

## 2020 Annual Report

Making an impact during unprecedented times









February 2021

Dear Commission and Board Members,

I am honored to present the 2020 CCX Media Annual Report.



The global pandemic had a profound effect on nearly every aspect of our lives. Throughout this time, with all the sadness and challenges it brought, 2020 was also a time of civil unrest throughout our country. These events allowed CCX Media to further engage and be a vital source of information to the residents. Our news department produced 1,767 stories in 2020 and of those, 720 stories had a COVID-19 angle about the local impact of the pandemic in the northwest cities. We gave insight into social justice issues with compelling discussions on various special community conversation programs to help gain a better understanding, in addition to the many stories told. There was an amazing effort put into our local election coverage which we highlight in this report.

Our Connection team played a critical role in helping cities communicate important information, much of this was done virtually as well as in the field. The Municipal Media Services team and our technicians converted 9 cities to remote capacity for all their public meetings in record time once the pandemic hit. We televised 432 public meetings and/or events from the city council chambers. You will also see how we had to adapt our sports coverage and how the Create team assisted the public with their content. Our Creative Services team assisted small businesses during these difficult times and was critical in helping on special media services projects with local organizations.

The Digital Media Report section will highlight how content and viewer engagement with CCX Media grew significantly due to a focused digital strategy to reach and engage as many people as possible. Website traffic increased 206% to an average daily user count of 4,670 people or 1.7 million people in a year. Video views increased from 10.8 million to 30.2 million across all digital platforms in 2020.

It is our amazing staff at CCX Media that did not miss a beat in this unprecedented year! I am proud of our team which exemplifies the can-do spirit that was needed during these challenging times. In this report, you will be able to see the team that makes up CCX Media and these are the people I am honored to work with each day!

I want to thank the Board and Commission for your unwavering support throughout the years!

Mike Johnson  
Executive Director

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



Annual Report Presentation at Golden Valley City Council Meeting on March 4, 2020. Less than 2 weeks later, Minnesota started closing K-12 public schools, bars and restaurants, and other public spaces as the Covid-19 pandemic started to intensify.





**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



**Kimberly Sanberg**  
City of  
Golden Valley



**Phil Leith**  
City of  
Maple Grove



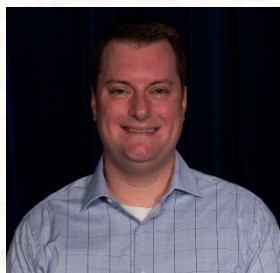
**Al Madsen**  
City of  
Maple Grove



**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

# 2020 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



**Darryl Sannes**  
At Large



**Charlie Brose**  
Elected



**Mary Lahaie**  
Elected

## **2020 Northwest Community Television Board of Directors**





## Administration



**Mike Johnson**  
Executive  
Director  
35 years



**Dave Kiser**  
Assistant  
Executive  
Director  
35 years



**Wendy Brierley**  
HR Manager,  
Administrative  
Assistant,  
Accountant  
31 years



**Cindy Almsted**  
Administrative,  
Digital Media,  
and Master  
Control Support  
12 years



**Tamisha Touray**  
Special Projects  
Coordinator  
33 years

## Create



**Javier Cedillo**  
Create  
Coordinator  
8 years



**Trudy Radniecki**  
Admin Support,  
Studio Assistant  
14 years

## Cities/The Connection



**Tim Gaffron**  
Municipal Media  
Services  
Manager  
35 years



**Beth Anderson**  
City Producer,  
Photojournalist  
6 years



**Chris O'Connor**  
City Producer,  
Photojournalist  
23 years

## Technical Services



**James Anderson**  
Technical  
Services  
Manager  
18 years



**Shawn Christie**  
Network  
Services  
Manager  
11 years



## News



**Shannon Slatton  
Schwartz**  
News Director,  
Anchor  
12 years



**Corey Bork**  
Executive  
Producer  
15 years



**Delane  
Cleveland**  
Multimedia  
Journalist  
9 years



**Sonya Goins**  
Reporter  
7 years



**Benjamin Kroll**  
Chief  
Photographer  
17 years



**Pafoua Lo**  
Multimedia  
Journalist  
1 year



**Neil Pursley**  
Multimedia  
Journalist  
7 years



**Dustin Scholl**  
Photographer  
18 years

## Sports/Events



**John Jacobson**  
Sports Director,  
Anchor  
30 years



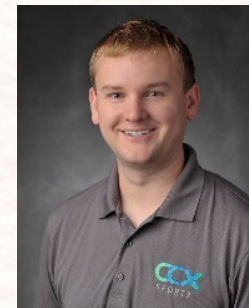
**Jason Melillo**  
Sports  
Producer,  
Reporter  
13 years



**Isaac Rice Jr.**  
Events Director  
5 years



**Jay Wilcox**  
Sports Producer,  
Reporter,  
Anchor  
32 years



**Steve  
Brockhaus**  
Digital Media  
and PR  
Coordinator  
13 years



**Dustin Cooper**  
Creative  
Services,  
Create  
5 years

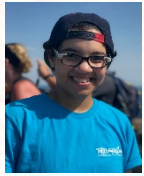


**David Dobrin**  
Producer,  
Graphics  
24 years

## Creative Services



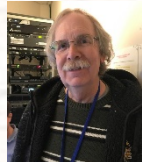
## City Meetings



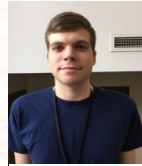
**Selena  
Bergin**



**Michael  
Hestick**



**David  
Jorgenson**



**Mitchel  
Kruse**



**Jonathan  
Lyksett**



**Brenda  
Lynch**



**Dylan  
Salber**



**Christ  
Schnettler**



**David  
Weld**



**Andrea  
Widmark**

## Sports & Events



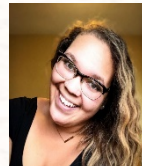
**Colin  
Brookfield**



**Peter  
Dahlberg**



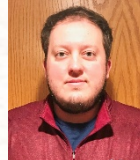
**Devry  
Foss**



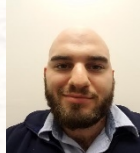
**Danielle  
Grand**



**Michael  
Groves**



**Aaron  
Headrick**



**William  
Hershkowitz**



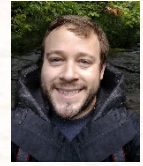
**Chris  
Hultgren**



**Andy  
Jahr**



**Callie  
Jones**



**Jason  
Kayati**



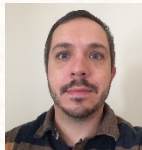
**Roger  
Larson**



**Aleksandr  
Meystelman**



**Jeremy  
Millington**



**Samuel  
Mueller**



**Dustin  
Paulson**



**Samuel  
Pigeon**



**Grant  
Portell**



**Michael  
Reinbold**



**Preston  
Schultz**



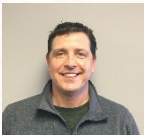
**Anthony  
Seeman**



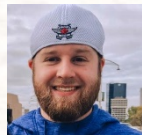
**Robb  
Shaw**



**Alex  
Smith**



**Chris  
Trudeau**

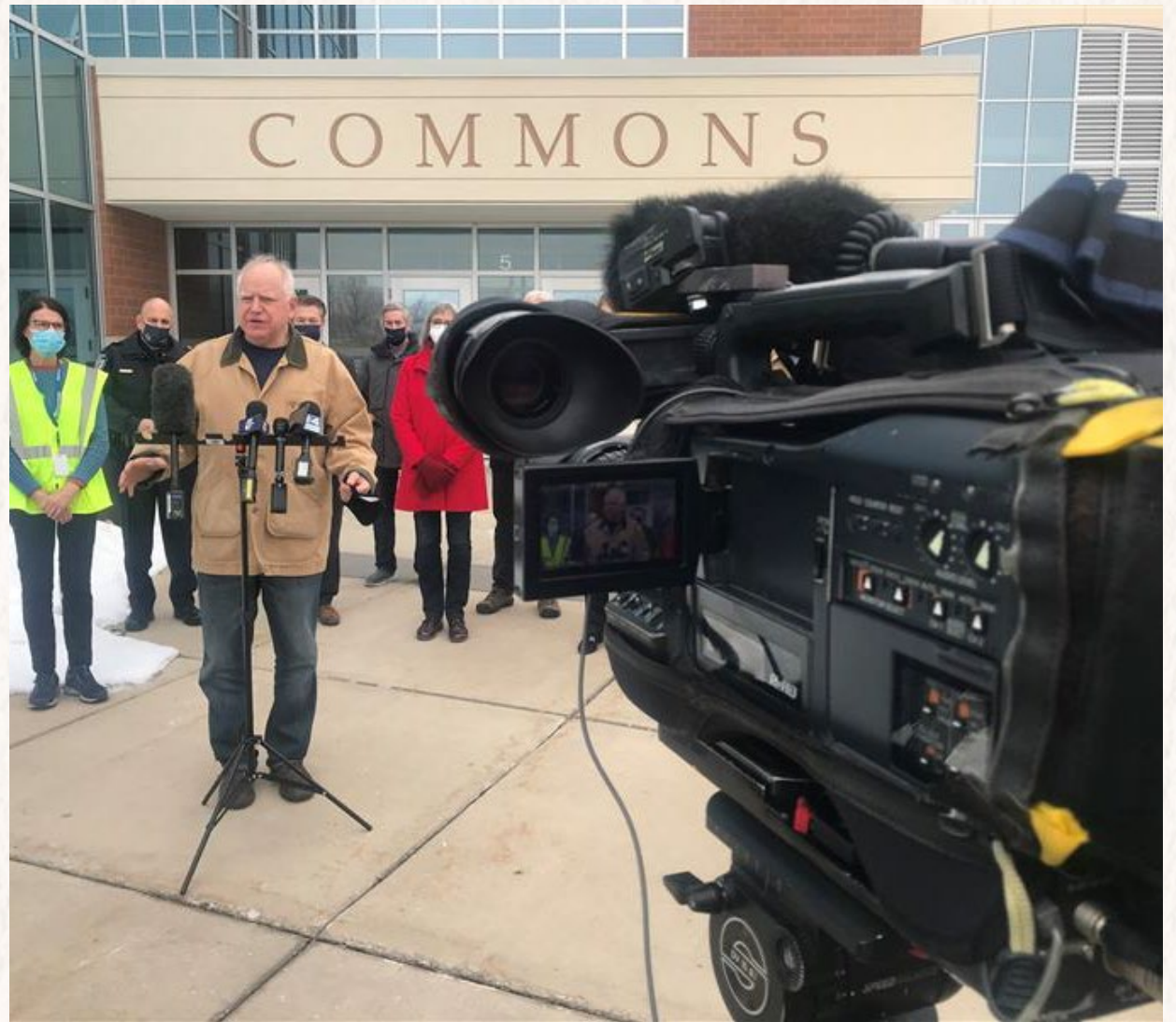


**Daniel  
Wasserman**

## Part Time

Most of our part time employees work on an as needed basis, working only a couple of hours a week for either city council meetings or sports and events.









## 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



## 2020 Local News Stories

- 1,767 produced
- 720 with a Covid-19 angle





## Adapting to COVID-19: "As Straightforward As It Gets"

The news team had to be fluid and nimble to adapt to the changing nature of COVID-19. Starting in mid-March, the team started working remotely and rotating crews in the field to continue to produce news for our website in whatever format we could. In the field, crews had to drive separately, use boom mics or additional microphones for social distancing and adjust to a new sanitation processes for the equipment used. Reporters utilized Zoom calls to record interviews in what was quickly becoming an industry standard. In short, teams adapted to meet a growing demand for local news and every part of the process became more time consuming and required more forethought as well. As we could get back into the studio, we started updating the channel. Through it all, we continued to update our news product six or seven days a week.

One simple, but effective way of covering the COVID-19 pandemic, was dedicating a staff member to cover briefings from the Minnesota Department of Health. These briefings continue to happen multiple times a week. Our staff recounts the briefings in a bullet-point, no-frills format that continue to be well-received not only in our local coverage area, but around the state. One email expressed gratitude for these articles by saying, "I don't have time to listen to [the briefing] every time and your post is so helpful," said the writer. "Those briefings take a lot of time to digest and simplify. Thank you for digging into the details and making it easy to understand what's going on. In a world where news is becoming more biased, this is as straightforward as it gets."





## CCX News: Special Reports



**Policing During a Pandemic:** From patrolling roads that have fewer cars and more accidents to promoting social distancing and mask wearing, policing during a pandemic had its own look and feel. In this four-part series, we shared perspectives from local departments. This special report aired in April and May. We are fortunate to have a good relationship with local police departments and partner with them frequently to tell stories.

**"Having a relationship with all of you at Channel 12 or CCX for all these years, it's been gratifying,"** said Plymouth police chief Mike Goldstein in his final interview with CCX News. **"I'm just super pleased with what we've been able to do together to tell good stories and even tell the sad ones in a compassionate way to help keep our community informed."**



### **Shedding Light on Homelessness**

This two-part series featured how different nonprofits helped homeless populations in the suburbs. During a time when nonprofits report stretched resources, the nonprofit Interfaith Outreach launched their largest campaign of the year in a virtual format and 2ndChanceProject, a Minneapolis-based nonprofit helped the homeless at Radisson Hotel Brooklyn Center after the hotel received a contract from the state to provide assistance. This special report aired in December.



### **Domestic Violence Awareness Month:**

**Sharing Maria's Voice** During the month of October, the news team focused on the story of Maria Pew, a young woman who died at the hands of her husband in Maple Grove in April. The parents of Maria Pew shared more about their daughter and the nonprofit they founded to advocate for several issues around domestic violence. During the five parts series, we worked closely with Maria's parents.

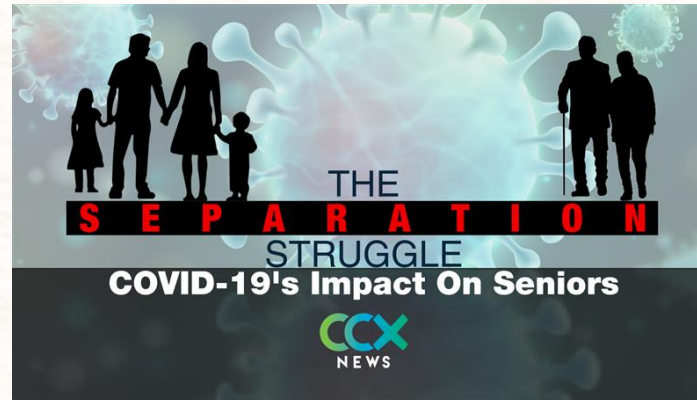
**"We so appreciate you sharing the commitment we have for Maria's Voice, after losing our everything, Maria,"** said Maria's mother, Lissa Weimelt in an email. **"Your story is an example of what we hope media focuses on...the victim, how their profound loss is felt and the way in which they lived that others can honor."**



## CCX News: Special Reports



**Racial Covenants in the Suburbs:** As the suburbs took a closer look at policies after the death of George Floyd, some suburbs helped residents remove racist language in property deeds dating back decades. This special report aired in August.



**The Separation Struggle: COVID-19's Impact on Seniors** The pandemic has hit older adults harder than any other age groups when it comes to mortality rates. As seniors navigate life trying to avoid COVID-19, they're also faced with another issue: separation.



**What You Need to Know about Coronavirus** Before moving to remote operations, we produced a video segment compiling information from the CDC, the Dept. of Health and local cities on COVID-19.



# CCX News: Franchise Segments

Franchise Segments briefly went on hiatus during the pandemic. They have been gradually incorporated back into routine coverage when it makes sense.



Airs on Mondays and profiles local businesses and business trends. During the pandemic, we pushed applicable stories into this category.



Features local restaurants and how they adapted to COVID-19 restrictions and takeout options. These clips performed well online.  
**The owner of La Michoacana Rose in Crystal said, "we are grateful that you came to learn a little about us and why we do what we do."**



Profiles public and private schools in our area that are in the Anoka Hennepin, Brooklyn Center, Hopkins, Osseo, Robbinsdale and Wayzata schools. During the pandemic, we adapted to the availability and desire of the local districts to tell their stories.



Profiles the best and brightest students in local public and private high schools.



Airs on Fridays and gives a stage to local arts and events. As events like theater, art exhibits, and concerts shifted to virtual events, we continued to promote them.





# Election Coverage





# Extra Effort, Extra Ordinary Results

We had two goals during the 2020 election season.

- Provide information to better inform voters
- Provide a service for candidates to communicate their information to voters

We aggregated information from candidates under our Local Vote 2020 banner, so voters could click on their city and have easy access to candidates and potential voters.

**121,664** Video Views

**524,987** Total Website Page Views

These website page views include primary election, candidate pages, election pages and general election results.

## Primary Election Candidate Pages

We sent a letter to candidates facing a primary contest and 40 candidates submitted information in an online form. This information created a page for each candidate that the candidates could use or share.

40 candidates participated





# Candidate Forums

The CCX Media team worked with the League of Women Voters to facilitate candidate forums during primary election season and general election season. These forums were offered digitally as well as in seven physical locations which included city halls and the CCX Create Studios.

26 forums covering 57 races  
14,879 views or impressions

## General Election Candidate Statements

For nearly two months, our team offered candidates the opportunity to record a 45-second candidate statement that would be uploaded to YouTube and our website. Other candidates did not record a statements but opted to complete the online informational form. These statements were organized on our website by city. Each city's Local Vote 2020 page had links to the city's voter information, MN Secretary of State, and any applicable forums.

### Who Participated?

41 city council/mayoral candidates	87% participation
27 state legislative candidates	79% participation
22 school board candidates	81% participation
4 county commission candidates	100% participation
3 other (Three Rivers Parks, U. S. Rep, Senate)	





# Election Night Live Coverage, Online and on the Channel

On Election Night, our team recapped results and hosted live interviews with the candidates starting at 8:30 p.m. and running until 10:30p.m. We interviewed 12 winning candidates on Election Night and recapped local races online and in live coverage. Articles were researched and robust and more comprehensive than other local offerings.



### Top Five Candidate Statement Page Views:

- |    |   |        |
|----|---|--------|
| 1. | Kevin Anderson, County Commissioner Dist. 7   | 10,885 |
| 2. | Danny Nadeau, County Commissioner Dist. 7     | 7,593  |
| 3. | Kristy Barnett, Maple Grove City Council      | 6,902  |
| 4. | Judy Hanson, Maple Grove City Council         | 6,675  |
| 5. | DeVonne Pittman, County Commissioner, Dist. 1 | 6,284  |

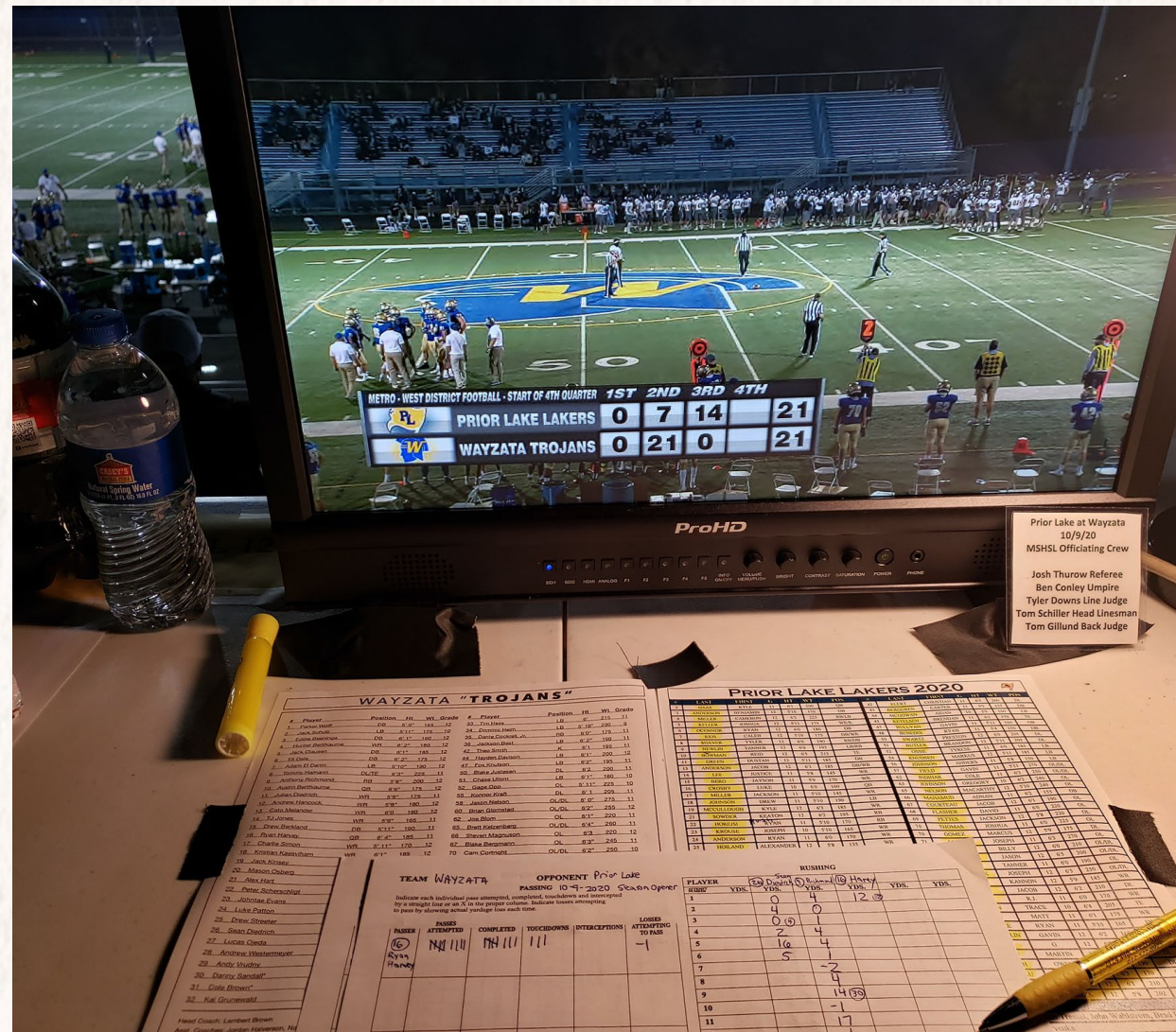


MAPLE GROVE COUNCIL MEMBER			
	ELECT 2	24 of 24 Precincts	
	✓ Kristy Barnett (Inc)	17,490	31%
	✓ Judy Hanson (Inc)	15,068	27%
	Kristy Janigo	10,184	18%
	Hawanya Hopson	5,121	9%
	Shirlynn M. LaChapelle	4,488	8%
	Corinna Jayasuriya	3,246	6%

### Views of Races, Divided by City

Maple Grove	49,200
Brooklyn Park	10,774
Osseo	9,197
Plymouth	9,091
Brooklyn Center	8,132
Robbinsdale	7,265
Crystal	7,201
New Hope	6,718
Golden Valley	2,667







# CCX Sports

Our sports and events department faced unusual challenges in 2020. After nearly two and a half months of providing outstanding content of local high school sports, the winter season was shut down after March 12, 2020 due to the pandemic. Prior to that date, we covered winter sports from basketball to wrestling and everything in-between. Although the initial stay at home order cancelled the high school spring season, we continued to provide content for the website.

In May, we produced features of each local high school's *Athena Award* winner. This award is presented annually to an outstanding female high school senior athlete from each Minneapolis area high school. For the first time, no banquet was held but we still wanted to recognize these young women.

Fall brought a "split season" for prep sports with soccer, cross country, girls swimming and tennis seasons taking place from late August until mid-October. High school football and volleyball did not start competition until October 8<sup>th</sup> and wrapping up before Thanksgiving. The sports world went quiet again with another pause in high school sports that lasted until January 4, 2021.

Staff were involved in making the necessary changes within our production truck to make it as "Covid Safe" as possible with physical barriers installed for our crew. Guidelines and procedures for cleaning, social distancing and more are also now in place for our mobile productions.



Note: Several of these pictures were taken prior to Covid-19.

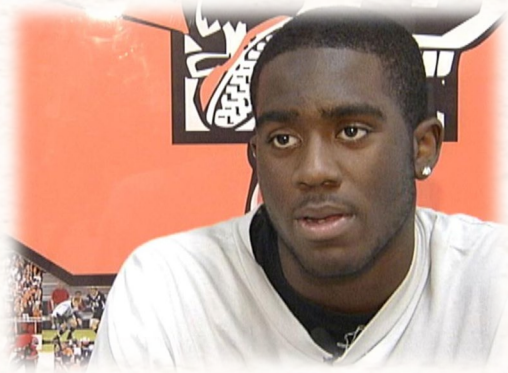


# CCX Media Sports Hall of Fame



**Taylor Anderson  
Hopkins 2013**

- Won 100 meters in track as junior and senior.
- Set state meet record in 100 meters.
- Helped Royals to state team titles as a freshman and sophomore in track.
- Played on three straight state championship teams in basketball at Hopkins.
- Four-year letter winner in track at the University of Connecticut.



**Sam Dower  
Osseo 2009**

- First team All-Metro and All-State pick in basketball as a senior.
- Mr. Basketball finalist.
- Broke Osseo's single season scoring record and lead the Orioles to state runner up finish.
- Played in the NCAA tournament four times for Gonzaga University.



**A.J. Tarpley  
Wayzata 2010**

- First team All-State in football as a senior.
- Minnesota Gatorade Player of the Year and Star Tribune Metro Player of the Year in 2009.
- Played in 54 games in four-year career at Stanford and was second-time All-Pac 12.
- In 2015 he signed with the Buffalo Bills.



**Krista VandeVenter  
Osseo 2004**

- Set Osseo Volleyball single-season record for blocks (2003); two-time All-Northwest Suburban Conference.
- Holds Osseo Career Scoring Record in Basketball.
- First team All-Metro and All-State in Basketball in 2004.
- Started 111 games in basketball at the University of Iowa.











## City Meetings Coverage

2020 was certainly a year of change and improvising! We were able to accommodate all scheduled and emergency meeting requests with live broadcasting on channel 16 and streaming on-line live in the Granicus system. As the pandemic ramped up, we scrambled to accommodate city meetings taking place via remote platforms and have now adapted to a variety of meeting scenarios ranging from still totally remote to hybrid to socially distanced in-person (some with plexiglass barriers between in-person participants.) Our group of part-time City Meeting staff have also adjusted, such as dropping down to single person operation in city hall control rooms where we normally have two people on duty.

## Web Streaming of City Meetings

The Granicus web streaming system 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.

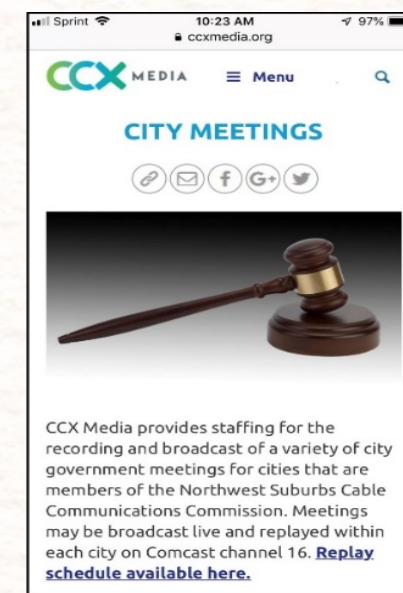
Encoders at all 9 city hall locations are scheduled to be replaced in early 2021.

In 2020, there were nearly 26,000 live and on-demand video views in the Granicus system for all 9 member cities.

## City Hall Council Chambers Projects

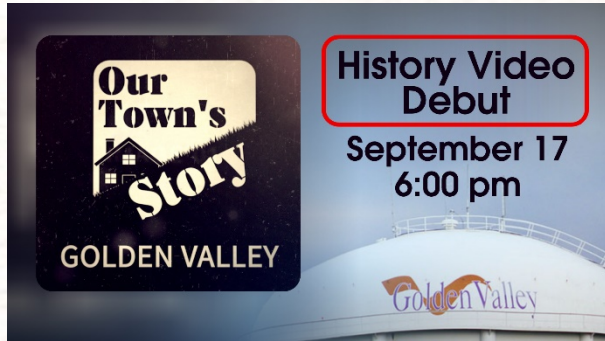
**Plymouth** – After several months of planning, the AV replacement project came to fruition in December of 2020. The bid was awarded to Alpha Video. Millwork modification work took place in mid-December with technology installation following and completed in mid-January of 2021.

**Golden Valley** – The chambers remodeling project has been on hold since the beginning of the pandemic.





# Our Town's Story



Our Town's Story – Golden Valley explores the natural amenities, area settlement, civic activities, educational organizations, and development stages that shaped the area over the years. Individuals interviewed for the video included Golden Valley Historical Society members, past and current political figures, and community residents. In spring of 2020, the final editing work was completed on this fifth city history video which was produced in partnership with the Golden Valley Historical Society.

Due to COVID-19, the public airing of the video was delayed as debut plans were modified multiple times in consultation with the Golden Valley Historical Society. The video traced the history of Golden Valley as told in the words of individuals with a passion for sharing their personal experiences. The debut was on Thursday, September 17 at 6:00pm with a special "made for TV and Facebook" event. The event included live in-studio discussion about the importance of preserving the history of Golden Valley, a showing of the video, and a post-showing "reminiscing" time with studio guests and viewers through Facebook.

The Golden Valley video contains an in depth look into topics ranging from the early days, to the naming of the city, to the large lakes, to retail development, and the area schools. The links to the video can also be found on the Golden Valley Historical Society website, the city of Golden Valley website, and the CCX Media website. We are happy to report that as of the end of 2020 the first five history videos produced through CCX Media have nearly 12,500 combined Youtube and Facebook views in addition to all the channel views.

The next video will feature the history of the city of Crystal. The final editing and program assembly will take place in late 2021.



# The Connection

The Connection programming took on a very different look during 2020 due to COVID-19. The Cities Production Staff rose to the challenge of getting timely and important information out to area city residents. They quickly developed virtual methods to conduct interviews and produce video clips, alerting cities of quick turnaround production processes, and looking to additional sources of important community information.

41 Covid-19 response updates

Mayors  
City Managers  
Department Heads  
Hennepin County Officials

9 interviews  
State Senators  
Representatives

43 food shelf updates

32 weekly updates  
with New Hope Mayor  
Kathi Hemken

53 Mayors Minutes

169 City Videos

24 Maple Grove  
interviews with  
City Administrator



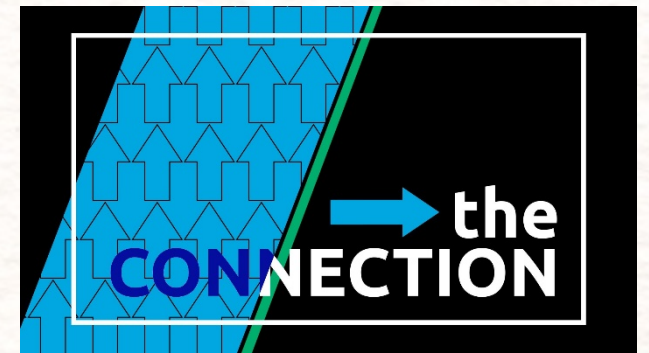
Dave Kiser conducting one of many zoom interviews that were aired.



# The Connection : Special Projects

The Connection staff's efforts combined with other departments of CCX Media, completed Special programs to offer virtual options to highlight community issues, the response to the civil unrest in the metro area, and other events.

- Brooklyn Center and Brooklyn Park Community Conversation
- Brooklyn Park Police and Fire Community Conversation
- Robbinsdale Community Conversation
- North Hennepin Community College Community Conversation
- Brooklyn Center Fire Virtual Classroom Training
- Plymouth Fire Virtual Station Tour
- Plymouth Memorial Day Virtual Celebration
- Joint Cities Bike Rodeo video and live event
- Joint Cities Vehicle Fair video production
- Metro Blue Line Corridor Committee Meeting coverage (2)
- Crystal/New Hope/Robbinsdale Drive in Movie – FM Transmission Assistance





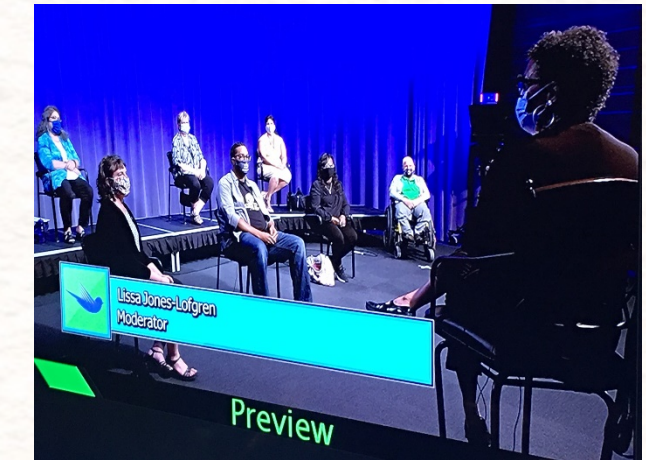
# Summer Productions

CCX Media had to greatly modify its summer programming schedule and production methods in 2020 due to COVID-19.

We recorded a total of 4 Concert in the Park programs at these venues:

- The Town Green in Maple Grove
- The Community Activity Center in Brooklyn Park

With the cancellation of the city parades, staff found creative ways to fill the void by working on many of the Community Conversation productions, special meetings and assisting with virtual graduations.







Our last polka show in February prior to Covid-19 restrictions.





- Start of 2020, we held a Super Saturday production class.
- COVID-19 hit in March. CCX Create Staff worked from home but stayed connected with our Producers by creating ZOOM SOCIALS. We gave updates on procedures and made it a Safe Space to socially distance from other producers.
- Mid-June, CCX Create Staff prepared the building for members' return to the studio on June 30<sup>th</sup>.
- Producers started producing their own shows at the studio and began submitting ASAP.



NOTE:  
Some pictures  
were taken  
pre-COVID.







- A Portable Camera Class, coordinated with the Robbinsdale Police, was taught to metro area Crime Prevention Specialists.
- CCX Create members were able to invite city council members, mayors, Minnesota state senators, and Minnesota's Secretary of State to discuss important political issues.
- In October, CCX Create Staff offered one-on-one training for new members.
- In November, Baby Blue Arts production was finally able to record their first band since the start of COVID-19.

**Programs Processed: 1,415**

**Program Hours: 297**

NOTE:  
Some pictures  
were taken  
pre-COVID.













# STRATEGIC PLAN

## CCX Media Strategic Plan for Long Term Sustainability

- 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

The Financial Sustainability Lead Group (FSLG) was formed in January 2020 with the task of implementing a portion of the plan to begin monetizing some of CCX Media services.

## Creative Services Department

Set up new Creative Services department February 2020 to do the following:

- Launch new CCX Studios website to promote commercial video production services
- and facility/truck rental early September 2020.
- Transform Studio C from green to white screen recording environment.
- Produce “sizzle” reel to showcase CCX video work.
- Work with clients on various studio, field and truck projects.

## Small Business Support

Saddened by economic impact of COVID-19 pandemic on business, CCX Media offers deeply discounted advertising package. This also supports efforts to:

- Create structure for long-term commercial production.
- Research and acquire specialized tools: video maker Biteable and ad manager Broadstreet.
- Produce 30-second videos including channel airtime and website placement for businesses from October to December 2020.

## Year-End Donation Campaign

We launched an online donation campaign in December:

- We exceed the goal to match \$1,000.00 from the Brooklyn Park Rotary donation.







## 2020 CLIENTS



### **Birdtown Flats**

Robbinsdale

### **CEAP Community Emergency Assistance Programs**

Brooklyn Center



### **City of Maple Grove**



### **City of New Hope**



### **Hennepin Technical College**

Brooklyn Park

### **North Hennepin Community College**

Brooklyn Park

### **Second Harvest Heartland**

Brooklyn Park

### **Seven Dreams Education Foundation**

Plymouth



### **Blue Wolf Brewing**

Brooklyn Park

### **Broadway Awards**

Robbinsdale

### **Burn Boot Camp**

Maple Grove

### **Chef Flo-K Foods**

Brooklyn Park

### **Christy's Auto Service**

Brooklyn Center

### **Copperfield Hill Senior Living**

Robbinsdale

### **Frankie's Chicago Style**

New Hope

### **Go Health Chiropractic**

Robbinsdale

### **Marna's Eatery and Lounge**

Robbinsdale

### **Money Mailer**

Brooklyn Park

### **Rock Elm Tavern**

Maple Grove and Plymouth

### **Spavia**

Maple Grove



# Awards

## Eric Sevareid Awards/Midwest Broadcast Journalists Association

Received in 2020 for programming produced in previous year.



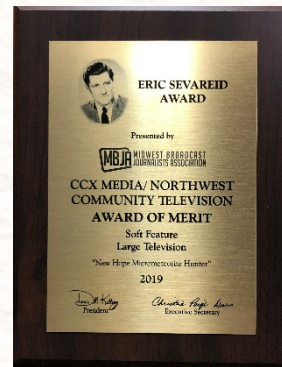
**News  
Newscast**  
November 5, 2019



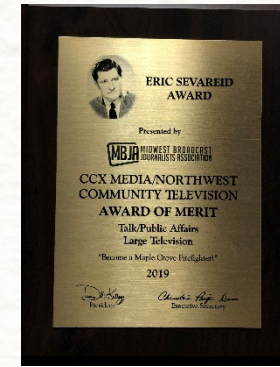
**News  
Hard Feature**  
Fleeing Home:  
Hmong Memories  
of the Secret War



**News  
Series**  
Domestic Abuse:  
Breaking the  
Silence



**News  
Soft Feature**  
New Hope  
Micrometeorite  
Hunter



**The Connection  
Public Affairs**  
Becoming A  
Maple Grove  
Firefighter



**Sports  
Program**  
2019 CCX Sports  
Hall Of Fame



**Sports  
Play-by-Play**  
Champlin Park vs.  
Park Center  
Section 5AAAA  
Boys Basketball



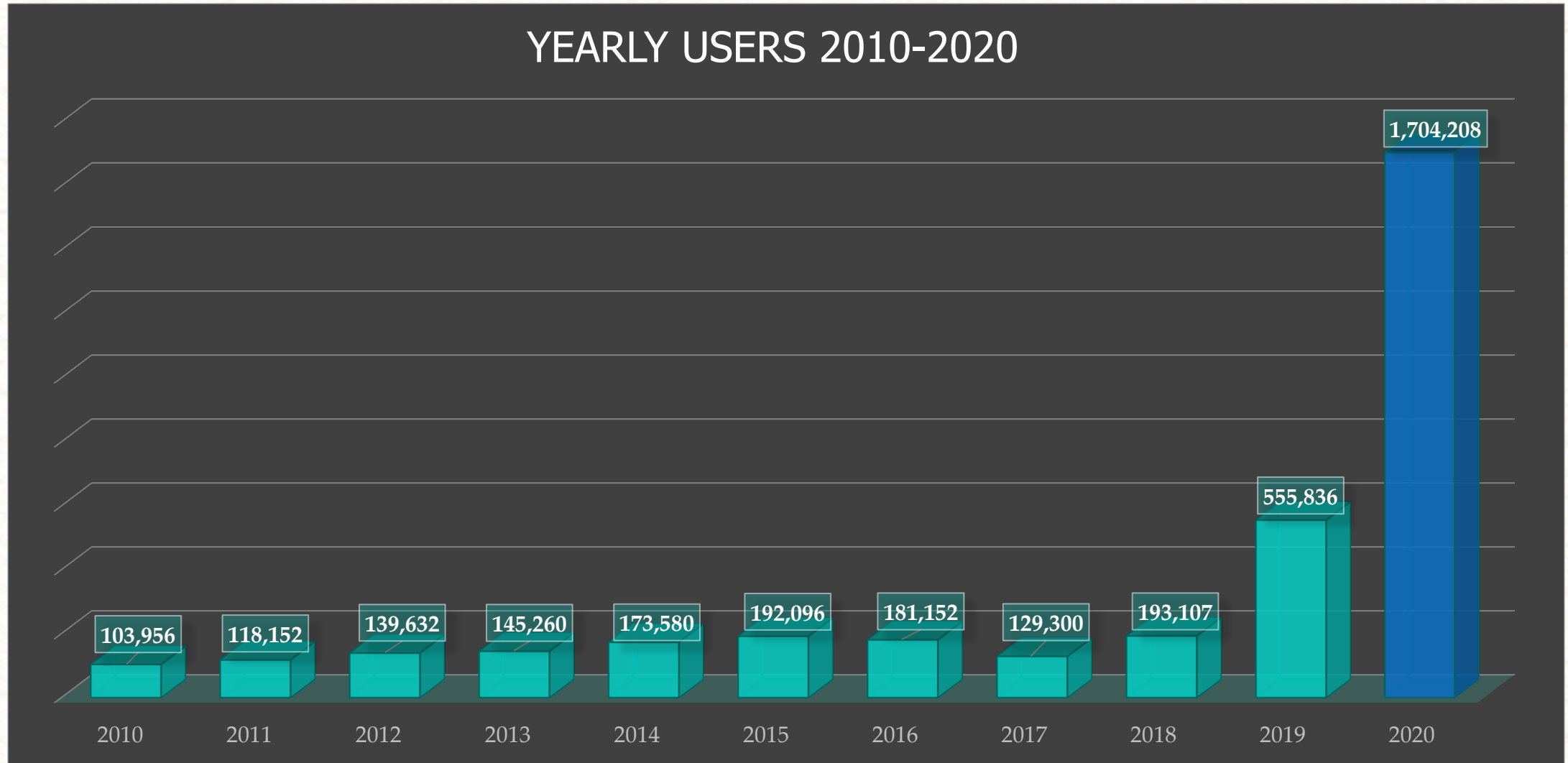


## Digital Media Report





# CCX Media Website Stats



CCX Media's Website User Count Grew By Over 206% in 2020.  
In 2020, the Average Daily Users Count Was 4,670.

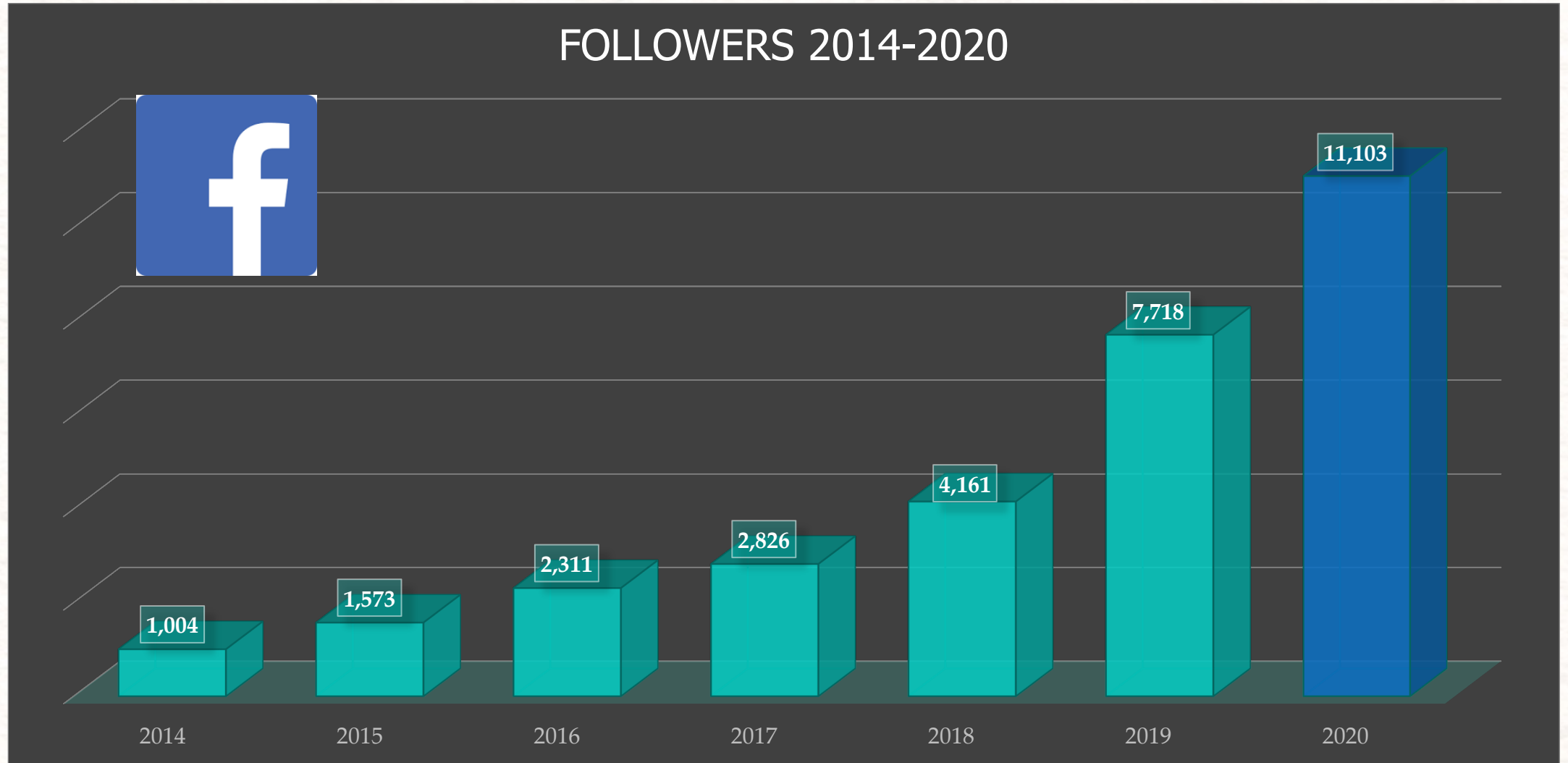




- The website was visited more than 2.2 million times in 2020.
- The site received more than 3.4 million page views.
- Successfully launch ad server on website for future sustainability.
- Maintain aggregated content pages for each city that link from municipal websites.



# CCX Media Facebook Stats



CCX Media's Facebook Page Gained 3,385 Followers in 2020.  
These numbers do not include the 1,020 followers for the CCX Create page.



# CCX Media Facebook 2020

- Video posts generated 1.2 million views.
- Article posts generated 320,000 visits to our website.
- Our Facebook page saw increased engagement as residents turned to us for updates on COVID-19.



---

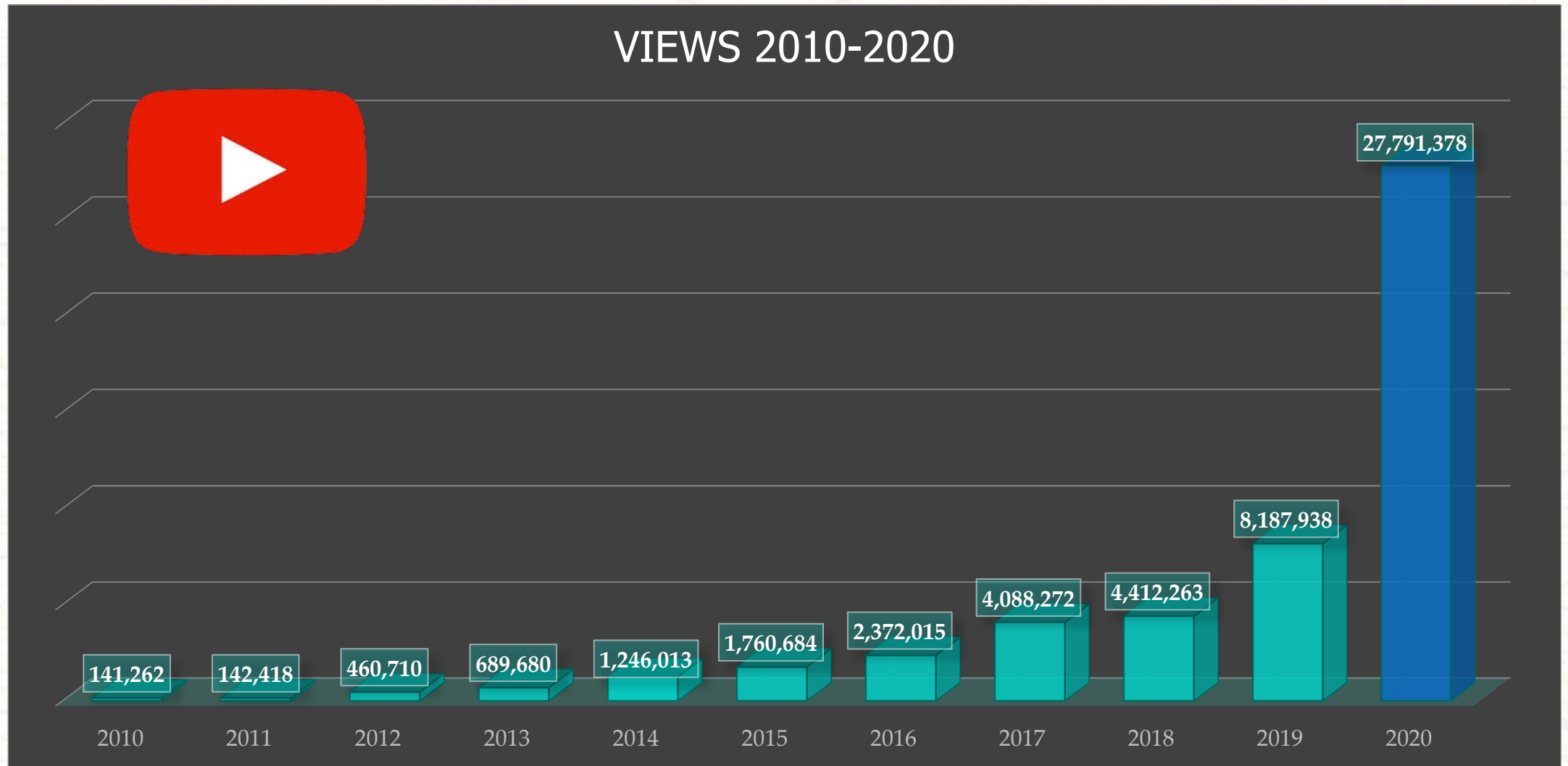
## City Facebook Partnerships

- Share Video content directly to the Cities Facebook pages.
- 598 CCX Media Video posts sent out.
- 495,567 video views from all 9 cities.





# CCX Media Youtube



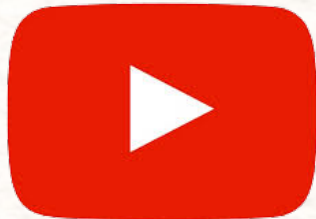
CCX Media's YouTube View Count Grew By Over 240% in 2020.





**MEDIA**

**CCXMEDIA.ORG**



## CCX Media Youtube

- The YouTube Channels ended the year with over 103,000 subscribers.
- Our sports content reached a larger audience due to the pandemic lockdown.
- Content featuring high school basketball star, Paige Bueckers, received 4 million views in 2020.
- 24,823 videos have been uploaded to our two channels since 2010.



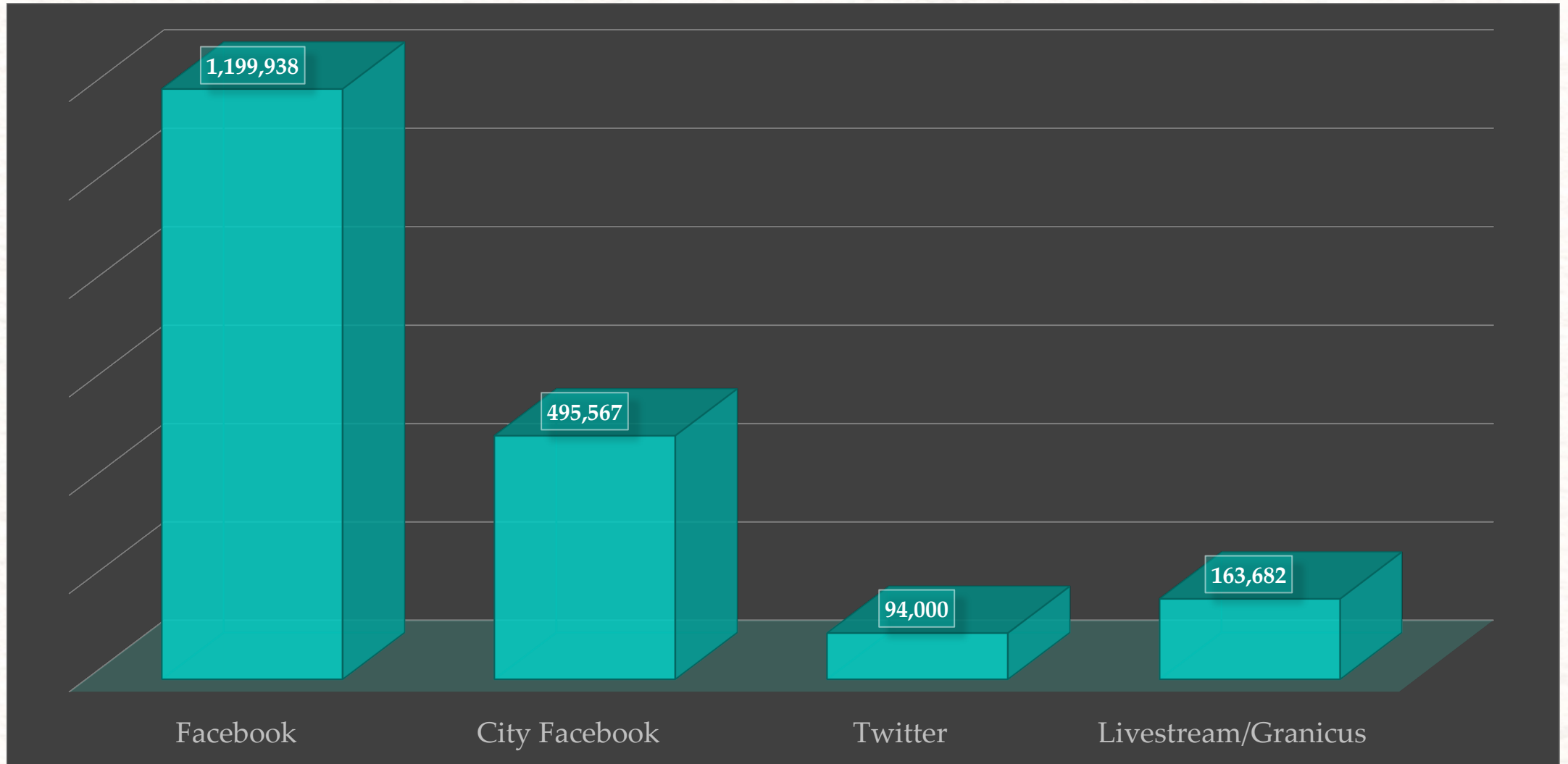
# CCX Media Email Subscriptions



Residents can choose a custom email subscription from CCX Media.  
We send daily email bulletins to viewers that direct them to video clips on our website.

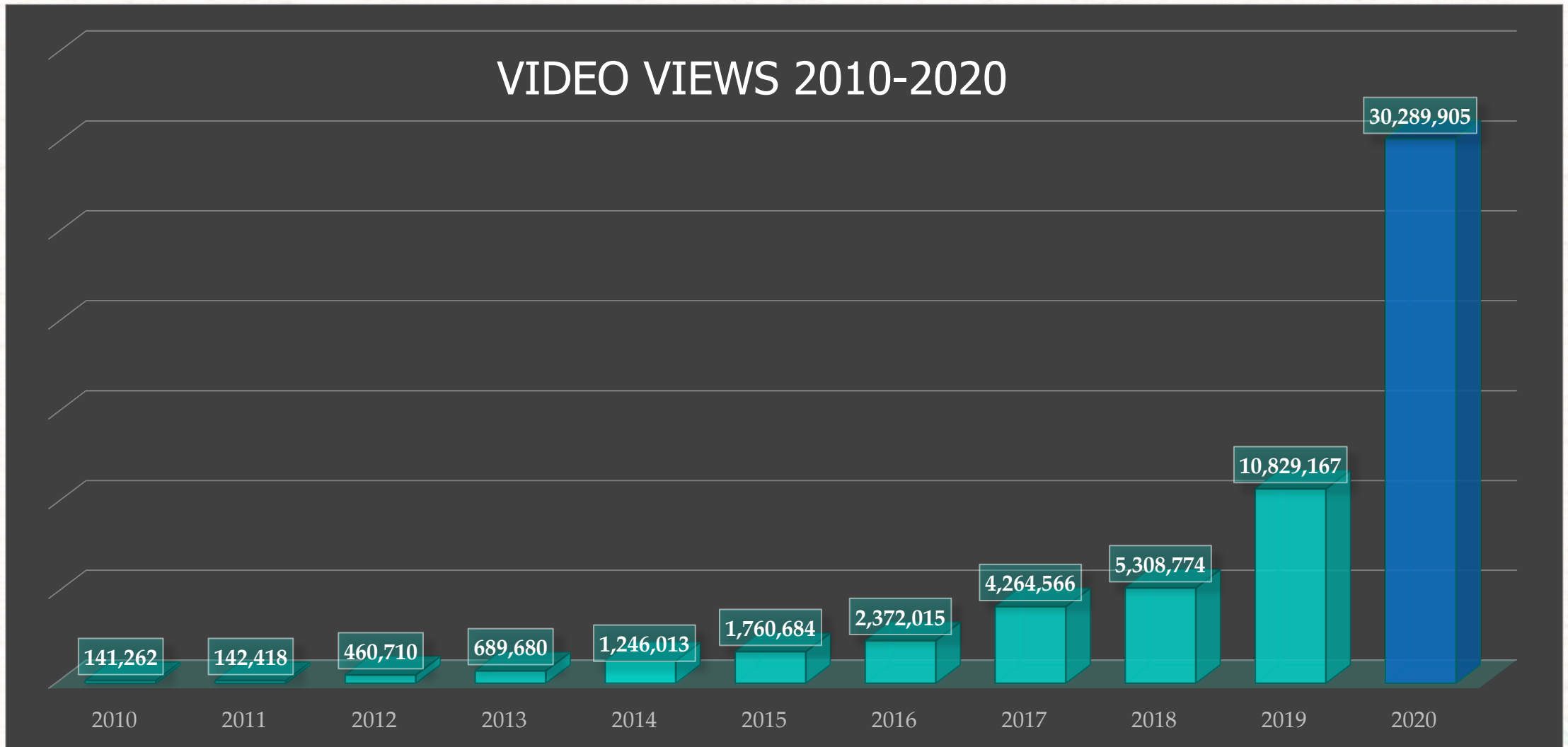


# Other digital platform views





# CCX Media Total Views Across all Platforms



CCX Media Video Views went up 280% in 2020.



# CCX Media Mobile App

- The CCX mobile app was downloaded more than 1,400 times in 2020.
- The app now links back to the Website.



**Download the Free  
CCX Media APP**

Available on the  
**App Store**

Get it on  
**Google play**

**Search: CCX Media  
in the app store**

---

# CCX APPLE TV & ROKU

- The CCX Media OTT app has been downloaded more than 4,500 times.



**CCX MEDIA** CONNECTED  
COMMUNITY  
EXPERIENCE

**movies** **CCX MEDIA** **tv shows** **abc**

**ROKU**

Download on  
**Apple TV**



# City Meeting- Event Recap

City	Council	Planning	EDA/HRA	Other/Forum	Total
Brooklyn Center	24	-	15	-	39
Brooklyn Park	31	9	11	8	59
Crystal	21	-	8	4	33
Golden Valley	24	23	5	4	56
Maple Grove	25	13	-	19	57
New Hope	22	4	9	6	41
Osseo	23	6	12	21	62
Plymouth	22	15	-	10	47
Robbinsdale	24	-	13	1	38

CCX Media city meeting crews recorded and broadcasted a total of 432 council chambers-based events in 2020 compared to 402 in 2019. 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 candidate forums, state of the city, and work sessions. That is an average of 36 council chambers-based events per month covered by CCX Media staff.



# City Granicus Web Streaming Views

2020 Granicus Stats	January	February	March	April	May	June	July	August	September	October	November	December	Total Views YTD
Brooklyn Center	77	73	140	5	29	174	30	75	239	173	211	176	1,402
Brooklyn Park	399	286	230	390	287	226	147	198	524	1,115	428	377	4,607
Crystal	43	554	12	15	36	32	97	73	55	141	35	66	1,159
Golden Valley	504	176	91	128	292	201	234	232	207	263	67	155	2,550
Maple Grove	578	705	458	609	567	677	467	413	478	499	410	421	6,282
New Hope	104	42	49	30	95	112	748	147	107	208	111	43	1,796
Osseo	217	67	30	264	70	169	15	235	43	137	219	213	1,679
Plymouth	277	511	545	279	442	391	783	429	267	261	320	193	4,698
Robbinsdale	56	5	30	49	70	409	179	418	182	89	135	164	1,786
Total Monthly Video Views	2,255	2,419	1,585	1,769	1,888	2,391	2,700	2,220	2,102	2,886	1,936	1,808	25,959



# Covid-19 Preparations

THANK YOU STAFF,  
for following rules and procedures that were implemented in our Preparedness Plan.





# Covid-19 Preparations



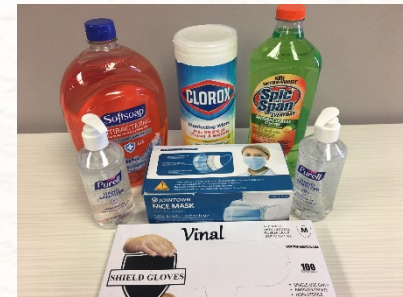
- Developed a Covid-19 Preparedness Plan
- Video Conferencing for meetings
- Exterior doors locked at all times
- Video Doorbells at 3 entrances
- Wireless Doorbell Chimes
- Exterior Mailbox installed
- Masks
- Hand Sanitizer
- Disinfectant Wipes
- Cleaning Supplies
- Digital Thermometers
- A lot of Covid Safety Signs!
- 14 Plexiglass Panels on wheels
- 19 Plexiglass Panels
- 24 Stanchions/with webbing
- 11 Stanchion Sign holders
- Glass Partition Dividers
- Custom clear vinyl



- (Rest Rooms)
- Doors have push plates vs. handles
- Doors with step & pull device
- Touch Free Faucets
- Touch Free Soap Dispensers
- Automatic Towel Dispensers
- Safety Signs
- Automatic Flush (Prior to Covid)



- (Break Rooms)
- Touch Free Faucets
- Touch Free Soap Dispensers
- Chairs removed from tables
- Safety signs in break room



- (Dressing Rooms)
- Touch Free Faucets
- Pop-Up Towel Dispensers

- (Public Drinking Fountains)
- Shut down











## **2020 Report Contributors**

**Wendy Brierley**

**Steve Brockhaus**

**Javier Cedillo**

**David Dobrin**

**Tim Gaffron**

**John Jacobson**

**Mike Johnson**

**Dave Kiser**

**Isaac Rice**

**Shannon Slatton**

**Tamisha Touray**

