social media Saturday and Sunday.



Franchise Segments



Business Matters

aired on Monday and profiled local businesses and business trends. We produced 44 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 38 segments in 2019.



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 34 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 48 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.



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.



In The Garden

aired during the summer months, rotating with 2 other segments, taking the place of school coverage. This segment featured local gardens and gardeners.

Special Reports



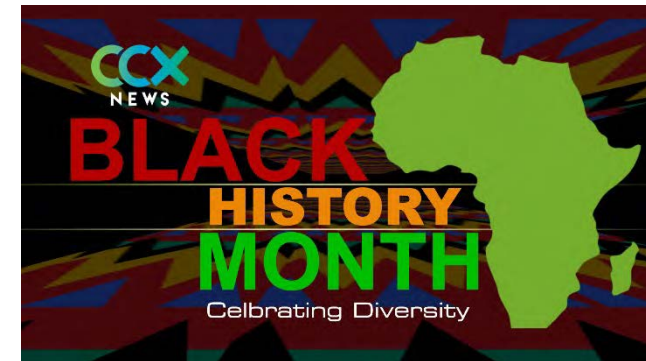
Getting Organized

The popular book and television series “Tidying Up” has inspired people to clean up their spaces and live with less. We talked to a professional organizer about this trend as well as see how it impacts local thrift shops. This special report aired in January.



Inside Charter Schools

Did you know the first charter school in the country was started here in Minnesota? Some believe charter schools support school choice, while others feel that charter schools do not meet the needs of all students. This special report aired in January.



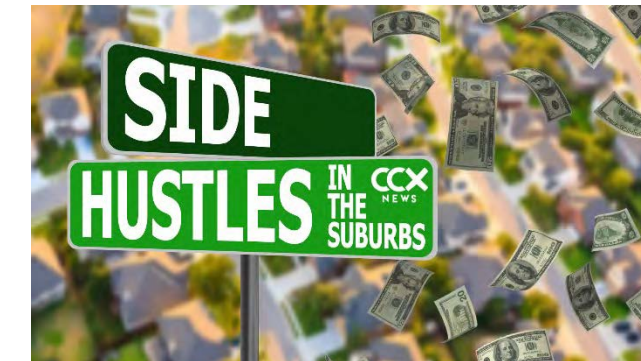
Black History Month (6 part series)

During the month of February, this series profiled some of the first council members of color on their various city councils. An additional story also featured a local woman who created her own nonprofit.



Sky's the Limit

Drone popularity is skyrocketing, but it's no longer the Wild West when it comes to which drones you can fly and where you can fly them. In this special report, we looked at types of flying allowed by the FAA, how people can learn the rules surrounding drones, and how one city is using drones to conduct everyday business. This special report aired in March.



Side Hustles

A 2018 Bankrate survey says 37 percent of Americans trade their free time for a “side hustle” in order to help make ends meet or save up for a big purchase. Some of these side hustles are a way for an entrepreneur to chase a dream. This special report aired in April.



Exploring Local Government Aid

Local government aid is complicated and unpredictable. Yet, some cities rely on it to defray the cost of basic services. In this special report, CCX News explored what local government aid is and why it's important. This special report aired in May.



A District Divided

After the reassignment of Armstrong High School Principal David Dahl, a group of community members were pushing for a state audit of Robbinsdale Area Schools. In this in-depth piece, we spoke with parents, teachers, community members and the superintendent about issues surrounding the discord. This special report aired in June.

Special Reports Continued



Need for Greater Accessibility

As baby boomers age, many cities are working to make it easier for people of any ability to navigate. In this special report, we interviewed cities on how they are working to become more ADA compliant. We also spoke with the Minnesota Council on Disabilities, and everyday people to hear how they anticipate much-needed changes. This special report aired in June.



Festival Promotional Segments

Starting with Brooklyn Park's Tater Daze in June, we produced a series of stories connected to each city's signature festival. These stories were compiled in a 6:45 segment that aired multiple times on our channel in the days leading up to the festival. Then, these stories were posted to social media as a way to promote the festival.



Domestic Abuse, Breaking the Silence

Domestic violence impacts everyone. In this special report, we heard personal stories from a victim, a former abuser, a police detective and support services that shed light on the important, yet complicated stories surrounding domestic violence. These stories aired during Domestic Violence Awareness Month in October.



Festival Futures

As our cities grow and change, so do our hometown festivals. In this in-depth story, we analyzed how the challenge of money and manpower are impacting community celebrations and learned what cities and civic organizations are doing to adapt. This special report aired in October.



Fleeing Home: Hmong Memories of the Secret War

It's not uncommon to question where Hmong people came from. In this extensive report, we learned from local Hmong residents what brought the large wave of refugees to America and the stories surrounding their desperate escape to freedom. This special report aired in November.



A Growing District

Hundreds of new homes are going up in northwest Plymouth, an area that has seen explosive growth the last several years. Wayzata Schools continually monitors that growth. The district is now conducting a facilities study to manage class sizes and determine building needs. This special report aired in December.



Poinsettias in Plymouth:

We go behind the scenes in the months-long process to grow 115,000 poinsettias at Len Busch Roses in Plymouth. Preparation for next year's crop begins right after Christmas, but planting begins in July. This special report aired on Christmas Eve and Christmas Day.

Election Coverage

Candidate Statements: We offered each general election candidate the opportunity to record a 45-second candidate statement. During the month of September, we had 20 out of 22 candidates opt to record a candidate statement in our studio. These clips were released on our website on October 1 and generated more than 5,600 views before the election.

Local Vote on the Web: In the months leading up to the election, we recalibrated the Local Vote 2019 web pages. A visitor to our site could click on the city or race they were seeking and view all candidate statements, watch a forum or view a sample ballot. On election night, we synced our website with the Secretary of State site so results could be updated instantly. The results page generated more than 3,000 views.



Staff Changes

Ten journalists make up the news team. This year we had one personnel change. Multimedia Journalist Meredith Hackler, left for a station in Indiana in July. Pafoua Yang, started as a Multimedia Journalist in August.

Good Bye



Hello



News and Sports Awards

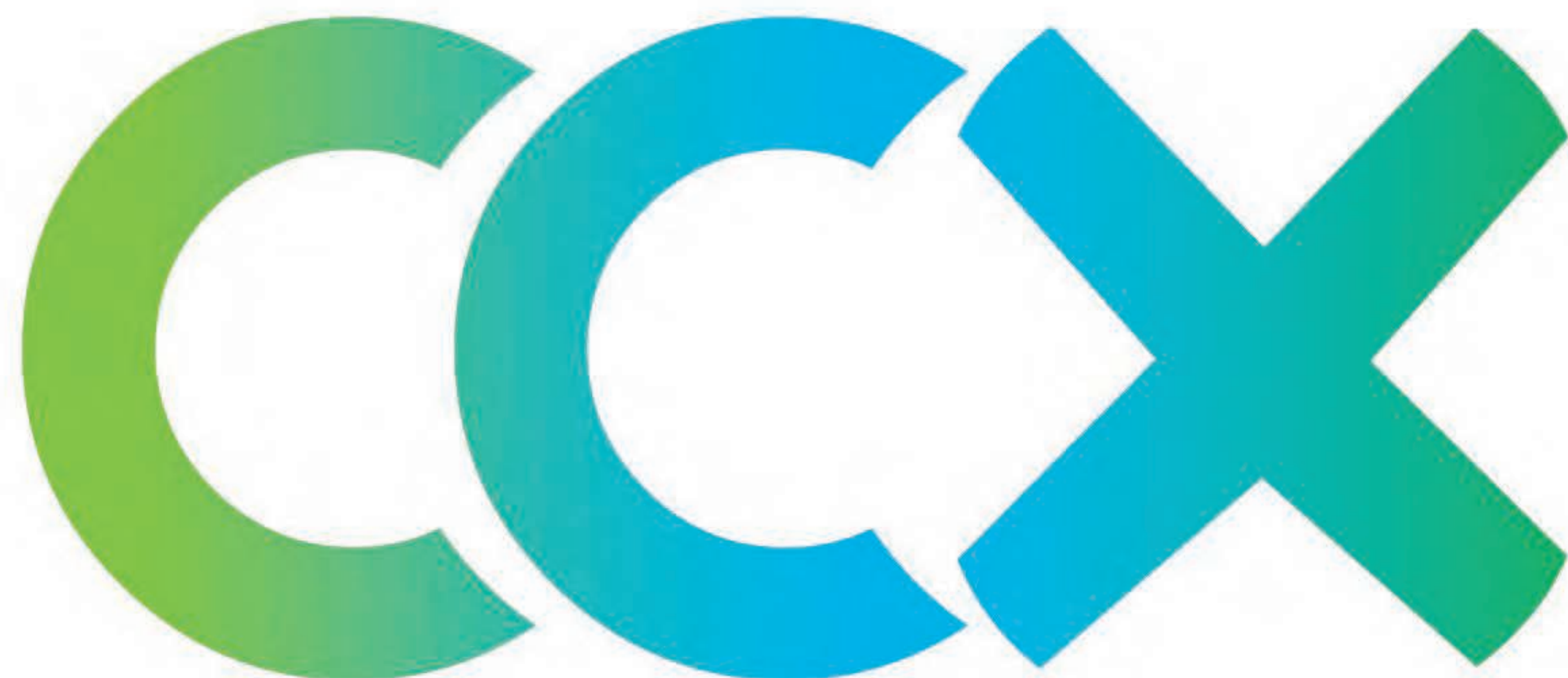
Eric Sevareid Awards/Midwest Broadcast Journalists Association

- ❖ **First Place, Local Vote 2018:** The news team and social media coordinator received first place award for exceptional use of social media to further the audience's understanding of a story, news event or project.
- ❖ **First Place & Award of Merit, Hollingsworth Park:** The story profiled two families and their passion for revamping a Robbinsdale park. Shannon Slatton won an award of Merit for Broadcast Writing. Shannon, along with photojournalists Neil Pursley and Ben Kroll, also won General Reporting for Large Market Television for this story.
- ❖ **First Place, Cable Newscast:** For September 27, 2018 Newscast.
- ❖ **First Place, Champlin Park vs. Eagan State Volleyball Championship:** Play By Play, November of 2018.
- ❖ **Award of Merit, The Silent Struggle Talking About Mental Health:** This special report shed light on mental health stories and initiatives in our community.
- ❖ **Award of Merit, Dialogue on Diversity:** This series reported on the perception of diversity.
- ❖ **Award of Merit, Backyard Getaways:** (photojournalism) This series highlighted the beauty of local parks and places.
- ❖ **Award of Merit, Building Trust: Cops in the Community:** This two-part special report focused on Brooklyn Center's community policing initiatives.
- ❖ **Award of Merit, Hope Munches On:** This feature told the story of a Brooklyn Park woman who survived domestic violence and started a business selling homemade cookies.
- ❖ **Award of Merit, CCX's Sports Hall of Fame:** Produced September of 2018.



Midwest Emmys

- ❖ **Hollingsworth Park:** Shannon Slatton received a regional Emmy nomination as a writer for this special report that aired in October 2018. The story profiled two families and their passion for revamping a Robbinsdale park.
- ❖ **Exploring LGA:** Shannon Slatton and Ben Kroll received regional Emmy nominations for this story that aired in May 2019. This story explained what local government aid is, how it's crucial to cities, and why it's sometimes unpredictable.



SPORTS

Sports/Events

It was another great year in local prep and amateur sports in 2019. CCX Media is connected to the local high schools and provide our viewers with a great experience from the games we cover in our communities. We have a dedicated staff who work throughout the year producing content on local athletes, teams and coaches. Our sports content generated record numbers of views in 2019.



Year In Review



Events

The CCX mobile production staff, produced 130 games in 2019, up six from 2018. That same staff also is responsible for an additional 30 on locations events such as city parades, concerts in the park, and local high school and college graduation ceremonies.

160 Events

Sportscast

The sports department produced 307 four and a half minute sportscasts throughout the year as part of our commitment to producing local and unique content.

307 Segments

Sports Jam

Sports Jam began its 23rd year in September of 2019. Co-hosted weekly by John Jacobson and Jay Wilcox, this 30-minute program features highlights, interviews and stories on local high school sports. We produced 39 shows.

39 Shows

Hall of Fame

The CCX Sports Hall of Fame began in 2004 with a charter class of seven. We now have 64 members. On Labor Day Weekend 2019, we produced a 30-minute special inducting three new members.



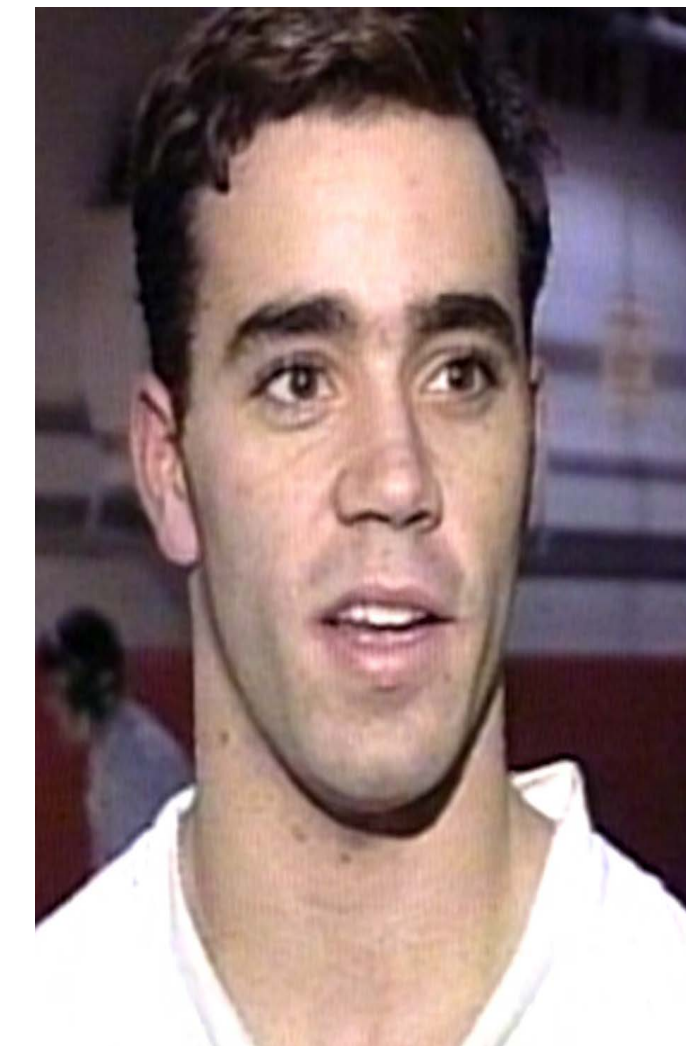
Abby Duncan
Champlin Park 2011

The 2011 Champlin Park High School graduate was a seven-time state champion in swimming. Four times Duncan won the 100 Yard Breaststroke and three times won the 200 Individual Medley. She set two state records and was named the 2011 Athena Award winner from Champlin Park. Duncan was a 10-time NCAA All-American in women's swimming, competing at both Auburn and later Missouri. At the University of Missouri, she broke the school record in the 200 Yard Breaststroke.



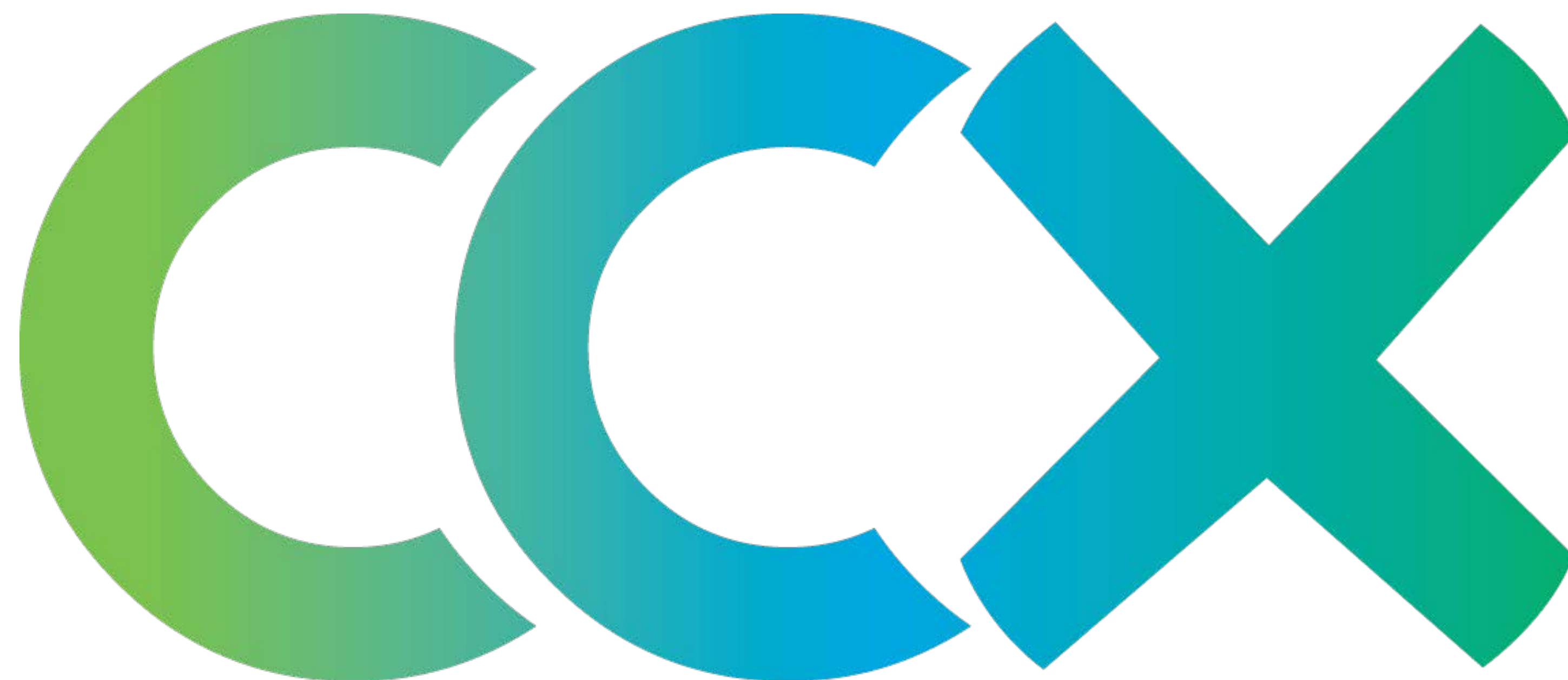
Jenny Hoffner
Park Center 1997

The 1997 Park Center High School graduate excelled in three sports, despite suffering two serious knee injuries. Hoffner was the Pirates' first 1,000 point scorer in girls basketball and was an honorable mention all-state pick in the sport. She was an all-state selection in soccer, and was a section champion as a freshman in track. At the University of North Dakota, Hoffner played on two NCAA division II national championship basketball teams and was an academic all-conference pick in the NCC.



Pat Smith
Osseo 1994

The 1994 Osseo High School graduate starred on the wrestling mat. Smith was a three-time state place winner, and won the 140-pound Class AA title as a senior. He was Osseo's all-time leader in career wins when he graduated and earned high school All-American status. Smith also played on a state tournament soccer team. As a college wrestler at Augsburg, he was on two NCAA Division III national championship teams.



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

The Connection Staff received three Eric Sevareid Awards in the Talk and Public Affairs category.

- ❖ First Place: Golden Valley Fire Department Then and Now
- ❖ Award of Merit: Northwest Greenway - Nature in the Heart of Plymouth
- ❖ Award of Merit: New Dock in Northwood Park





Mayor Mike Elliott
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



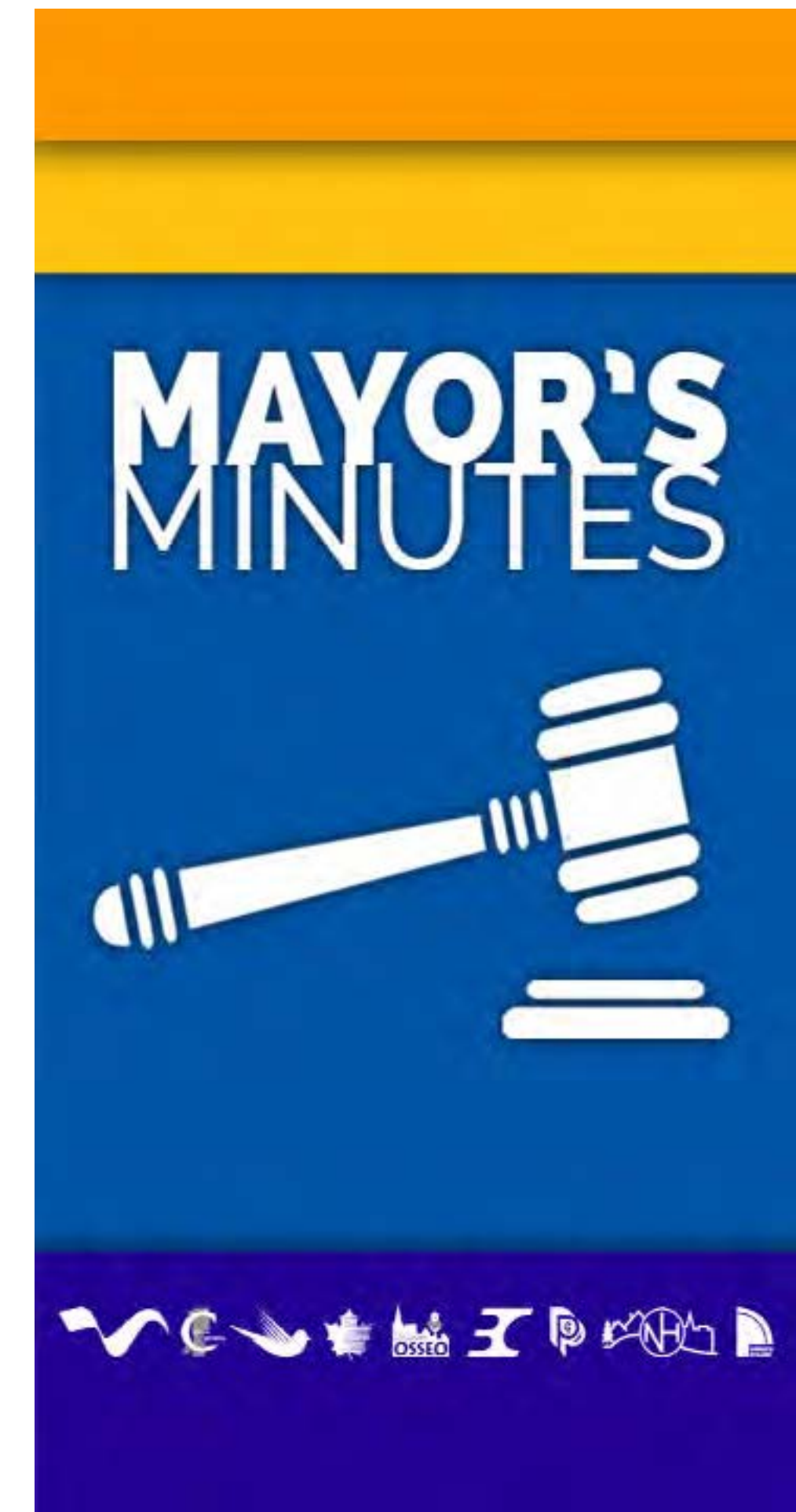
Mayor Duane Poppe
City of Osseo



Mayor Jeff Wosje
City of Plymouth



Mayor Regan Murphy
City of Robbinsdale



51

Segments produced in 2019

City History Series

Our Town's Story

CCX Media is in the midst of a multi-year undertaking that involves producing high quality historical documentaries for each of our nine cities. With the Robbinsdale, Brooklyn Park, and Maple Grove History Videos completed, Plymouth was chosen as the fourth city for production and a total of nine individuals were interviewed. Contributing to this colorful cast of interviewees were long-time citizens, former city staff and elected officials, business owners, institutional leaders, and community historians. All have volunteered their time, memories, photographs, videos and a wealth of tremendous stories.

The Plymouth video, which is 44 minutes in length, contains an in depth look into topics ranging from the early days, to the naming of the city, to popular lakes, to retail development, and the area schools. CCX Media partnered with the City of Plymouth, the Plymouth Historical Society, the Plymouth Rotary, and the Plymouth Lions Club to arrange initial showings of the video. The debut event took place on June 5, 2019 in the Black Box Theater at the Plymouth Creek Center. The video received very positive reviews at the showing and continues to be used as an asset for the community.

DVD copies of the Plymouth video have been distributed to many individuals and groups throughout the city. The Plymouth History Video has been a major piece of programming content on CCX Media since its debut with regular airings on all of the channels. Links to the Youtube posting of the video can also be found on the Plymouth Historical Society website, the city of Plymouth website, and the CCX Media website. We are happy to report that as of the end of 2019, the first four history videos produced through CCX Media have nearly 10,000 combined Youtube views.

Initial content meetings took place during early 2019 with representatives involved in the first phase of the Golden Valley History Video. The interviewing process was completed by late summer 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. The final editing and program assembly of the Golden Valley program will take place in early 2020 with a late winter debut anticipated.

The planning process is already underway for the City of Crystal History Program.

City Hall Video Systems HD Upgrades

Goals for 2019 included 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. This was completed for 8 of our cities by mid-Fall. Golden Valley will be getting a whole new system in early 2020 and will be upgraded with that replacement. While we are able to provide an HD signal from camera through production and transmission of signals to the CCX Media facility, the Channel 16 signals on the Comcast system will remain SD per the Franchise Agreement.



Candidate Forums/ Other Events

Golden Valley



Candidate Forum (1)

League of Women Voters Election Security Seminar

State of the City

Maple Grove



Board of Appeals (2)

Parks and Recreation Board (7)

New Hope



League of Women Voters Money and Politics Seminar

Osseo



Public Safety Committee (1)

Park and Rec Committee (4)

City Council Work Sessions (13)

Robbinsdale



Special City Council Work Session (1)

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.



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

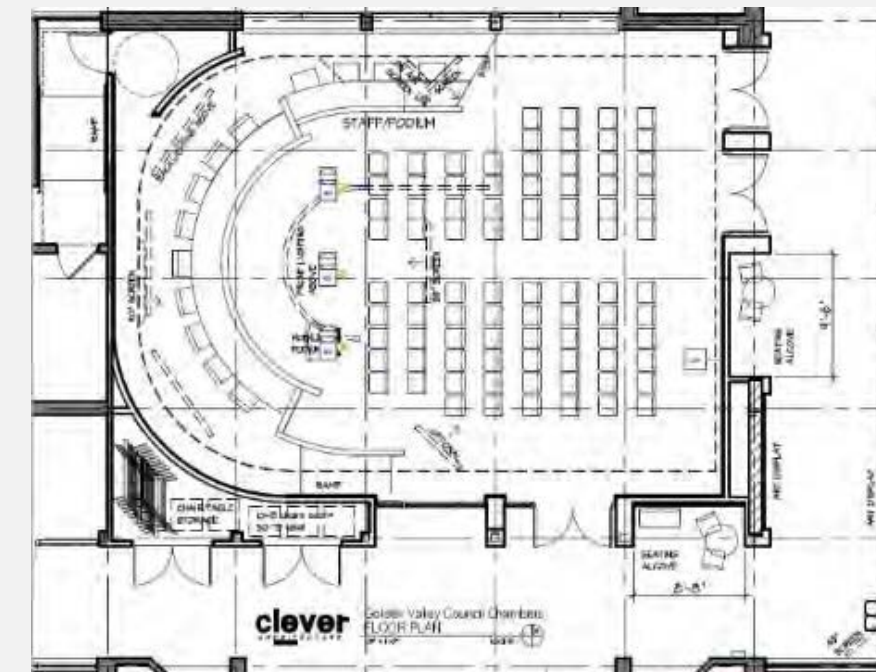
Brooklyn Park – City Council and EDA
Maple Grove – City Council, Planning Commission, Park Board
New Hope – City Council, Planning Commission
Plymouth – City Council, Planning Commission

City Hall Council Chamber Projects

The **New Hope** city hall replacement project kicked off in late 2017 and the move from old to new city hall took place at the beginning of July 2019. This included commissioning a new City Council Chambers broadcast production control room and system.



Golden Valley is in the planning process for city council chambers remodeling. A complete Audio Visual replacement will be part of this project. Throughout 2019, we worked closely with city staff and consultants to design and specify a new broadcast system. We will also be providing temporary broadcast capabilities while meetings are displaced for construction. Construction work is anticipated to take place in early to mid-2020.



Robbinsdale is planning minor council chambers remodeling and system replacement in mid-2020.

Plymouth is in the early planning stages for a video/presentation system upgrade in late 2020 or early 2021.



CREATE

CCX CREATE 2019

CCX CREATE 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.



CCX CREATE

NONPROFIT OUTREACH

CCX CREATE staff continued offering ongoing planning and video assistance to local nonprofit organizations to get their messages shared in their communities and on websites, television, and social media.

Nonprofits pictured to the right:

Wildlife Rehabilitation Center

Minneapolis Elks Lodge 44

Supplementary Angles of
Community Services

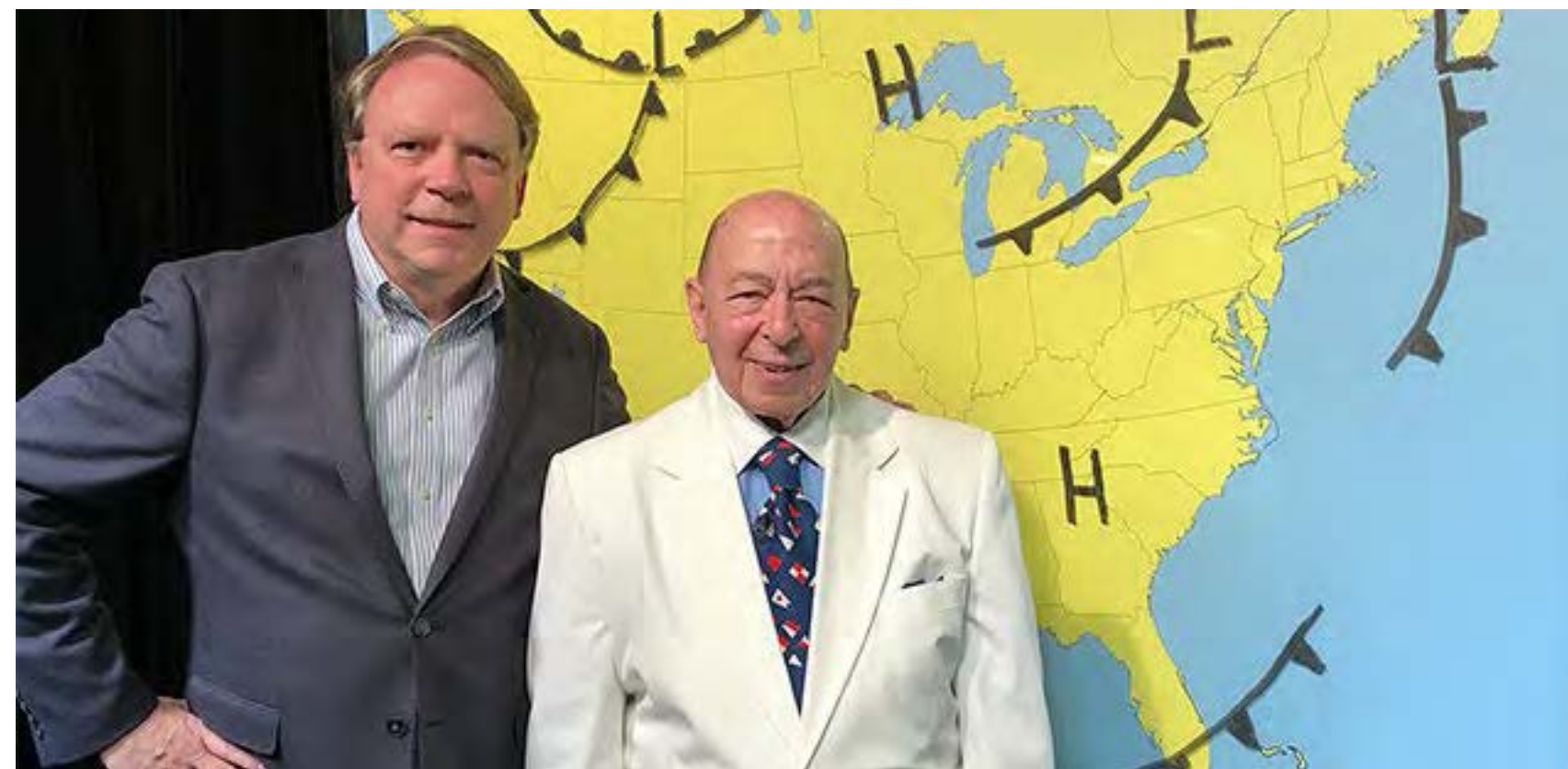
CCX Create Community Access
Manager Barbara Nolan Clark
speaking at Nonprofit Open House

CEAP



CCX CREATE

2019 HIGHLIGHTS



1,146
PROGRAMS

816
PROGRAM HOURS



MEDIA

Supplemental Information and Digital Video Statistics



CCX Media Staff participated in the Feed My Starving Children Event For the Northwest Metro Area. Participating this year: Assistant Director, Dave Kiser; Events Director, Isaac Rice; Digital Media and PR Coordinator, Steve Brockhaus; and HR MGR/Admin Assistant, Wendy Brierley.



Technical Services Manager, James Anderson viewed a demonstration on Live Automated Closed Captioning at the NAB Convention.



Board Members from the Alliance for Community Media (ACM) gathered in Washington DC to meet in small teams with house and senate members as well as Federal Communications Commissioners to provide education about the importance of community media. Pictured L to R: ACM Board Member, Ross Rowe; CCX Media Executive Director/ACM Board Member, Mike Johnson; and ACM Attorney, Jim Horwood.

Featured Session: Thursday, 9/26, 9 AM
Rapid Fire Q&A with the Experts

	
Nancy Werner NATO General Counsel LLC	Mike Bradley Partner, Bradley Law, LLC
	
Mike Watza, Attorney The Kitch Firm	Mike Johnson Northwest Suburbs Cable Commission

This is YOUR opportunity to ask the experts any telecom-related question you have in this fast-paced, beat-the-buzzer session where nothing is off the table.

Executive Director, Mike Johnson was invited to be the session moderator for the second year in a row of a legal panel at the National Association of Telecommunications Officers and Advisors (NATO) Conference. (Cable Commission Attorney, Mike Bradley was also invited to participate in the panel).



A representative from Tightrope Media Systems based in Minneapolis, demonstrated software at the National Association of Broadcasters (NAB) Convention that enables CCX Media to operate on Apple TV and Roku. CCX Media worked closely with Tightrope Media Systems in the development stage to allow for CCX Media to have its own branded Video App to appear on these Over The Top (OTT) platforms without having to launch a 3rd party APP first.

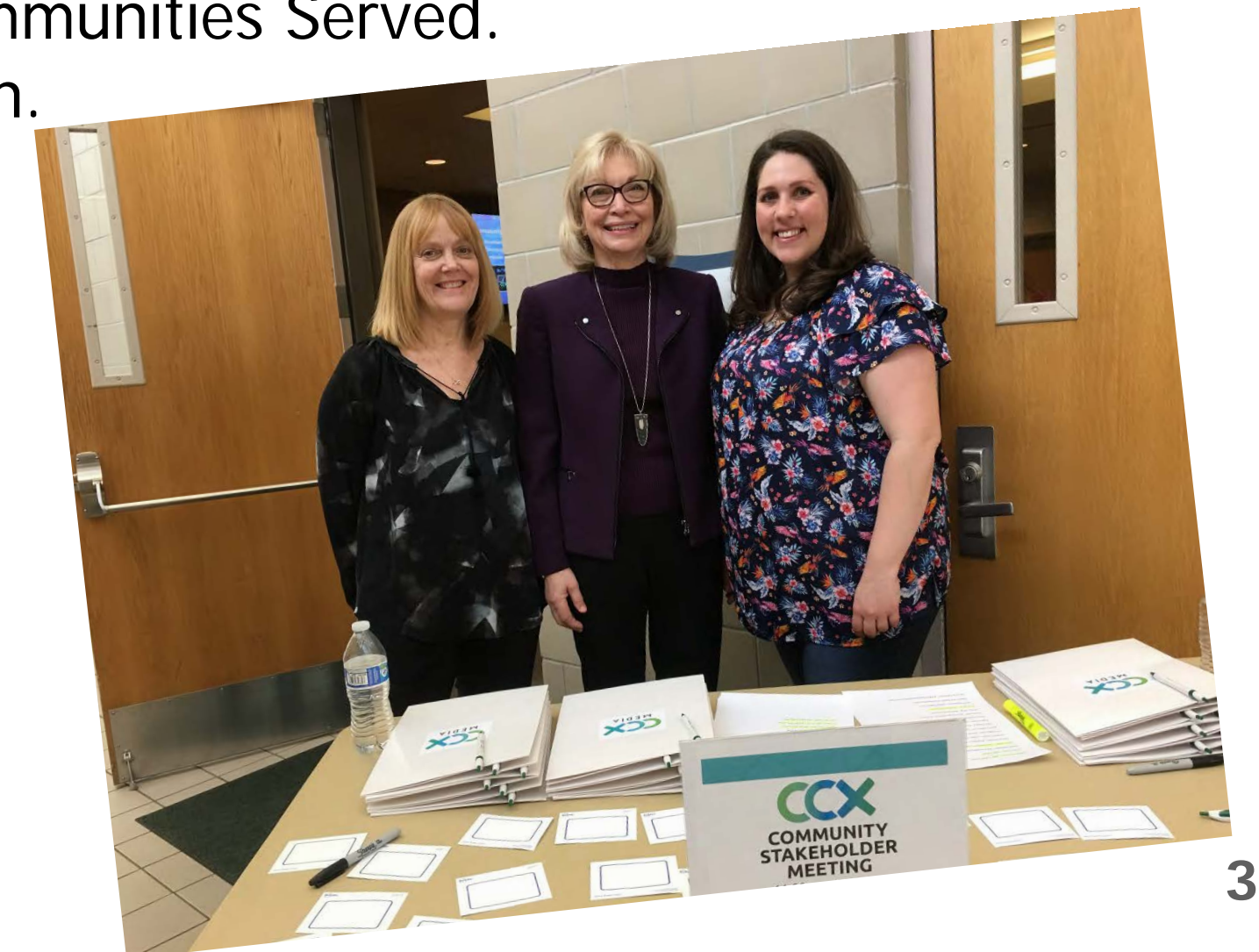
Strategic Planning



One of the most important projects accomplished in 2019 was the completion of the CCX Media Strategic Plan for Long Term Sustainability. The plan was approved in November and included input from Board and Commission Members, Community Stakeholders and Staff.

4 PRIMARY GOALS OF THE PLAN

- *Build Long Term Financial Stability.
- *Expand CCX Media Brand Recognition.
- *Provide Media Services and Content that Meet the Needs of the Communities Served.
- *Continue to Build and Maintain a Strong, Well-Managed Organization.



CHANNEL GUIDE

12SD
799HD
COMCAST

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

CCX2

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

20SD
COMCAST

CCX3

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

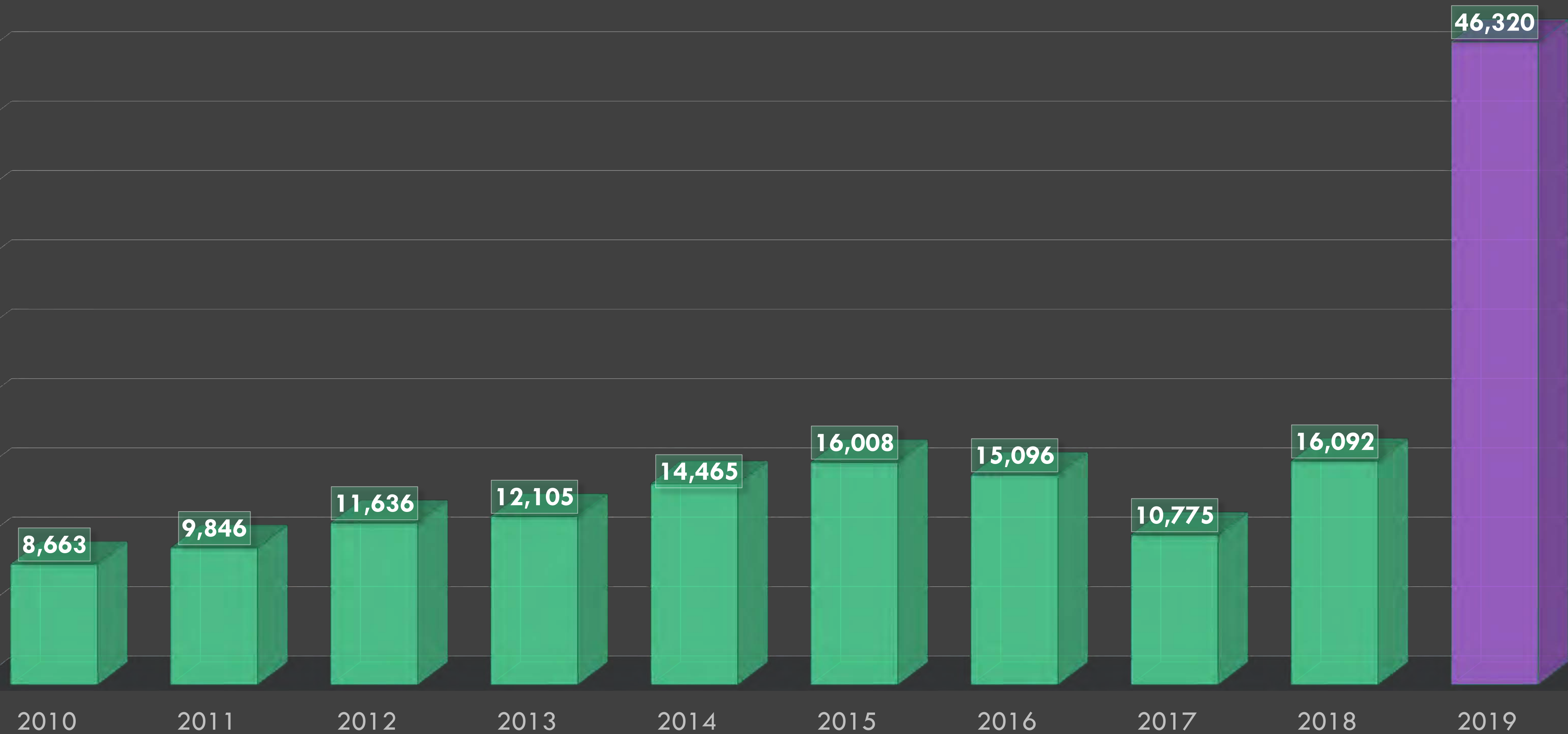
16SD
COMCAST

CCX CITIES

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

CCX MEDIA WEBSITE STATS

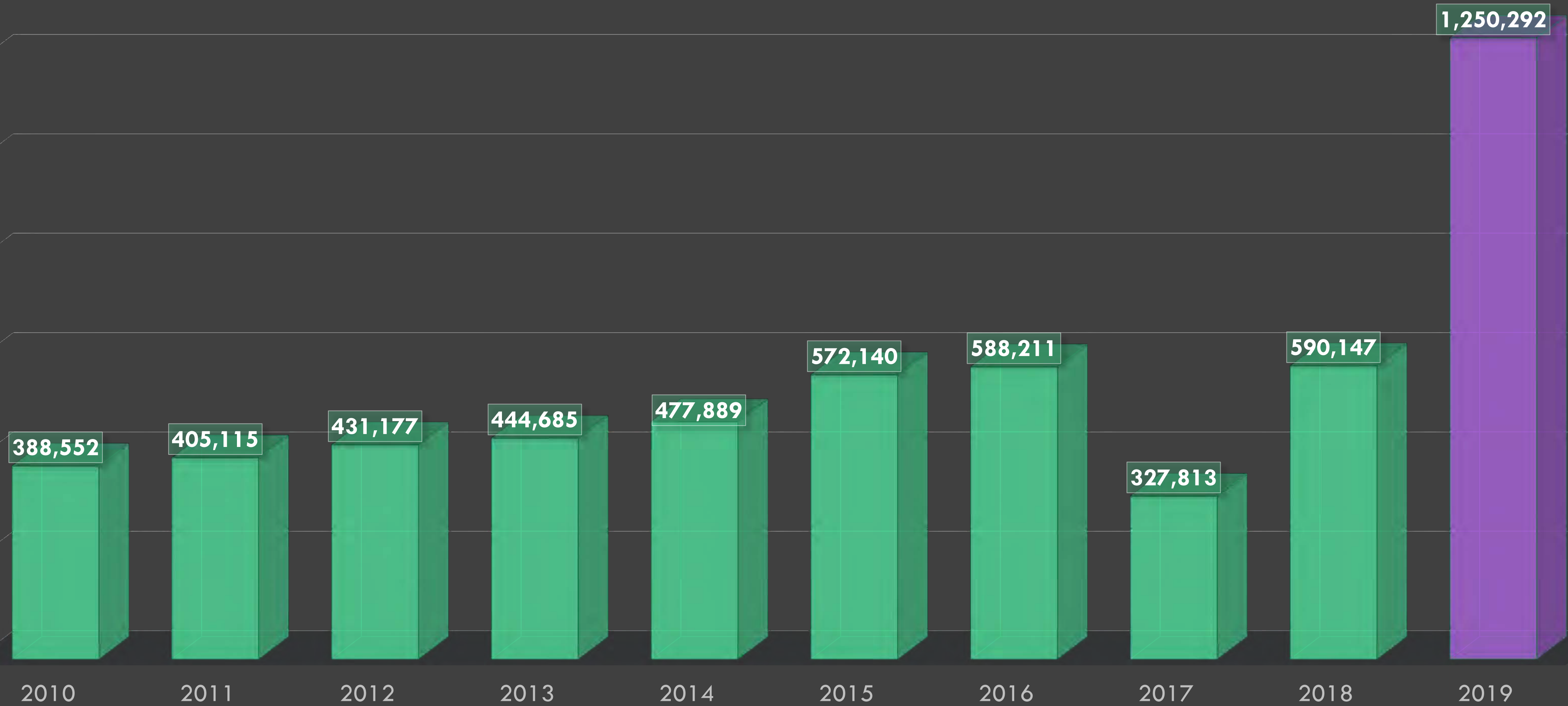
UNIQUE MONTHLY USERS 2010-2019



CCX Media's Website User Count Grew By Over 187% in 2019
In 2019 the Average Daily Users Count Was 1,522

CCX MEDIA WEBSITE STATS

ANNUAL PAGEVIEWS 2010-2019



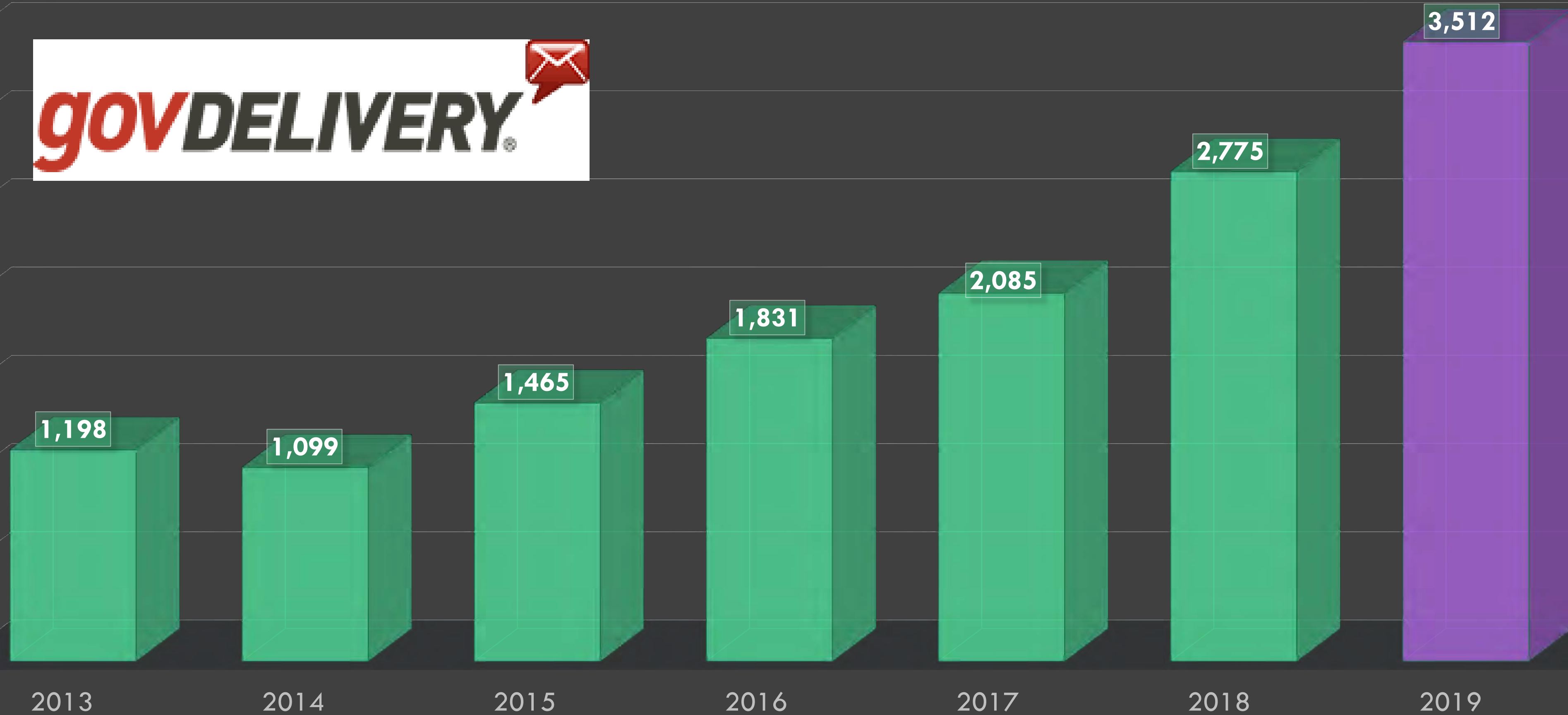
CCXMEDIA.ORG

- Increased Focus on Search Engine Optimization (SEO).
- CCX Media has been added to Google News & the News Break app.
- Links added to all 9 City Webpages.
- Twitter Links back to the Website.
- GovDelivery links to the Website.
- Play of the Week.



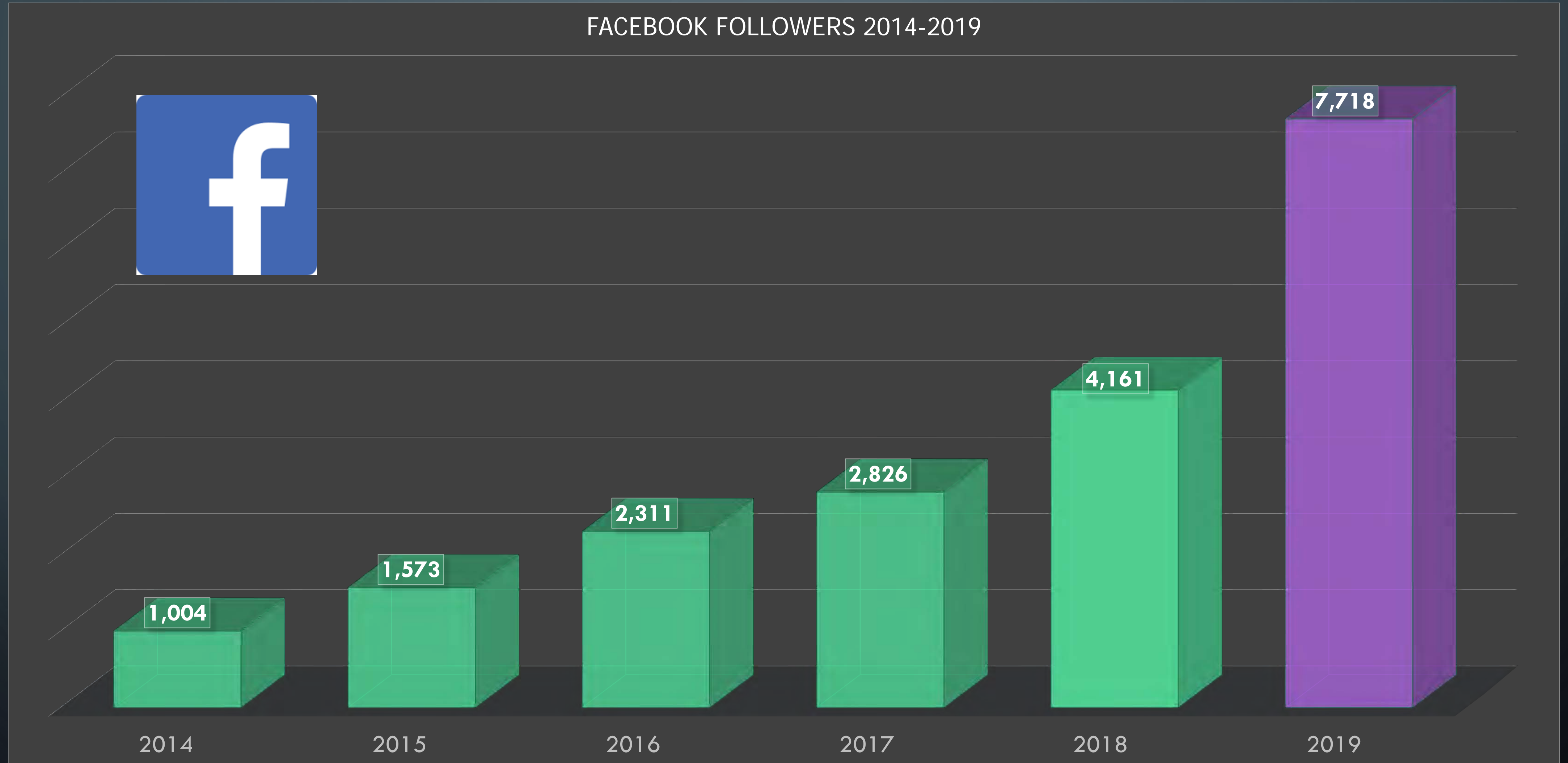
CCX MEDIA GOVDELIVERY

GOVDELIVERY SUBSCRIBERS 2013-2019



CCX Media's Email Service Gained 737 Subscribers in 2019.

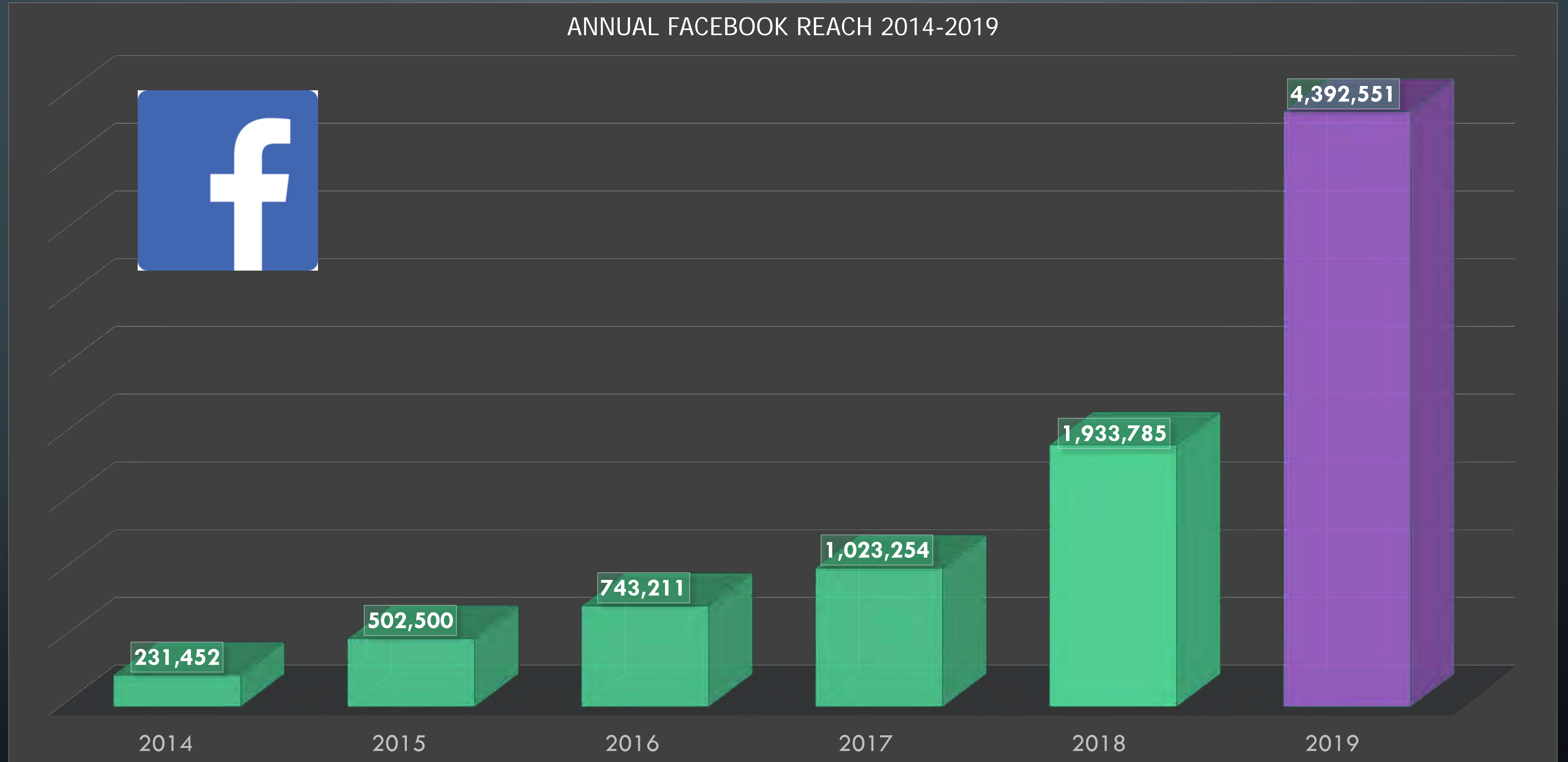
CCX MEDIA FACEBOOK STATS



CCX Media's Facebook Page Gained 3,557 Followers in 2019.

*CCX Create Followers are not included in this chart. They have a separate Facebook page.
As of December 2019, they had 976 followers.

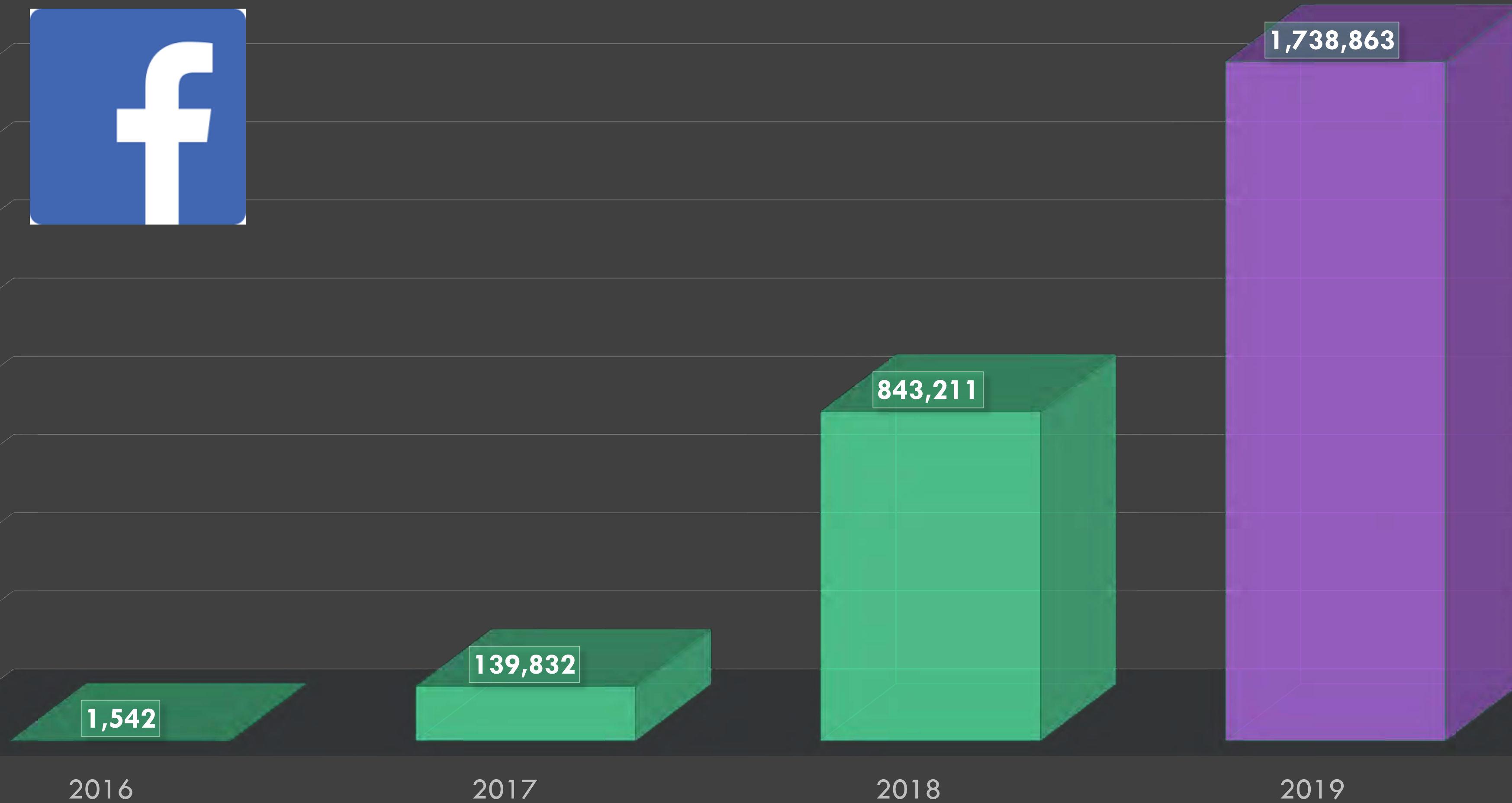
CCX MEDIA FACEBOOK STATS



CCX Media's Facebook Reach Grew By Over 127% in 2019.

CCX MEDIA FACEBOOK STATS

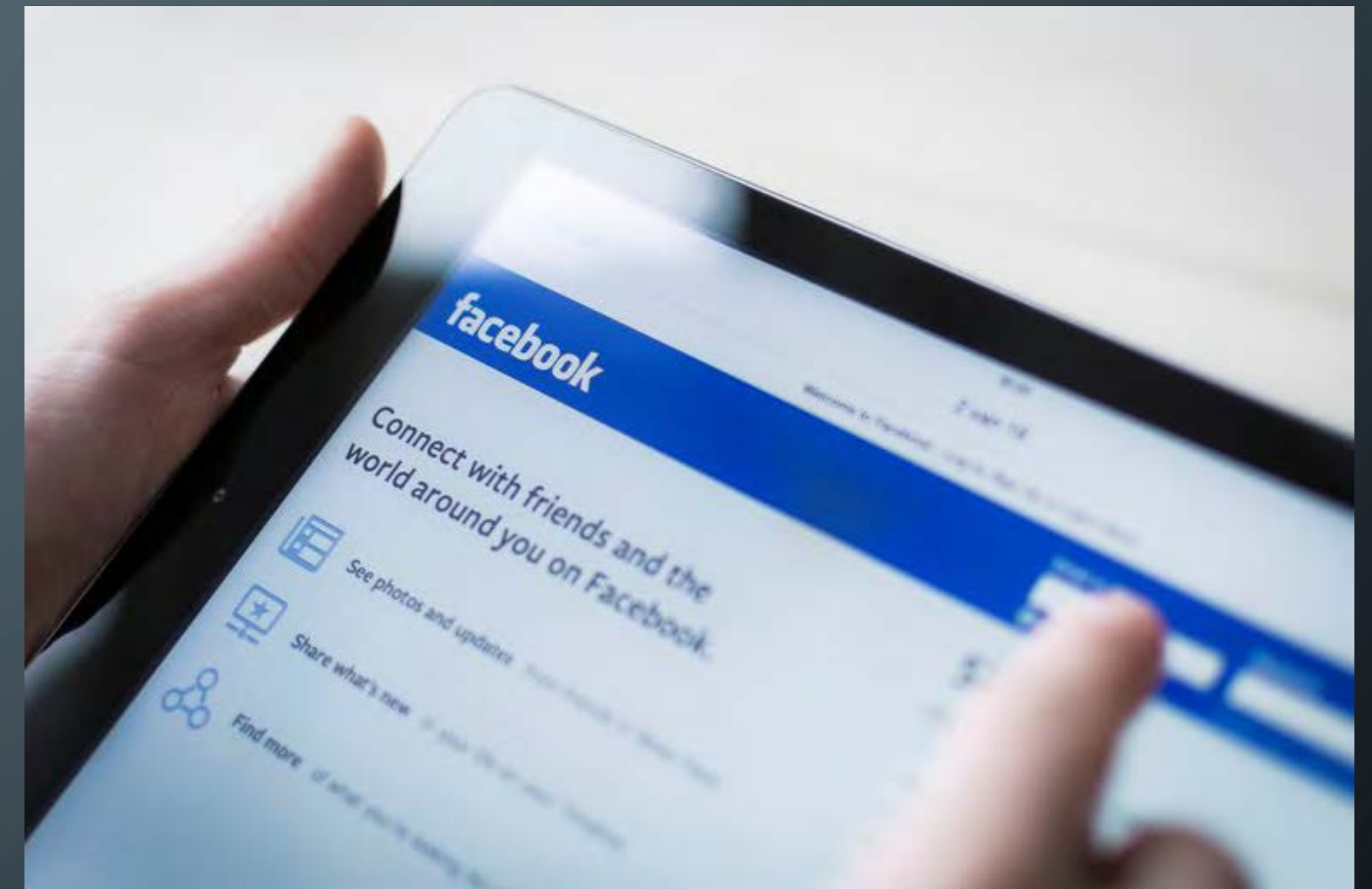
ANNUAL FACEBOOK VIDEO VIEWS 2014-2019



CCX Media's Facebook Video Views Count Grew By Over 106% in 2019.

CCX MEDIA FACEBOOK

- Focused on gaining more followers.
- Refining our posting schedule.
- Focused primarily on video content.
- Making sure that all relevant groups were tagged.



CITY FACEBOOK PARTNERSHIPS

- Share Video content directly to the Cities Facebook pages.
- Cities never miss a story on Facebook.
- 688 CCX Media Video posts sent out.
- 634,170 video views from all 9 cities.



CCX MEDIA TWITTER

- CCX News Handle Ended the Year with 3,000 followers.
- CCX Sports Handle Ended the Year with 5,100 followers.
- Twitter Generated 202,963 Video Views.
- “Play of the Week” is Very popular on the Sports Handle.
- All Tweets send people to the Website.



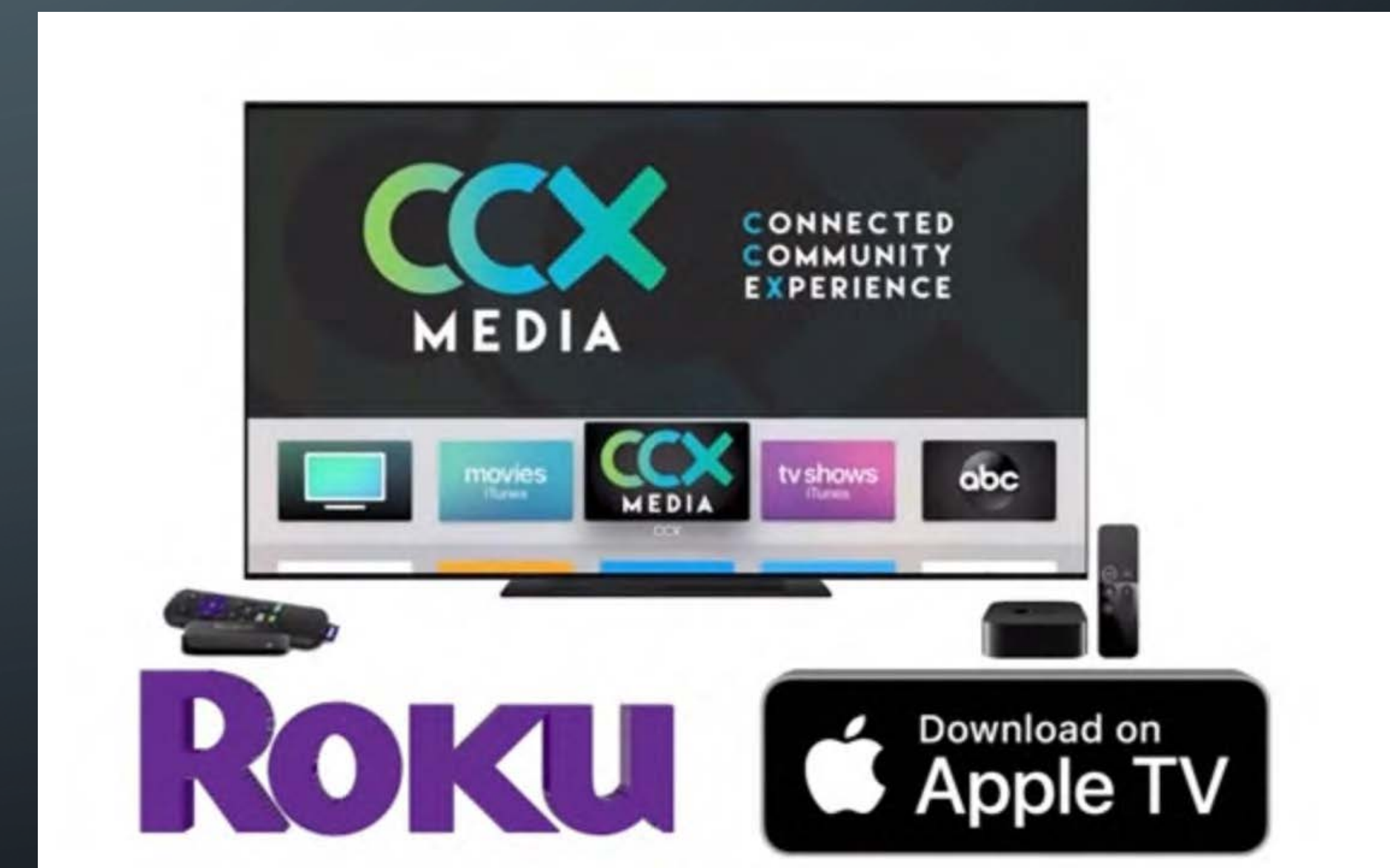
CCX MEDIA MOBILE APP

- The CCX mobile app was downloaded more than 1,100 times in 2019.
- The app now links back to the Website.



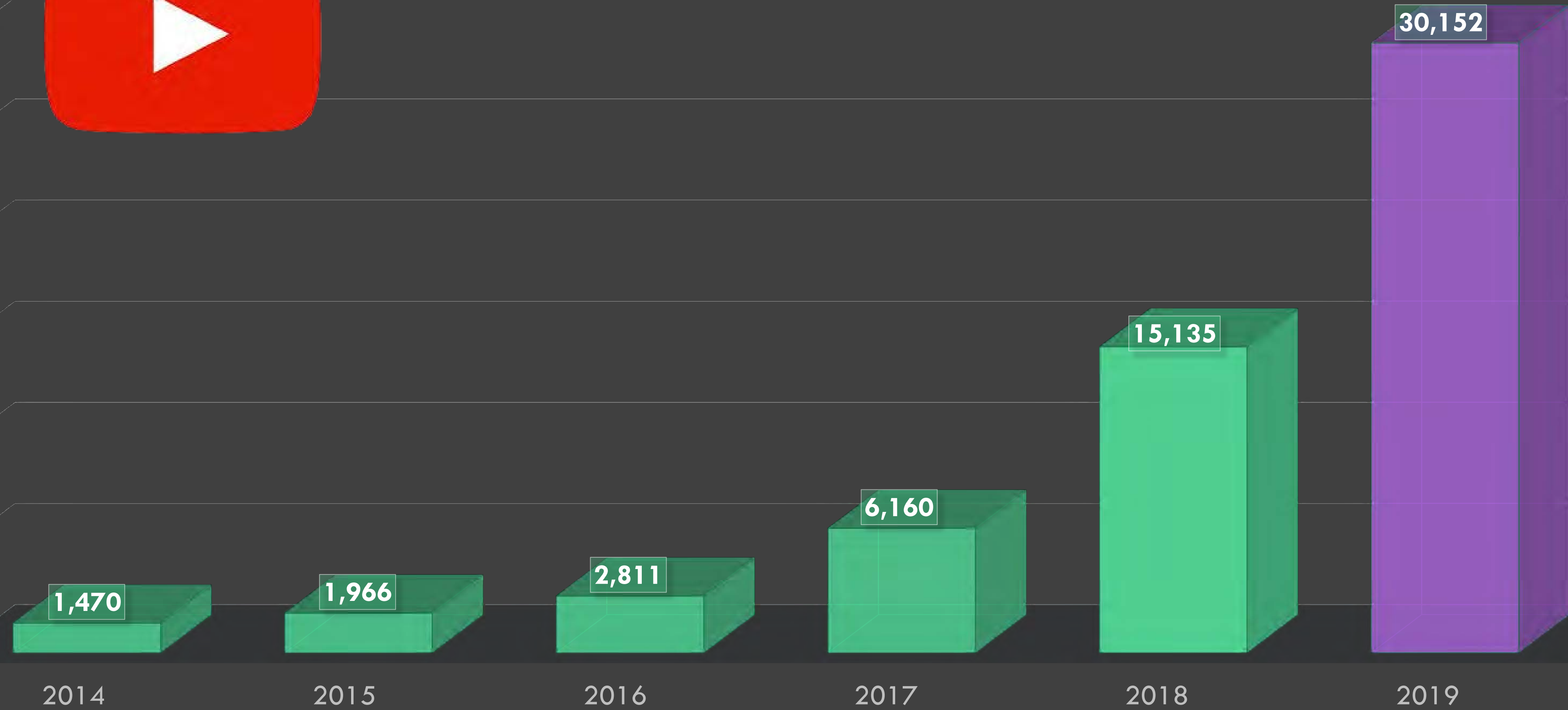
CCX APPLE TV & ROKU

- Apple TV OTT app launched in April 2019.
- Roku OTT app launched in July 2019.
- The CCX Media OTT app has been downloaded more than 3,500 times.

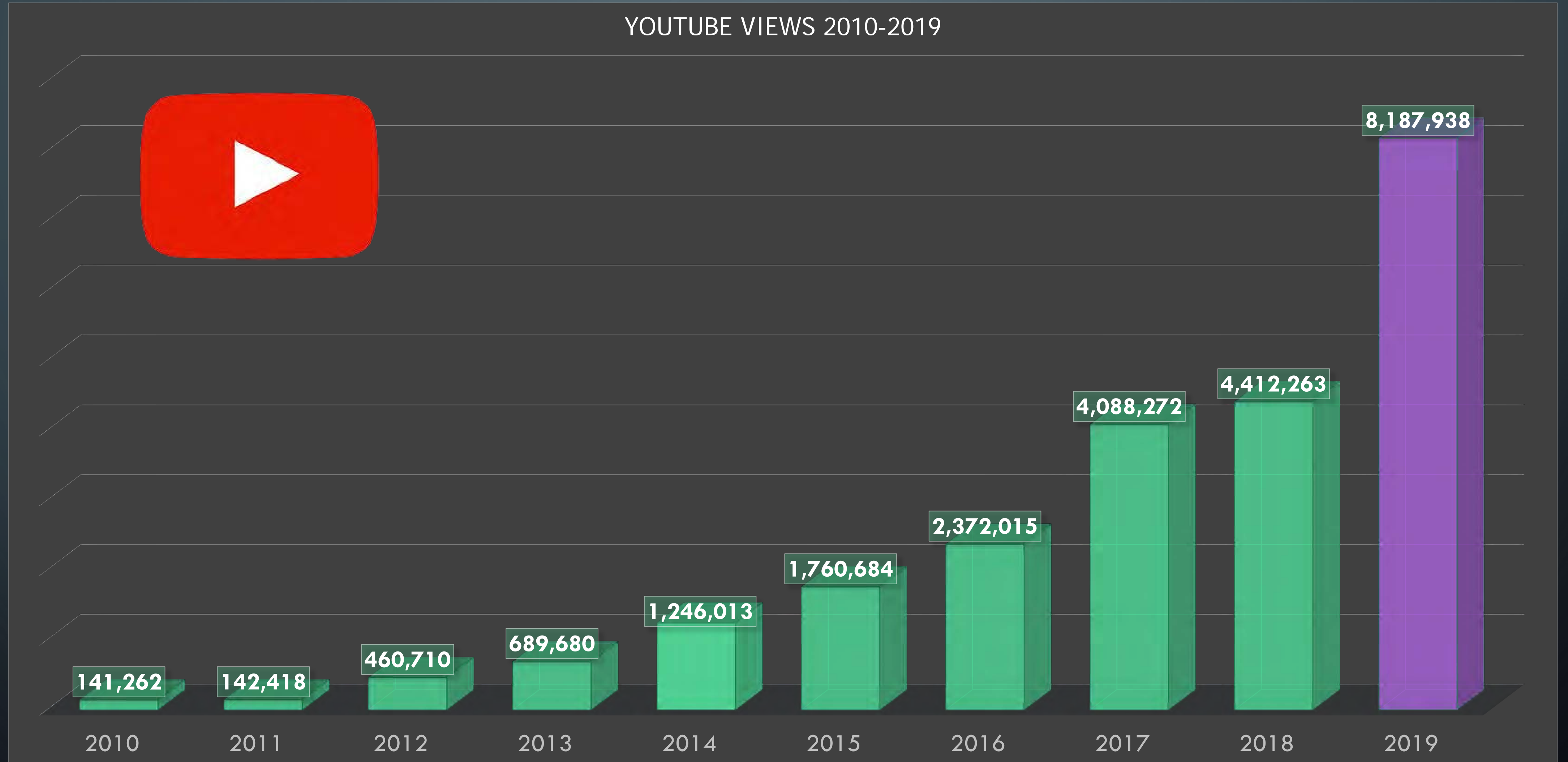


CCX MEDIA YOUTUBE

YOUTUBE SUBSCRIBERS 2014-2019



CCX MEDIA YOUTUBE



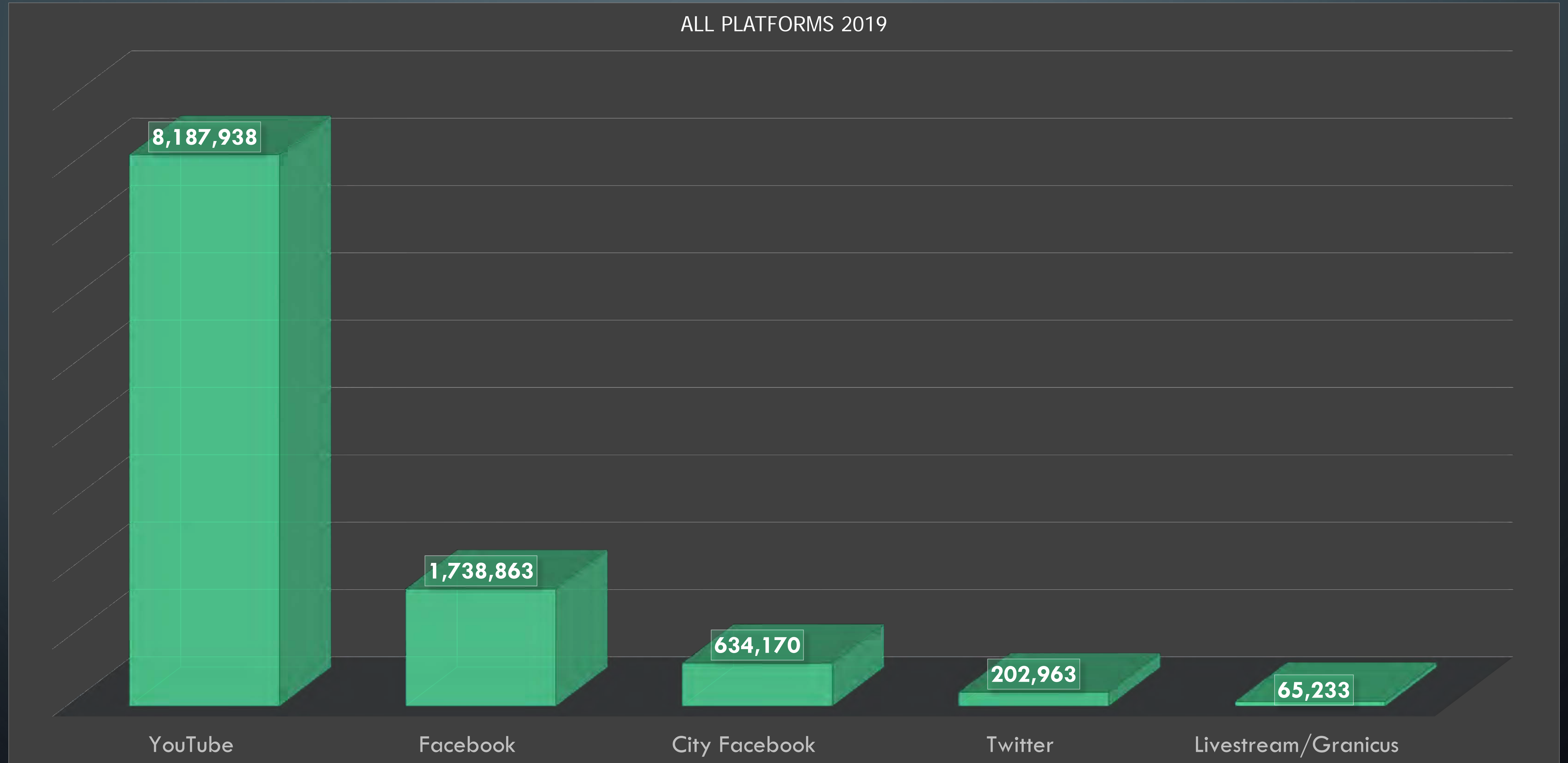
CCX Media's YouTube Views Count Grew By Over 85% in 2019.

CCX MEDIA YOUTUBE

- Optimization of clips:
 - Ensure clips are in the correct categories,
 - Update Thumbnails & Titles.
- CCX Media now has over 22,000 clips on YouTube.
- The YouTube Channel was split into separate News & Sports Channels in October 2019.

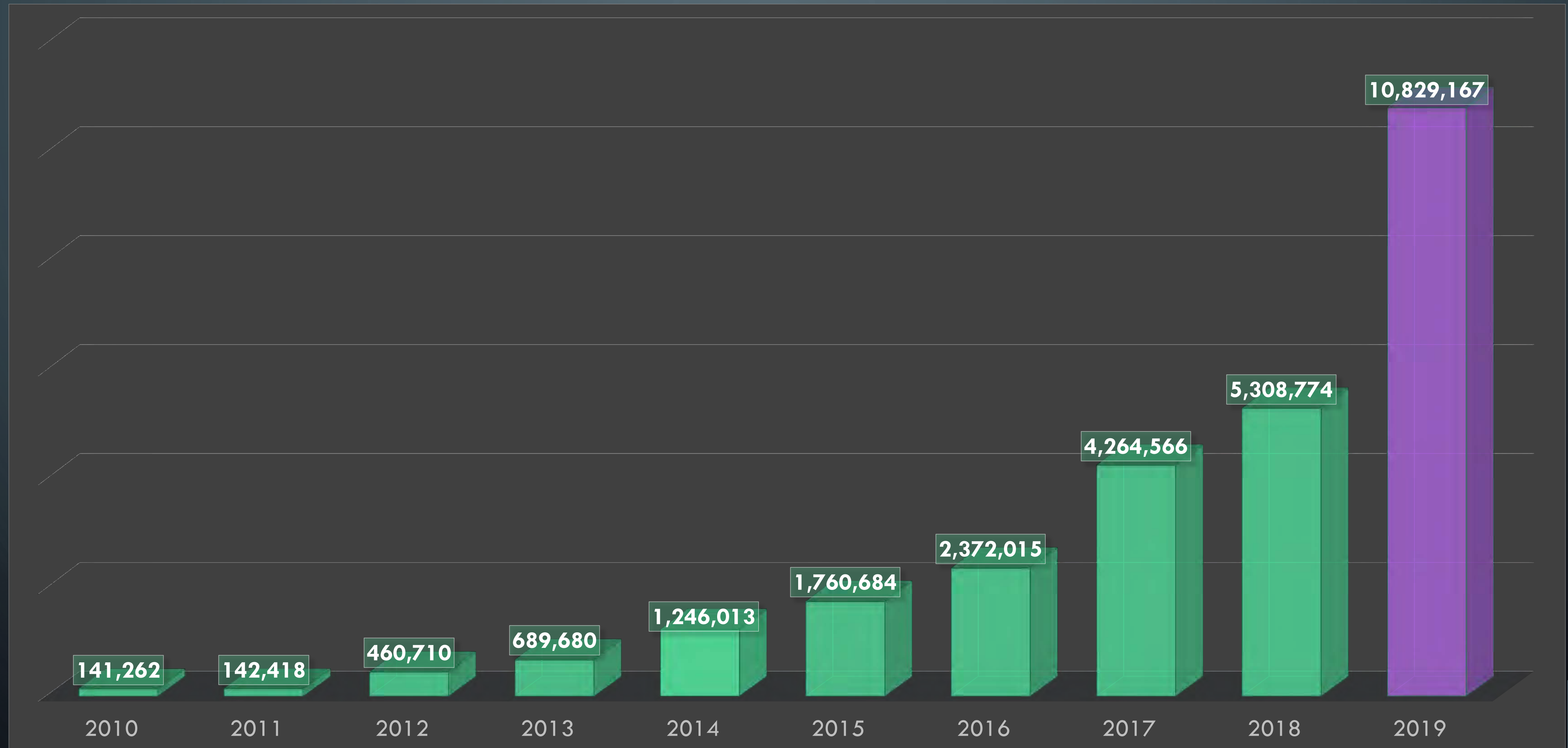


CCX MEDIA TOTAL VIEWS



CCX Media Received **10,829,167** views across all platforms in 2019.

CCX MEDIA TOTAL VIEWS ACROSS ALL PLATFORMS 2010-2019



CCX Media Video Views went up 104% in 2019.

These numbers do not include cable channel viewership, Roku, Apple TV or volunteer produced programming.

Broadcast of City Meetings

City	Council	Planning	EDA/HRA	Other/Forums	Total
Brooklyn Center	24	-	12	-	36
Brooklyn Park	31	12	15	-	58
Crystal	22	-	16	-	38
Golden Valley	24	18	4	3	49
Maple Grove	23	15	-	9	47
New Hope	23	6	8	1	38
Osseo	22	5	12	18	57
Plymouth	22	20	-	-	42
Robbinsdale	24	-	12	1	37
				Total:	402

City Meeting Crews recorded and broadcasted a total of 402 regular and special city meetings or council chambers based events in 2019 compared to 381 in 2018. In addition to regular City Council meetings, the list included Planning Commission Meetings, EDA/HRA meetings, Park Board and Police Commission meetings, as well as events such as League of Women Voters seminars, candidate forums, State of The City, and work sessions. This is an average of 33 council chambers based events per month.

City Granicus Web Streaming Views

2019 Granicus Statistics	January	February	March	April	May	June	July	August	September	October	November	December	Total Views YTD
Brooklyn Center	109	66	68	54	49	36	78	32	36	70	34	47	679
Brooklyn Park	117	336	183	391	299	220	231	196	536	340	468	658	3,975
Crystal	83	44	5	10	40	4	27	80	95	30	57	28	503
Golden Valley	254	24	48	107	25	72	50	63	109	362	263	132	1,509
Maple Grove	224	441	423	311	278	336	217	1,254	303	469	278	170	4,704
New Hope	100	49	20	35	25	36	82	43	36	63	39	27	555
Osseo	32	107	30	25	25	36	25	74	119	43	60	71	647
Plymouth	79	98	150	220	188	304	222	297	241	238	164	203	2,404
Robbinsdale	4	20	78	68	10	96	55	16	49	35	22	28	481
Total Monthly Video Views	1,002	1,185	1,005	1,221	939	1,140	987	2,055	1,524	1,650	1,385	1,364	15,457



**A Special Thank You to all that contributed to
this years creation of our 2019 Annual Report:**

- ❖ Wendy Brierley – Human Resources
Manager/Administrative Assistant/Accountant
- ❖ Steve Brockhaus – Digital Media and Promotions
Coordinator
- ❖ Javier Cedillo – CCX Create Studio Manager
- ❖ 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
- ❖ Shannon Slatton Schwartz – News Director/Anchor
- ❖ Tamisha Touray – CCX Create Studio Manager