



2021 Annual Report

CHANGE IS ON THE HORIZON



February 2022



Dear Commission and Board Members,

I am honored to present the 2021 CCX Media Annual Report.

Although the pandemic continued throughout 2021, CCX Media persevered just as we did in 2020 thanks to our wonderful staff. You will see the CCX Media Team Members responsible for our success within this report. Special thanks to Dave Kiser for his department and staff leadership role working directly with staff serving as Assistant Executive Director.

We continue to be a valued and trusted service to our member cities. Community newspapers continue to struggle greatly and local news in general has been curtailed creating in effect a news desert. CCX Media has filled the void for decades with community news coverage that residents in our area of approximately 350,000 people have come to know and trust. Our prep sports coverage ramped up considerably in 2021 as students returned to the classroom and athletic activities were allowed to continue. The Sports & Events Team covered 134 high school games, community events as well as 196 sportscasts.

Our member cities rely on CCX Media to maximize government transparency. The Connection Team produces important community information segments for the residents working in partnership with city staff. 188 city video segments were produced along with 48 Mayor's Minutes segments and various updates. The Municipal Media Services Team provided gavel-to-gavel coverage of public meetings and recordings of special forums. This resulted in 433 meetings being covered in 2021.

The CCX Create Team transitioned from one-on-one training sessions in 2020 to group training sessions in 2021 and many of the productions were back on schedule. The CCX Media Creative Services Department which is separate and distinct from the Create Department focused on working with clients and generating additional revenue under the branding of CCX Studios.

The Digital Media Report section will highlight how content and viewer engagement with CCX Media continues to be significant due to an intentional and focused digital strategy to reach and engage viewers with CCX Media content. This focus has paid off financially as we diversify our revenue streams.

In November 2021, I informed the Commission, the Board and the staff of my plan to retire in April of 2022.

In the last section of this report, I look back on my past 40 years in the northwest suburbs. Several of those years were with the cable company working in partnership with the commission and the non-profit organization. I am forever grateful for the opportunity to serve the cities of Brooklyn Center, Brooklyn Park, Crystal, Golden Valley, Maple Grove, New Hope, Osseo, Plymouth and Robbinsdale. Thank you Commission and Board members for all of your support and encouragement over the past 40 years!

Mike Johnson
Executive Director



Darryl Sannes
City of
Brooklyn Center



Mike Elliott
City of
Brooklyn Center



Hasit Parmar
City of
Brooklyn Park



Camille Hepola
City of
Brooklyn Park



Therese Kiser
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 Hoffs
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
(through Feb 2021)



Emilie Kastner
City of
Plymouth
(March 2021-present)



Jim Willis
City of
Plymouth



Bill Blonigan
City of
Robbinsdale



George Selman
City of
Robbinsdale

2021 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
(through Feb 2021)



Emilie Kastner
City of
Plymouth
(March 2021-present)



Marcia Glick
City of
Robbinsdale



Joanie Clausen
At Large



Darryl Sannes
At Large



Mark Schulz
At Large



Giannina Posner
At Large



Mary Lahaie
Elected



Roberta Reindorf
Elected

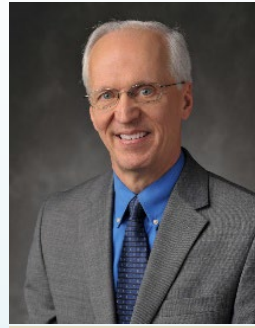
2021 CCX Media Board of Directors



Administration



Mike Johnson
Executive
Director
36 years



Dave Kiser
Assistant
Executive
Director
36 years



Wendy Brierley
HR Manager,
Administrative
Assistant,
Accountant
32 years



Cindy Almsted
Administrative,
Digital Media,
and Master
Control Support
13 years

Special Projects



Tamisha Touray
Special Projects
Coordinator
34 years

Create

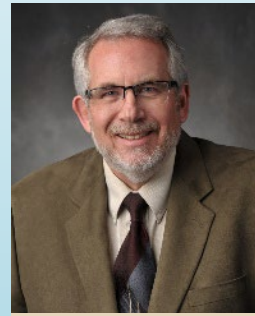


Javier Cedillo
Create
Coordinator
9 years



Trudy Radniecki
Admin Support,
Studio Assistant
15 years

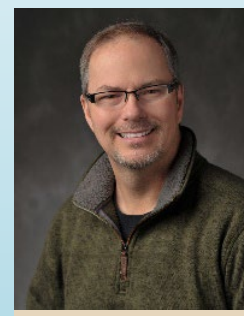
Cities/The Connection



Tim Gaffron
Municipal Media
Services
Manager
36 years



Beth Anderson
City Producer,
Photojournalist
7 years



Chris O'Connor
City Producer,
Photojournalist
24 years

Technical Services



James Anderson
Technical
Services
Manager
19 years



Shawn Christie
Network
Services
Manager
12 years

News



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



Corey Bork
Executive
Producer
16 years



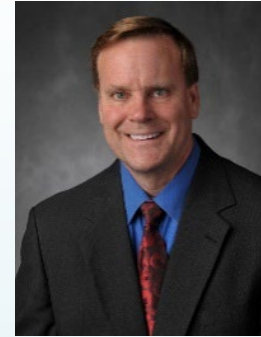
**Delane
Cleveland**
Multimedia
Journalist
10 year



Sonya Goins
Reporter
8 years



Benjamin Kroll
Chief
Photographer
18 years



Neil Pursley
Multimedia
Journalist
8 years



Dustin Scholl
Photographer
19 years

Sports/Events



John Jacobson
Sports Director,
Anchor
31 years



Jason Melillo
Sports
Producer,
Reporter
14 years



Isaac Rice Jr.
Events Director
6 years



Jay Wilcox
Sports Producer,
Reporter,
Anchor
33 years



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



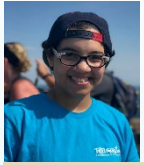
Dustin Cooper
Creative
Services,
Create
6 years



David Dobrin
Producer,
Graphics
25 years

Creative Services

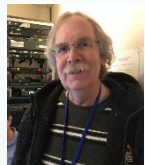
City Meetings



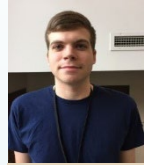
**Selena
Bergin**



**Michael
Hestick**



**David
Jorgenson**



**Mitchel
Kruse**



**Jonathan
Lyksett**



**Brenda
Lynch**



**Dylan
Salber**



**Christ
Schnettler**



**David
Weld**

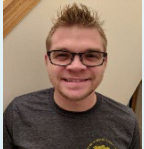


**Andrea
Widmark**

Sports & Events



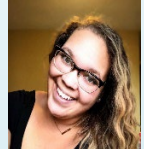
**Colin
Brookfield**



**Peter
Dahlberg**



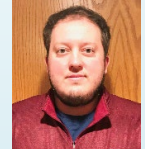
**Devry
Foss**



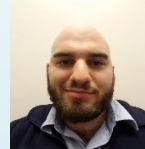
**Danielle
Grand**



**Michael
Groves**



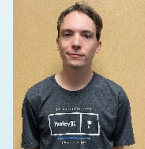
**Aaron
Headrick**



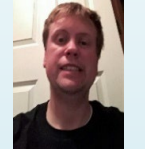
**William
Hershkowitz**



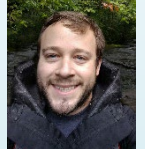
**Chris
Hultgren**



**Brooks
Imdieke**



**Andy
Jahr**



**Jason
Kayati**



**Parker
Kayser**



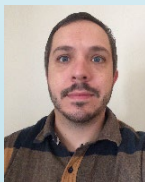
**Roger
Larson**



**Aleksandr
Meystelman**



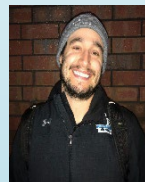
**Jeremy
Millington**



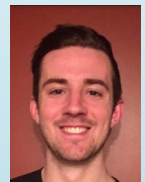
**Samuel
Mueller**



**Dustin
Paulson**



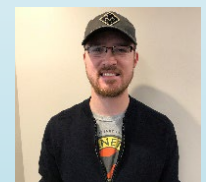
**Samuel
Pigeon**



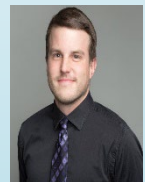
**Grant
Portell**



**Simon
Redstone**



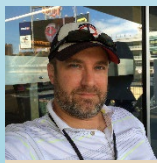
**Michael
Reinbold**



**Preston
Schultz**



**Anthony
Seeman**



**Robb
Shaw**



**Joel
Sipper**



**Alex
Smith**



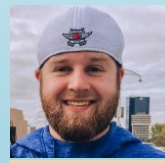
**Dylan
Strub**



**Chris
Trudeau**



**Alex
Wasserman**



**Daniel
Wasserman**

Part Time

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

Service Recognition



Cable Commission
Bill Blonigan
40 Years
(Pictured Left to Right:
Chairman Al Madsen and Bill Blonigan)



CCX Media
David Dobrin
25 Years
(Pictured Left to Right:
Mike Johnson and David Dobrin)



CCX Media
Chris Trudeau
25 Years
(Pictured Left to Right:
Chris Trudeau and Mike Johnson)

Also recognized:

- ❖ Mary Lahaie - Board of Directors – 2 years
- ❖ Devry Foss – CCX Media – 5 years
- ❖ Jonathan Lyksett – CCX Media – 5 years
- ❖ Delane Cleveland – CCX Media – 10 years
- ❖ Trudy Radniecki – CCX Media – 15 years



Continued Flexibility during 2021, 'Making Sense of a Confusing Situation'

The flexibility that the News Team learned during 2020 for being nimble when adapting to the pandemic was put to good use in 2021 as the pandemic continued. Reporters and photographers used creativity and forethought in covering stories despite challenges like social distancing and quarantines. In tracking our coverage, the number of COVID-19 stories we covered would always reflect the current case numbers, whether rising or falling depending on how schools, cities, and businesses adapted. We continued to provide COVID-19 updates from the Minnesota Department of Health in simple, bullet point format.

When the police shooting of Daunte Wright rocked Brooklyn Center, we continued to adapt to provide unique, thoughtful coverage, whether in video or article form. People care about the content of the stories, and that's what we tried to provide in whatever form we were able. One email from a viewer captured what we were trying to accomplish, **"CCX's coverage of the emergency council meetings, as well as the communication between the Hennepin County Sheriff's Office and Hennepin County Chiefs of Police Association with the City of Brooklyn Center is extremely valuable. It is providing context and giving me a more complete picture than the city news conferences provide. In short, the coverage is helping me make sense of a confusing situation."**



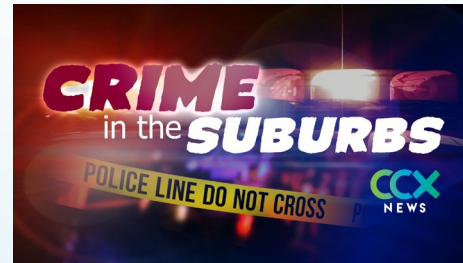
CCX News: Special Reports/Special Coverage



This collection of stories and newscasts covered the police shooting of Daunte Wright in April, how the city reacted to the social unrest and riots, and how the city passed and started implementing police reform. While national news outlets focused on the protests, CCX News focused on the city response and what information might be the most valuable for local residents. One member of the Minnesota Association of Community Telecommunications Administrators (MACTA) noticed this intentional focus. **"While this was a tragic situation, I thought CCX did a fantastic job bringing full coverage of the city's response. Other national and local media outlets covered the stories but would cut in and out of the city's press conferences and did not get into the details of city council meetings. I thought that was an important piece of the coverage and really showed why community television organizations like CCX Media are essential."**



CCX News committed to provide thoughtful and thorough coverage of the trial and how it impacted Brooklyn Center. This included not only careful attention to the testimony of local officers and residents, but also how the city and residents prepared for possible protests and unrest. CCX News streamed every minute of the trial live on our YouTube channel and recapped each day's events.



As crime spiked in our suburbs over the summer and fall months, CCX News tried to reflect the growing numbers and concerns from residents and police officers. This ongoing coverage involved several interviews and individual stories with local police chiefs and community organizers to talk about some of the reasons behind the spike in crime and what police departments were doing about it.



Local police departments shared concerns with CCX News about how more people were driving erratically and dangerously on local roadways. In this Special Report, we dove more deeply into the subject. We talked to drivers about what they saw, as well as doing a ride along with police to witness some of the problems firsthand. In addition, we spoke with a psychologist about how trauma can have an impact on everyday habits like driving.



Thanks to a CCX News story that aired in May, Redmon's Popcorn in New Hope caught the attention of a producer from "The Stephen Colbert Show." (on CBS Late Night) The show ran a CCX News clip and created an ad for Redmon's Popcorn, which brought a great deal of attention and business to this local entrepreneur. The Stephen Colbert Show even did a follow-up segment in December, using another CCX News clip featuring New Hope Mayor Kathi Hemken and a billboard in Times Square.

CCX News: Franchise Segments



Airs over the weekend and features a local “newsmaker” in a three-minute interview segment. Interviewees have included county commissioners, legislators, superintendents, local college presidents, CEOs, and industry leaders.



Profiles the best and brightest students in local public and private high schools. Because of the pandemic, we have also adapted the frequency of these stories to when schools were able to work with CCX News to tell these stories.



Profiles public and private schools in our area that are in the Anoka Hennepin, Brooklyn Center, Hopkins, Osseo, Robbinsdale and Wayzata school districts. Due to the pandemic, we have adapted our story schedules to local school district availability.



Profiles local businesses and business trends.



Airs on Fridays and gives a stage to local arts and events. Many theaters, art exhibits and events opened back up to the public for the first time.



Features local restaurants and how they continue to adapt to COVID-19 restrictions and staffing shortages. These clips performed well online.

Awards

Midwest Broadcast Journalists Association/Other Awards

Received in 2021 for programming produced in previous year.

**1st Place
News
Newscast**

December 17, 2020

Award of Merit

Golden Valley Man
Serenades Neighborhood

Award of Merit

Removing Racial
Covenants

**Sports
Play-by-Play**

Wayzata vs. Hopkins Girls
Basketball

Award of Merit

COVID-19 Impact on
Seniors

Award of Merit

COVID-19 Coverage

Award of Merit

Local Vote 2020

**Sports
Program**

2020 CCX Sports
Hall Of Fame

YouTube Award

Passing 100,000
subscribers
(nationwide)

**Award of Merit
Talk/Public Affairs**

Joint Community Conversation

Award of Merit

Plymouth Couple Creates
Halloween House of Yard
Waste

Award of Merit

Sharing Maria's Voice

2021 Telly Award

Isaac Rice Director's Track



Election
Coverage



CCX News tracked four races and one school district with three referendum questions for the November election. During August and September, we produced candidate statements for 22 out of the 26 candidates. These statements were published to our website on Oct. 1. On election night, we conducted live interviews with the winning candidates for the Golden Valley City Council race on Facebook, carried a news ticker with results streamed from the Secretary of State on our channel, and recapped results on our website and on social media.

Total Page Views for Local Vote 2021 (Oct. 1st- Nov. 14)

Election Pages-	21,866 Page Views
Candidate Pages -	24,638 Page Views
Total Page Views –	46,504

Special Election for Brooklyn Park Mayor

During the special election for Brooklyn Park Mayor, we invited the candidates into the studio to answer three basic questions regarding the uptick in crime, racial healing and growing business. We created three clips with candidate answers and shared those on our website and social media in the days leading up to the election. We posted the results on election night and then continued to follow the recount.





Sports and Events

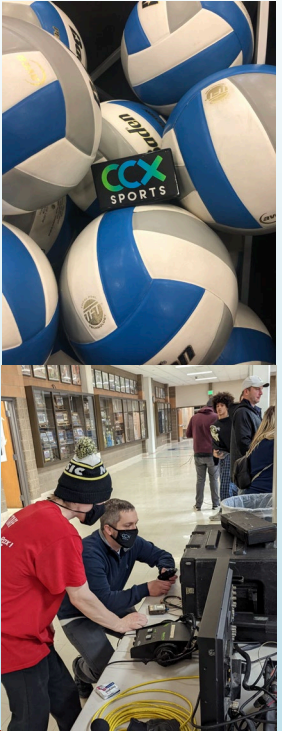
The 2021 winter high school sports season began with games in mid-January, six weeks later than usual. After a delay in the winter season, teams played an abbreviated schedule with limited fans attending in person. The winter season concluded in April with the state basketball tournaments. Spring sports followed immediately afterward. We covered local amateur sports stories during the summer. Fall sports season began much as it had in 2019 with a “normal” season—a full schedule of games from late August to the end of November when the Maple Grove football team lost in the state championship game.

Safety protocols put into place in our mobile production truck during the early months of the pandemic, remained in place during the first half of 2021 and returned for the 2021-22 winter season with the rise Covid-19 cases.

After no state tournaments late in 2020, we were able to fully cover local teams in section and state tournament play all of 2021.

Our viewers continue to be able to watch CCX Sports content either on our channel or through our website and media platforms which is updated with fresh content.

- ❖ **Produced 196 sportscasts**
- ❖ **Over 600 stories**
- ❖ **31 CCX Sports Spotlight segments.**
- ❖ **11 segments recognizing the top local prep athletes**
- ❖ **134 high school games**
- ❖ **8 Graduations**
- ❖ **3 Community parades**

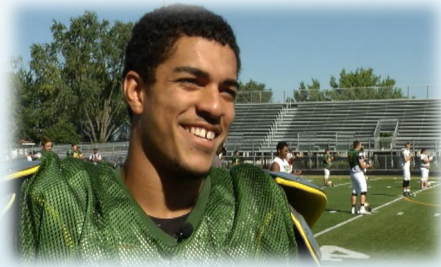


CCX Media Sports Hall of Fame



Grant Besse
Benilde St. Margaret

- ❖ Led the Red Knights to the 2012 state Class AA hockey championship.
- ❖ Mr. Hockey award in 2013.
- ❖ Collegiate career at the University of Wisconsin.



Amani Hooker
Park Center

- ❖ All-state football player in his senior year.
- ❖ Helped his team reach the section final his senior year while playing on both offense and defense.
- ❖ All-Big Ten safety at the University of Iowa.
- ❖ Plays in the NFL for the Tennessee Titans.



Cayla McMorris
Park Center

- ❖ All-state girls' basketball player.
- ❖ Key player on the Pirates' 2014 state championship team.
- ❖ Played college basketball at Wisconsin.
- ❖ Played professionally in Europe.



Derek Schriener
Wayzata

- ❖ Three-time state wrestling champion.
- ❖ Helped Wayzata reach the state team tournaments in his junior and senior years.
- ❖ Wrestled at Cornell University.



Broadcast of City Meetings

2021 was a year of challenges and adjustments as we went from remote to in-person to hybrid and back remote. Our part-time City Meeting staff have done a great job of adjusting with these challenges and with staying healthy.

CCX city meeting crews recorded, broadcasted and web streamed a total of 433 council chambers-based events in 2021. 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 forums, state of the city presentations, and work sessions. That is an average of 36 council chambers-based events per month covered by CCX Media staff.

In 2021, there were nearly 31,000 live and on-demand video views on the Granicus system for all 9 member cities.

- ❖ **221 Council meetings.**
- ❖ **81 Planning Meetings.**
- ❖ **78 EDA/HRA Meetings.**
- ❖ **53 Other/Forums.**
- ❖ **31,000 live and on-demand video views.**



City Hall Council Chambers Projects

- ❖ **Granicus Web-streaming** : Encoders were replaced at all 9 city hall locations in early 2021.
- ❖ **Plymouth** : Council Chambers Broadcast and AV system replacement was completed in February 2021.
- ❖ **Golden Valley** : The city council chambers remodeling and Broadcast/AV replacement project plan was reworked and went out for bids in Fall 2021. Work in the chambers is expected to commence in mid-March 2022.
- ❖ **Brooklyn Center** and **New Hope** – Both added hybrid meeting capability to their council chambers systems in 2021.



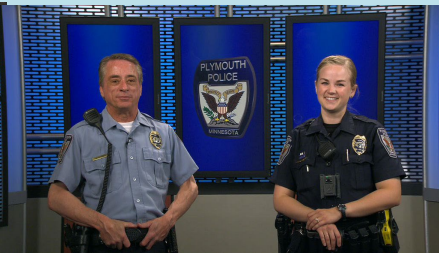
The Connection/Special City Programming

The Connection program is designed to bring important information about our nine area cities to local residents. The program continues to contain a mix of topics gathered from city staff and interviews with the area mayors. The content produced for The Connection program is provided to the area cities for placement on their individual Channel 16's, city Facebook pages and city websites. The content also airs on channel 799 and is placed on the CCX Media website.

CCX Media staff also assisted area cities in the creation of special programming when requested. In 2021, staff worked with the cities of Maple Grove and New Hope on regular city reports. One special report was completed for the city of Brooklyn Center. A series of "Chats with the Chief" was created to assist area police departments as they strive to communicate with their residents.



Productions	
City Videos	188
Mayor's Minutes	48
Maple Grove Report	23
New Hope City Update	51
Brooklyn Center Update	1
Chat with the Chief	4



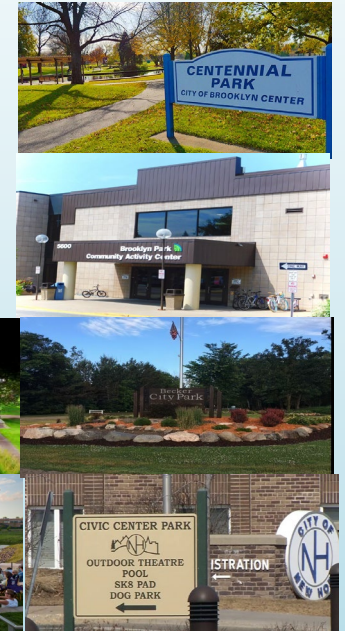
Summer Productions

Community Parades were back in 2021 and CCX Media was there to cover the fun! While parades in Maple Grove, Osseo, and Plymouth took on a regular look, the Robbinsdale Whiz Bang Days Parade presented a unique broadcasting challenge. A “reverse parade” (where the parade units were stationary and the crowd walked, drove, or biked down the street) was offered to the community and CCX Media adapted quickly to spotlight the event. With a mobile production crew assembled, the team walked/drove along the parade route interviewing participants, highlighting businesses and organizations, and even getting lost in what was an amazing turnout for this one-of-a-kind event!



CCX Media travelled to the following community venues during the summer months to record a total of 12 Concert in the Park programs.

Centennial Park – Brooklyn Center
Community Activity Center – Brooklyn Park
Becker Park – Crystal
Brookview Park – Golden Valley
Town Green – Maple Grove
Civic Center Park – New Hope
Boerboom Veterans Park - Osseo



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, Plymouth, Maple Grove, and Golden Valley History Videos completed, Crystal was chosen as the sixth city for production.

In late Spring 2021, interviews were conducted. In late summer, a Crystal Historical Society Member provided a wealth of images and articles for the program. As 2021 ended, the four initial interviews for the project were reviewed and selections of final clips were made. CCX Media staff provided ongoing updates to representatives of the Crystal Historical Society and have requested assistance in identifying one or two additional individuals to interview with knowledge of the early days of the Crystal Township area. As 2021 ended, additional first-cut editing of interview guests have been completed.

By the end of December 2021, the first five history videos produced through CCX Media have gathered over 19,000 combined Youtube and Facebook views. The completed programs occasionally air on CCX Media channels and are always available on the CCX Media website.







- ❖ At the start of 2021, CCX Create started collaborating with Hennepin Technical College by providing internships to college students so they can acquire hands-on experience in TV and Film productions.
- ❖ CCX Create collaborated with Creative Services and Dr. Rassheedah Watts from NHCC in creating “Diversity Minute”. The mission is to spread awareness on issues like Diversity, Equity, and Inclusion. Diversity Minute is featured on our website, social media, and Alliance for Community Media listserv.
- ❖ CCX Create Coordinator, Javier Cedillo attended the Wisconsin Community Media Conference in October. Javier was the opening speaker for the yearly conference and represented the ACM Midwest and CCX Media.



SYDNI



ELLIOT



DIVERSITY MINUTE

with Dr. Rassheedah Watts
The Inclusive Community Architect™



OPENING
DOORS

Milwaukee, October 28-29, 2021



- ❖ After a year of one-on-one classes, we were happy to increase class size again for Super Wednesday! Staff from CCX Create and Creative Services collectively taught all the free classes provided to the residents of our nine northwest suburbs.
- ❖ Paul Natto was elected by volunteers to become the new 2022 CCX Media Board Member. Paul is known for creating a series of shows that are currently in development. His shows range from classic car talk, Hawaiian culture, and public health to support the fight against Type 1 diabetes.

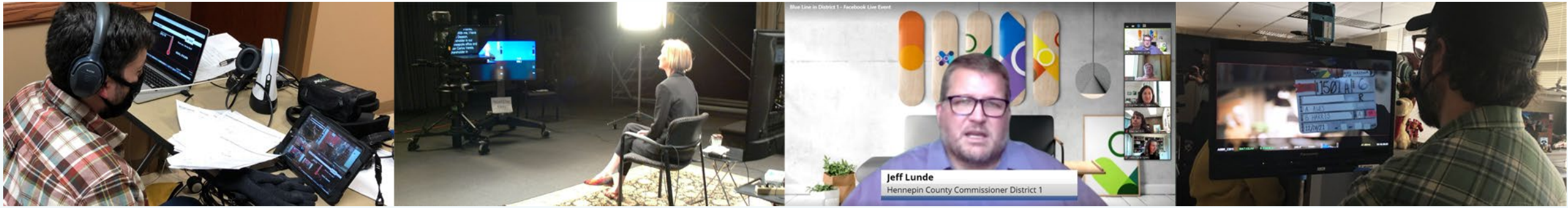
Program Processed: 1,505



Program Hours: 363







CCX Creative Services STUDIOS

2021 was a time of growth. We continued to grow in our capacity to meet and exceed client expectations – working on a variety of studio, truck, and video production services during on-going COVID restrictions. We provided excellent service, raised the bar on product quality, and delivered the unexpected.

Our client base included community organizations and nonprofits, schools, local small businesses, other media partners and production houses, as well as city and county government entities. We assisted with a range of projects including virtual events, commercials, and organizational and city videos.

- ❖ First virtual fundraiser, livestream, closed captioning (District 279 Foundation's A Night In).
- ❖ First use of studio as insert studio for live shot/record (Big Picture).
- ❖ First Facebook live event with Hennepin County District 1 Commissioner Jeff Lunde.
- ❖ First rental of studio as film location for nationally televised docuseries (Committee Films).

As we worked with clients, the CCX Studios website was updated to reflect our work on a growing number of projects. The site, along with channel promos and web ads, was used to promote Creative Services.

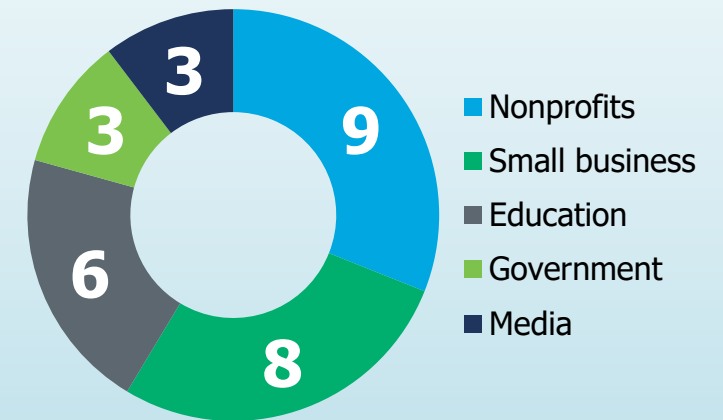


"I'd like to thank CCX Media for helping us create a video recording of our fall 2021 benefit concert. It was a high-quality audio and video recording that helped us raise money and provided a treasured archive for our theater group."

Steve Eckes, President, Cross Community Players

CREATIVE SERVICES BY THE NUMBERS

29 clients



2,233

CCX Studios prospective client website sessions

\$49,377

For-hire projects invoiced



CCX Media's Creative Services growth often mirrored our client's. Our work with Good Leadership is just one example. Good Leadership came to CCX Media in March 2020 after the pandemic forced them to rethink their in-person approach to leadership training. They had attempted a virtual approach on their own twice but desired a higher-quality production.

Their April Breakfast was produced at CCX Media's studios with a virtual emcee and guest along with an in-person host. The event was streamed live.

In May, we still had a virtual emcee, but the guest was now in-person along with the host and a small, vaccinated audience. September and October's Breakfasts continued in the same vein.

In November, we moved to a full in-person event at the Metropolitan Ballroom in Golden Valley where we used a portable studio to record the Breakfast.

2021 Creative Services Clients

Anoka County Vietnam Veterans Honor Guard Anoka
Anoka-Hennepin Schools Anoka
AVON Beauty Center Brooklyn Park
Big Picture San Rafael CA
Brooklyn Middle School Choirs Brooklyn Park
City of Osseo Osseo
City of Plymouth Plymouth
Committee Films Eden Prairie
Copperfield Hill Robbinsdale
Cross Community Players Maple Grove
District 279 Foundation Maple Grove
District 281 New Hope
Experience Leadership St. Louis Park
Good Leadership Edina
Great North Innocence Project Minneapolis
HealthCare Depot Brooklyn Park
Hennepin County District 1 Commissioner Jeff Lunde Minneapolis
JOY Athletic Club St. Louis Park

Literacy for Freedom Brooklyn Park

Mshale Minneapolis
 In partnership with **Insight News** Minneapolis and **Hmong TV** St. Paul

New Hope Bowl New Hope

North Hennepin Community College Brooklyn Park

OMNI Brewing Maple Grove

Opus Music Academy New Hope and Robbinsdale

P&C Family Daycare Crystal

Plymouth Rotary Club Plymouth

Seven Dreams Education Foundation Plymouth

Simonson's Salon & Spa
 Maple Grove, Plymouth and Coon Rapids

Yellow Tree Theatre Osseo



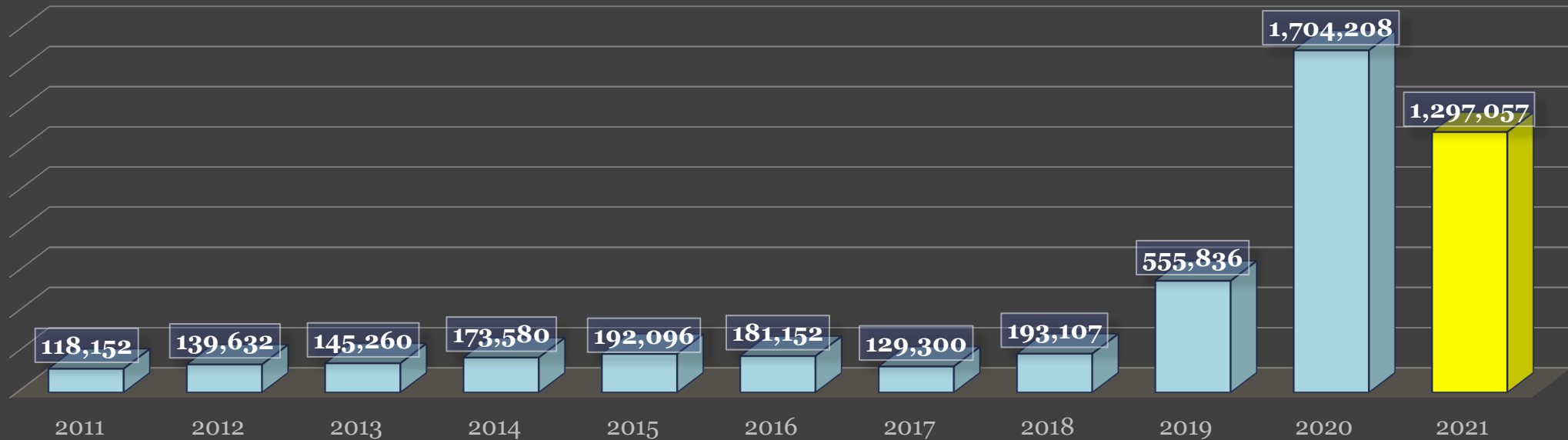


Digital Media Report



CCX Media Website Stats

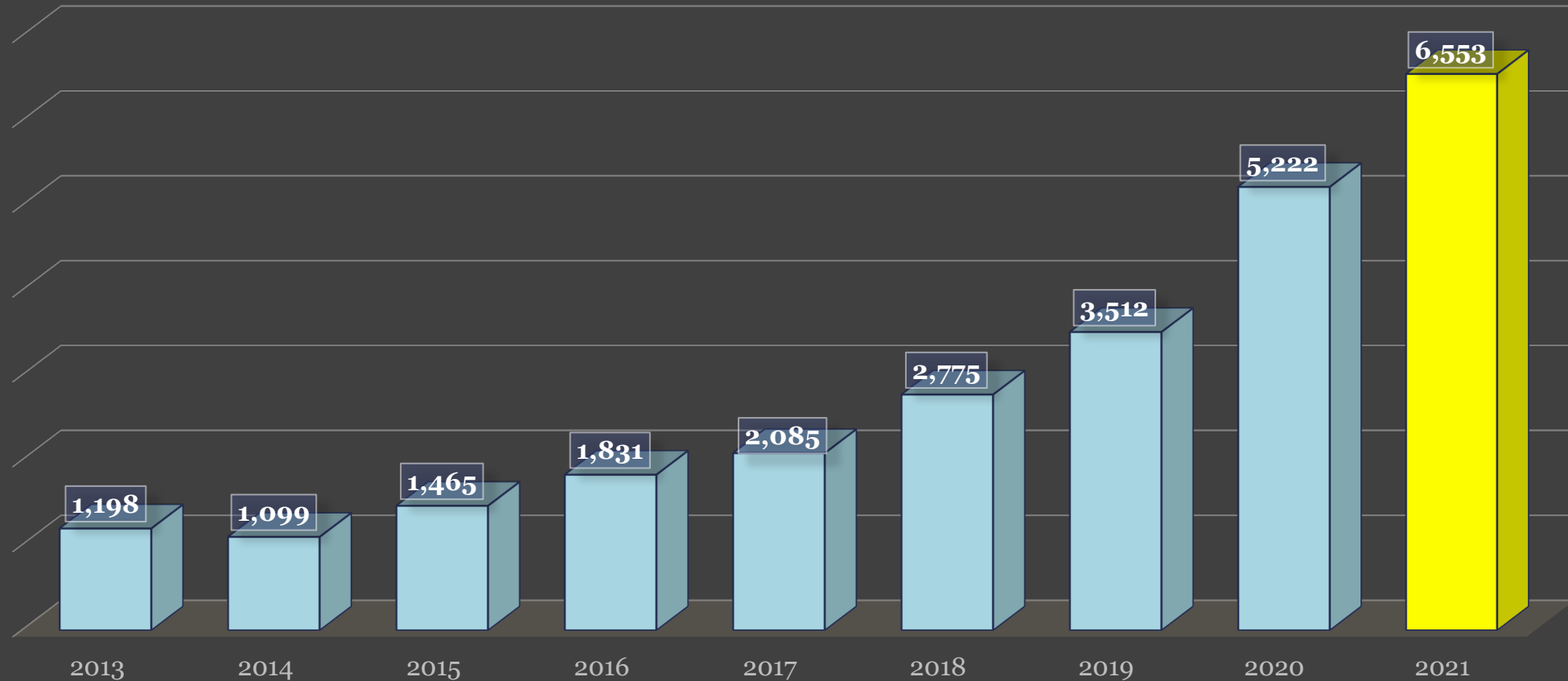
YEARLY WEBSITE VISITORS 2011-2021



- ❖ Website traffic dropped 24% from 2020, this was due to having unusually high traffic from across the state on our COVID coverage in 2020.
- ❖ The 1.2 million visitors in 2021 generated 2,343,409 pageviews on the website.
- ❖ Google Search made up 38% of all traffic.
- ❖ Social Media made up 23% of all traffic.
- ❖ News aggregators, Google News & Newsbreak, made up 15% of traffic.
- ❖ Our weekly Play of the Week competition received 110,000 pageviews in 2021.

CCX Media Email Subscriptions

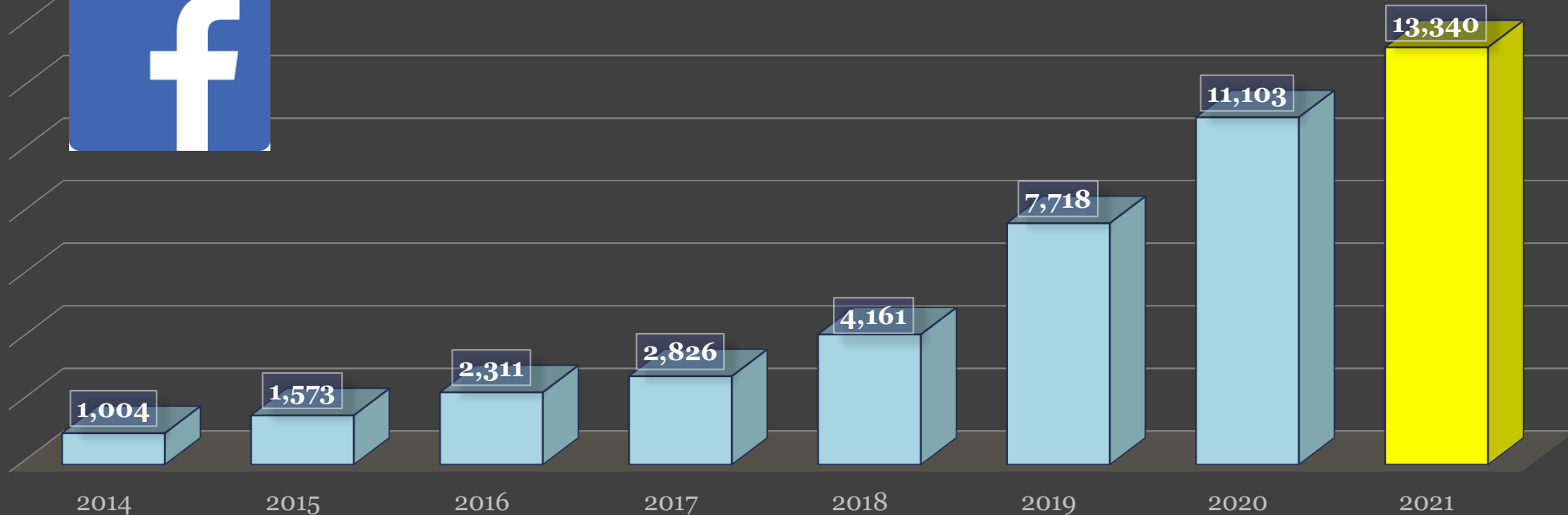
SUBSCRIBERS 2013-2021



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.

CCX Media Facebook Stats

FOLLOWERS 2014-2021



- ❖ CCX Media's Facebook page gained 2,237 Followers in 2021.
- ❖ Facebook generated 866,642 video views in 2021.
- ❖ Post engagement was up 22% from last year.
- ❖ Facebook generated 300,000 website visits to ccxmedia.org in 2021.

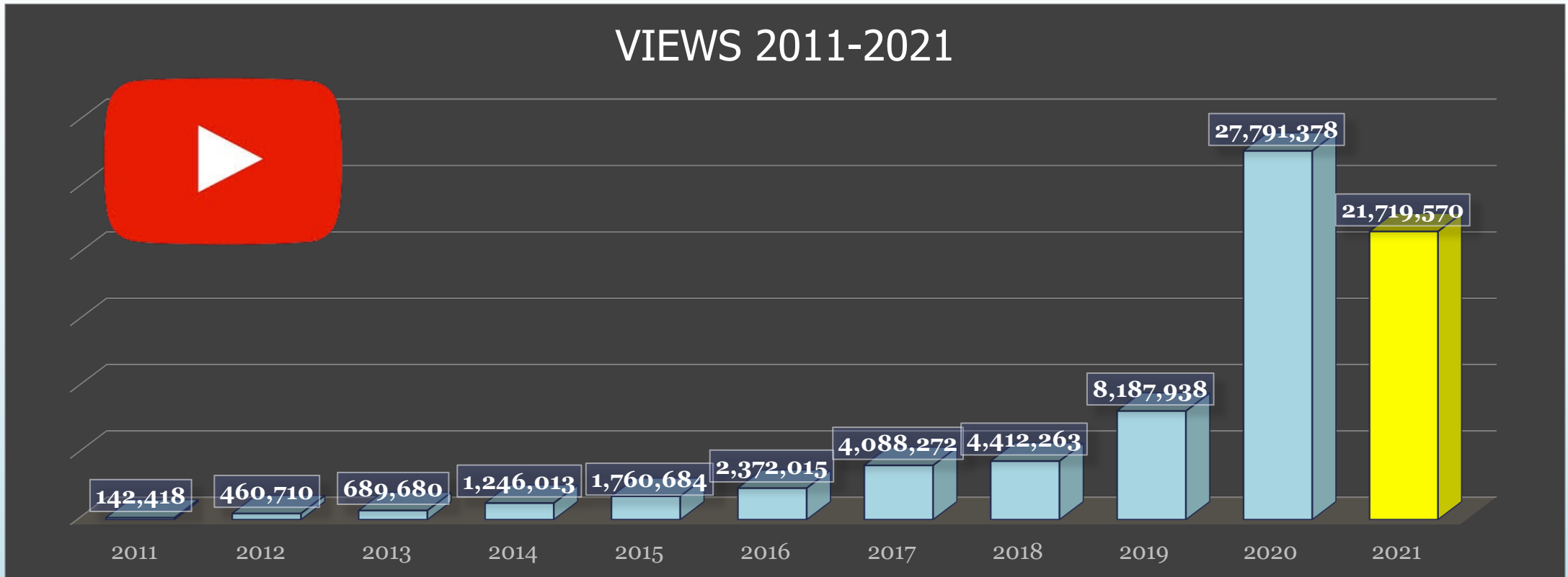
(These numbers do not include the 1,050 followers for the CCX Create page)

City Facebook Partnership



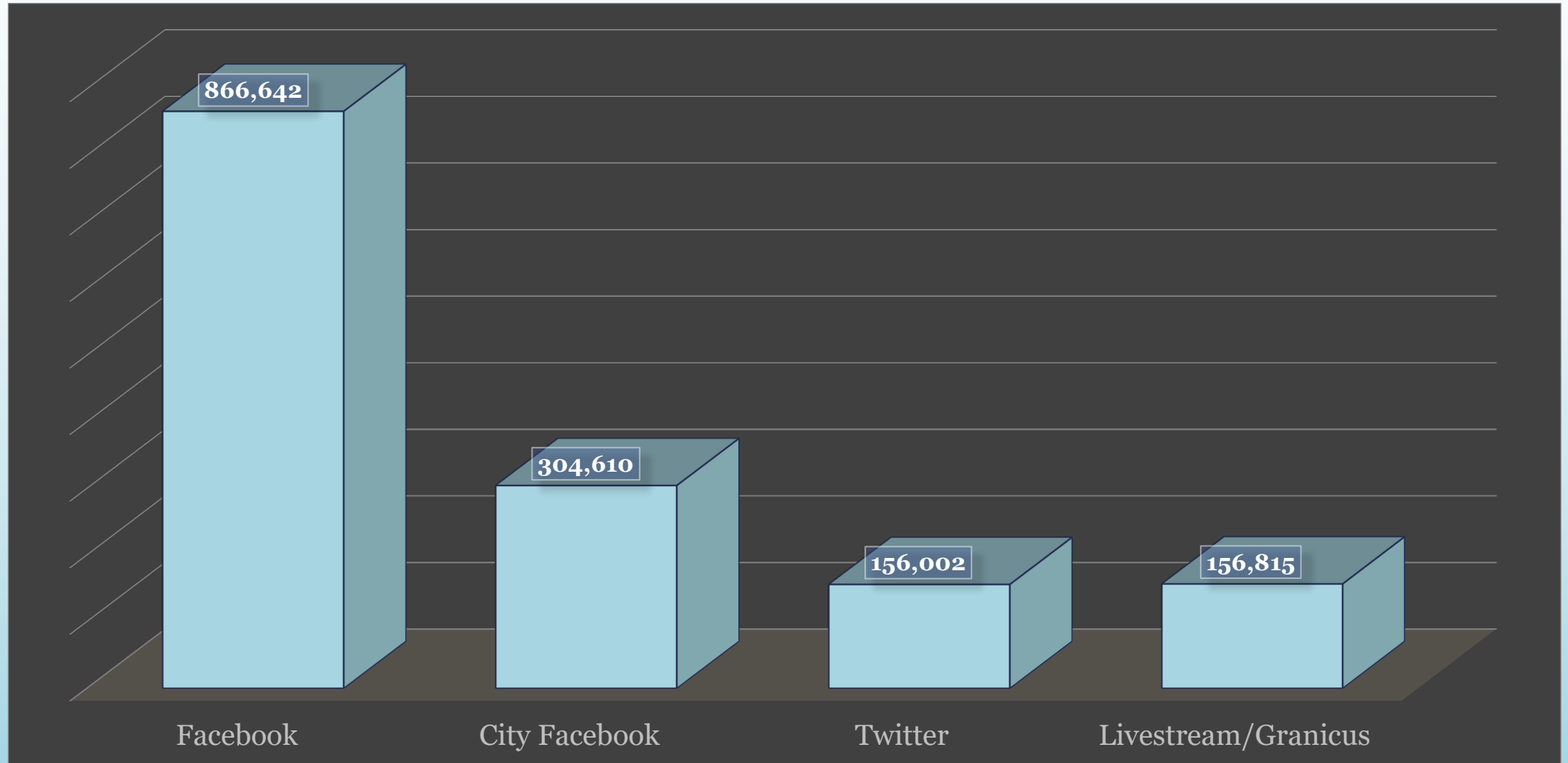
- ❖ CCX Media shares video content directly to the cities Facebook pages.
- ❖ 536 CCX Media Video posts sent out.
- ❖ 304,610 video views from all 9 cities.

CCX Media Youtube

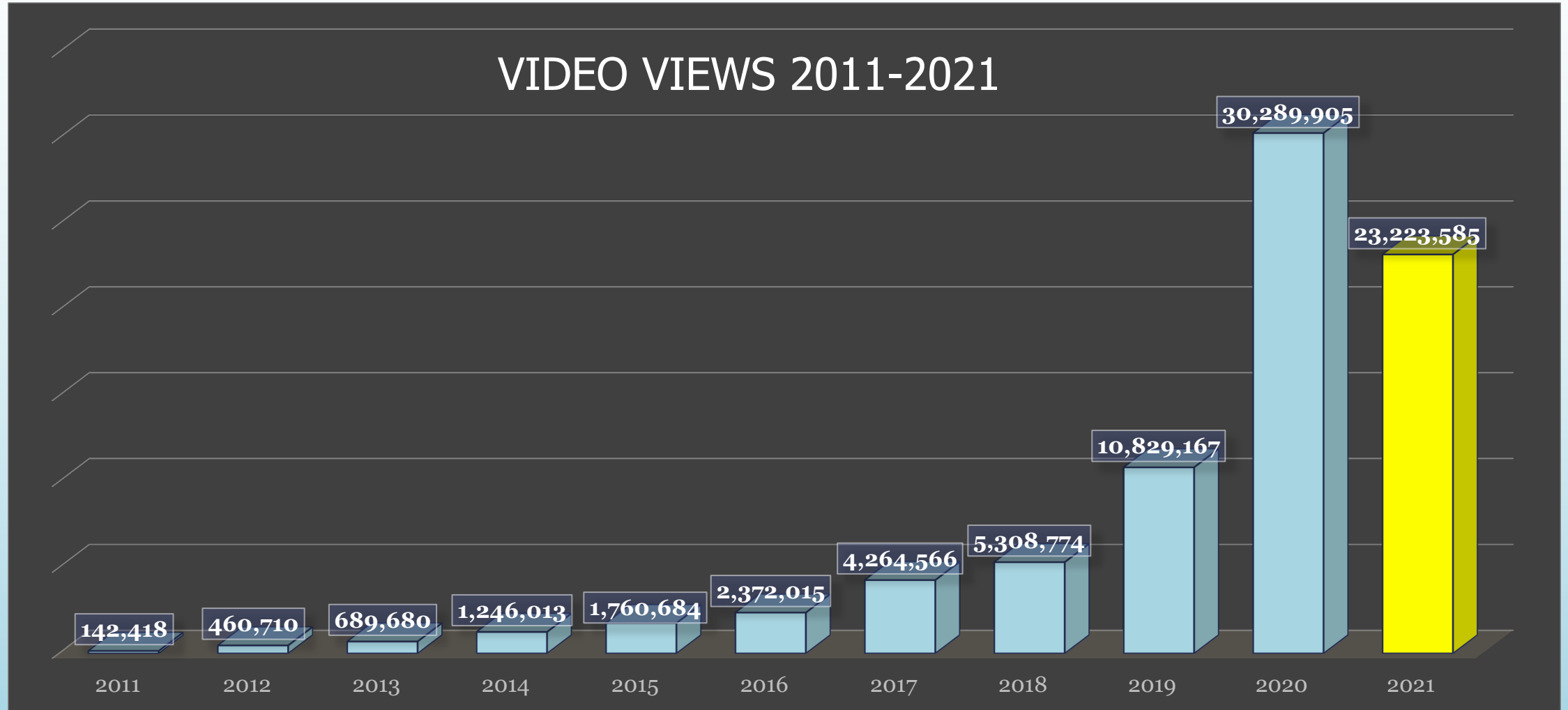


- ❖ The Sports channel received 20,927,150 views in 2021.
- ❖ The News channel received 792,420 views in 2021.
- ❖ A large portion of the Sports channel views come from a national audience.
- ❖ There was a 24% decrease in views in 2021 compared to 2020 due to the return of some "normalcy" in everyday life and the lockdowns being lifted.
- ❖ 27,285 videos have been uploaded to our two channels since 2010.

Other Digital Platform Views



CCX Media Total Views Across all Platforms



City Meeting- Event Recap

City	Council	Planning	EDA/HRA	Other/Forum	Total
Brooklyn Center	28	-	14	2	44
Brooklyn Park	28	11	11	5	55
Crystal	22	-	10	1	33
Golden Valley	24	21	4	8	57
Maple Grove	25	19	8	12	64
New Hope	23	6	7	1	37
Osseo	23	6	12	18	59
Plymouth	23	18	-	1	42
Robbinsdale	25	-	12	5	42
TOTALS	221	81	78	53	433

City Granicus Web Streaming Views

2021 Granicus Stats	January	February	March	April	May	June	July	August	September	October	November	December	Total Views YTD
Brooklyn Center	61	44	165	713	385	51	13	199	130	164	998	429	3352
Brooklyn Park	728	460	1770	656	295	251	377	900	318	382	585	307	7039
Crystal	252	208	115	64	30	207	28	61	151	93	22	291	1522
Golden Valley	206	144	339	66	76	165	52	129	396	636	349	210	2768
Maple Grove	486	780	522	926	711	458	357	459	451	399	255	410	6214
New Hope	48	202	142	266	76	70	10	132	37	86	62	57	1188
Osseo	147	239	295	134	69	9	11	93	158	208	193	68	1624
Plymouth	371	291	222	499	291	349	367	379	1253	1202	351	146	5721
Robbinsdale	126	144	230	324	70	53	26	39	39	75	74	216	1416
Total Monthly Video Views	2425	2512	3800	3648	2003	1613	1241	2391	2933	3255	2889	2134	30844



Supplemental Information





CCX Media staff volunteered in Brooklyn Center at Free Bikes For Kidz facility. This non-profit organization refurbishes used bikes and has distributed over 100,000 bikes to kids in need. Their goal is to distribute over 1 million bicycles by 2025.



CCX Media Board Member's Giannina Posner and Roberta Reindorf being interviewed for the CCX Media Diversity Initiative video.



Brooklyn Park Resident and CCX Media Volunteer, Michelle Perdue (left), presents CCX Media Executive Director Mike Johnson with the book she authored titled "Rise and Shine".



A film crew spent a day at the CCX Media building in December 2021 renting space to film re-creations scenes of a newsroom and studio.

The filming was for a special 2-hour documentary on the disappearance of Mason City, Iowa News Anchor, Jodi Huisentrout, who was abducted on June 27, 1995 and was never found.

The program aired on Friday, January 28, 2022, on the ABC 2020 program.



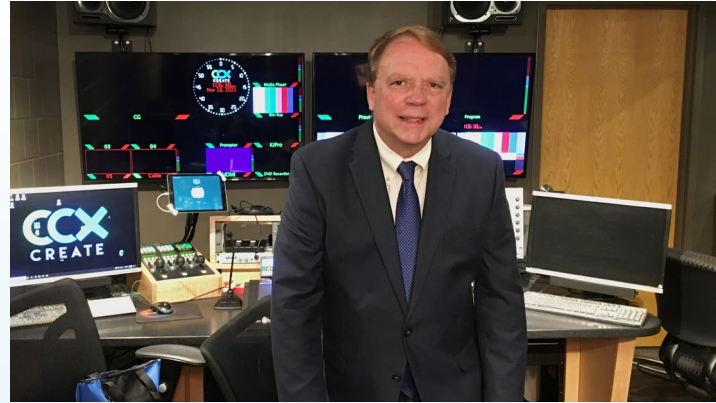


The CCX Media Center Building that was constructed in 1985 with additions added in 1997 and 1999 requires maintenance and upkeep. In 2021, there were several capital improvement projects. They included: Replacing of the trash enclosure, concrete sidewalk replacement and installing a new rooftop air conditioning unit on top of the building.

In addition to these projects on the outside of the building, there were a couple of capital improvement projects on the inside of the building. They include: installing ionizers in the air handling systems, new ceiling tiles, adding some LED lighting and some interior painting.

We want to thank Technical Services Manager Jamie Anderson for all of his work in coordinating these projects.





Mike Johnson – Executive Director



Retiring after 40 years serving in the northwest suburbs!

I was hired by Storer Cable on March 17, 1980 to work as a Program Director and Producer in their Fridley facility. I worked there for 2 years producing community news, sports and events. I was also involved in cable franchising activity with the cable company displaying portable technology and mobile facilities and giving tours to various city representatives from around the metro area including our northwest suburban cities.

Storer Cable/Northern Cablevision began initial construction of a new system in 1981 after going through an extremely competitive franchising proposal process. The cities included: Brooklyn Center, Brooklyn Park, Crystal, Golden Valley, Maple Grove, New Hope, Osseo, Plymouth and Robbinsdale. In 1982 the company needed an employee to work as a liaison between the non-profit organization, the cable commission and the cable company and to be the point person to get studio facilities built and operational and to begin hiring staff. This was the start of my 40 years in the northwest suburbs. As I write this, it is now 2022 and a lot has happened over the past 40 years and simply no way to reflect on all those years without taking up a significant number of pages. On the following pages you will see an **historical timeline** of some milestones throughout the past 40 years. This is far from being an all-inclusive list, rather it is an overview. I would need a very long separate list just to highlight all the programming we have produced over the years and all the recognition we have received as well as the impact that we have made. These accomplishments are highlighted in our programming reports each year.

Thank
you

You will also see for the very first time an entire list of all the **cable commissioners** and another list with all the **board members** names who have served throughout our history. It represents over 200 people who have dedicated their time and talent to this organization throughout our history. These are the people who represent the cities that we serve. There are a handful of commissioners and board members in leadership positions that I have relied on over the years for excellent advice and who I have spent the most time with at an executive level. They include: Bill Blonigan, Marcia Glick, Jack Irving, Helen LaFave, Al Madsen, Mike Meinz, Anne Norris, Ray Stockman and Jim Willis. I am forever grateful for their intellect, wisdom and counsel on key high-level decisions. And speaking of counsel, we have been well represented over the years from Adrian Herbst (now retired) and Mike Bradley who are two well known telecom attorneys representing cities, local franchise authorities and media centers.

I am thankful for Greg Moore for all that he accomplished throughout the years when he was serving as Executive Director. Greg was instrumental in getting key things accomplished that were critical to our success. We both worked side by side for nearly 30 years back when I was Assistant Executive Director and General Manager. I am also grateful for working with Dave Kiser in administration as I could always rely on Dave to get things done. I recommended Dave to the Executive Committee to take on the task of Executive Director.

Without question, I owe a deep level of gratitude to the Commission and Board Administrative Assistants that I have worked with over the years. They were excellent in putting together agenda packets, taking minutes at meetings and juggling a significant number of duties in between. Major thanks to Gerri Hanken, Sandy Doberstein and Wendy Brierley! A special thank you to Wendy for all the work she has done on the annual reports. We have worked side by side on countless projects over the past 20 years and I value her dedication and input.

I am grateful for all the employees I have had the opportunity to work with over the years both past and present. The organization is only as good as the employees working for it. We have been blessed with many talented staff in all departments who have each made a major impact in one way or another. As mentioned at the beginning of the 2021 programming report, these are the team members who are responsible for our day-to-day success and you can see their photos within the first couple of pages in this report.

Finally and most importantly, I must say a MAJOR THANK YOU TO MY FAMILY! I started with this organization in my very early 20's and I retire from it in my early 60's. I could not do this job without their support, understanding as well as their encouragement along the way.

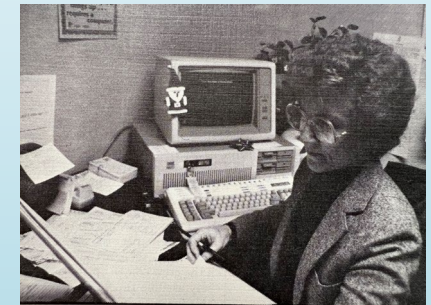


Greg Moore



Historical Timeline

- ❖ 1979 - Cable Commission revises structure to include nine cities spearheaded by John Irving and Ray Stockman.
- ❖ 1981 - Revised Cable Commission Joint Powers Agreement Approved.
- ❖ 1981 - Cable System Construction Begins.
- ❖ 1981 - Cable Commission makes strong commitment to community programming.
- ❖ 1982 - Northwest Suburbs Community Access Corporation is formed.
- ❖ 1982 - First Studio opens in Brooklyn Center in space leased by the cable company.
- ❖ 1983 - Gavel to gavel public meeting coverage begins in our cities.
- ❖ 1983 - First mobile tv cargo van put into service.
- ❖ 1983 - Brooklyn Park and New Hope Studios open in cable company buildings.
- ❖ 1984 - Plymouth and Maple Grove Studios open in cable company buildings.
- ❖ 1984 - First large TV production truck goes into service to be used for sports and events coverage.
- ❖ 1985 - Renaming Northwest Suburbs Community Access Corporation to Northwest Community Television (NWCT)
- ❖ 1985 - The Cable Commission/NWCT take over all local programming operations from the cable company.
- ❖ 1985 - Brooklyn Center Studio closes and funding earmarked for new Community Television Center.
- ❖ 1985 - The first computer was purchased.
- ❖ 1986 - The Community Television Center is constructed at 6900 Winnetka Ave in Brooklyn Park.
- ❖ 1987 - The first automatic playback of a channel begins.
- ❖ 1987 - Twin Cities Regional Cable Channel 6 launched and operated by NWCT for several years.
- ❖ 1988 - Plymouth and Maple Grove Studio operations move to the Community Television Center.
- ❖ 1989 - First news program begins with a weekly show.
- ❖ 1990 - All channels are fully automated for telecast.
- ❖ 1993 - News produced daily.
- ❖ 1993 - Second large TV production truck replaces older truck and improved technology for sports coverage.
- ❖ 1994 - Local Origination Channel moves from Channel 35 to Channel 12 for news, sports and events.
- ❖ 1996 - First non-linear edit system purchased which allows editing on a computer vs. editing tape to tape.
- ❖ 1996 - One of the first organizations in the country to adopt (Digital Video Cassette) DVC Pro tape format.
- ❖ 1997 - Set storage addition added onto the Community Television Center.
- ❖ 1998 - NWCT receives its microwave transmission license from the FCC to operate a mobile live truck.
- ❖ 1998 - Advertising sales begin for the local origination channel.
- ❖ 1998 - First web site goes online in April.
- ❖ 1998 - New Hope Studio closes in December in preparation for move into expanded Community Television Center.
- ❖ 1999 - Mobile live TV truck purchased and deployed into service.
- ❖ 1999 - The Community Television Center expansion is completed to accommodate all operations.



Historical Timeline

- ❖ 2000 – Founders John Irving, Crystal & Ray Stockman, Golden Valley were recognized for their leadership.
- ❖ 2006 - New Mobile TV Production Truck with significant upgrades added for sports and events coverage.
- ❖ 2006 - Website redesign is launched.
- ❖ 2006 - Video Streaming capabilities begin.
- ❖ 2008 - Fiber optic link established between NWCT and Local Government Information Systems (LOGIS).
- ❖ 2009 - All nine member cities begin video streaming of public meetings using Granicus hardware and software.
- ❖ 2010 - Create department transitions from tape-based cameras to serial digital (sd) storage.
- ❖ 2010 - Comcast upgrades its cable system from analog to digital.
- ❖ 2011 - Staff begin updating city channel information remotely from the community tv center.
- ❖ 2012 - The first annual programming report was produced.
- ❖ 2012 - On-line video content moved primarily to Youtube.
- ❖ 2013 - Cable Commission and Board Member Orientation plan developed.
- ❖ 2013 - Email marketing expands by adding video links and aggregated content for on-demand viewing.
- ❖ 2013 - Use of social media begins for content promotion and engagement.
- ❖ 2014 - Ten-year cable franchise renewal agreement approved with Comcast.
- ❖ 2014 - Mobile App created.
- ❖ 2014 - Bonded Cellular Live Transmission begins replacing the need for Live Microwave Transmission.
- ❖ 2015 - Programming begins airing in High Definition.
- ❖ 2016 - Renaming/Rebranding process from Northwest Community Television to CCX Media.
- ❖ 2016 - New Mission/Vision approved for the Cable Commission and CCX Media.
- ❖ 2017 - Phase 1 remodel project completed of main entrance and breakroom & new outdoor sign installed.
- ❖ 2018 - Content added on streaming services such as Apple TV and Roku.
- ❖ 2018 - CCX Media Branded web site links added to many of the member cities home pages.
- ❖ 2018 - Phase 2 remodel project completed for the Create area.
- ❖ 2019 - Strategic Plan for Long Term Sustainability implemented.
- ❖ 2020 - CCX Media reaches record viewership engagement during the Covid-19 Pandemic.
- ❖ 2021 - Cable Commission Member and Robbinsdale Mayor Bill Blonigan is recognized for his 40 years of service.
- ❖ 2021 - CCX Studios client base grows as the Creative Services Team focuses on revenue diversification.
- ❖ 2022 - CCX Media serves the northwest suburbs for 40 years.



Cable Commissioners from 1980 to February 2022

Brooklyn Center

Cecilia Scott
Tom Bublitz
Gerald Splinter
William Hawes
Todd Paulson
Kristen Mann
Nancy Goham
Robert Peppe
Ed Nelson
Rex Newman
Mary O'Connor
Diane Niesen
Tim Roche
Tim Willson
Allan Hancock
Darryl Sannes
Mike Elliott

Brooklyn Park

E Jack Umland
Richard Henneberger
Bob O'Brien
Erick Engh
Craig Rapp
Jesse Ventura
Mike Mainz
Carolyn Thompson
Tom Bullington
Curt Boganey
Greg Andrews
Dean Leininger
Doug Reeder
Jamie Verbrugge
John Irvin
Jefte Lunde
James Ackson
Michael Sable
George Lessard
Eric Peterson
Camille Hepola
Sharon Arbeiter
Hasit Parmar
Risikat Adesaogun

Crystal

Thomas Aaker
John T Irving
Betty Herbes
Rollie Smothers
Jerry Dular
Anne Norris
Gary Grimes
Julie Deshler
Therese Kiser

Golden Valley

Ray Stockman
Jeff Sweet
Bill Joynes
Joan Russell
Larry Bakken
Blair Tremere
Bob Shaffer
Mike Freiberg
Joanie Clausen
Roger Bergman
Kimberly Sanberg

Maple Grove

Doug Reeder
Don Weidt
David Wenzel
Frank Boyles
Chuck Dehn
Duane Morlan
Joyce LeClaire
Lee Mehrkens
Ronald Schutz
Jon Elam
David Burtness
Don Ramstad
Leann Sargent
Al Madsen
Phil Leith

New Hope

Harlan Larson
George Daly
Edward Erickson
Mary Gwin-Length
Dan Donahue
Kirk McDonald
Andy Hoffe

Osseo

Richard "Bud" Setzler
William Weinand
Lawrence Sullivan
Richard Fursman
Dave Callister
John Hall
Roger Lee
LeRoy LaVellee
Phil Phenow
Daniel Sadler
Karl Dornfeld
Steve Elrich
Susan Hall
Greg Withers
Jeff Dahl
Allan Lundquist
Doug Reeder
Mark Schulz
Riley Grams

Plymouth

Frank Boyles
James Willis
Virgil Schneider
Kim Bergman
Dwight Johnson
David Anderson
Nicholas Granath
Kathy Luechert
Joyce Tierney
Saundra Spigner
Timothy Bildsoe
Sandy Hewitt
Helen LaFave
Emile Kastner

Robbinsdale

Walter Fehst
Verne Baker
Roger Kroh
William Blonigan
Mike Holtz
George Selman



**Some names may appear more than once if a Commissioner worked in more than one city.

Board of Directors from 1982 to February 2022

Brooklyn Center

Dr. Duane Orn
Rev. Robert Cilke
Curt Boganey
Rex Newman

Brooklyn Park

Ronald West
Craig Rapp
Greg Andrews
Jamie Verbrugge
Jay Stroebel
Michael Sable
Jeff Lunde
Camille Hepola
Risikat Adesaogun

Crystal

Howard Kampf
Larry Davenport
Thomas Aaker
Bill Garber
Jerry Dulgar
Anne Norris

Golden Valley

Wallace Kammann
Jeanne Andre
Joan Russell
Thomas Burt
Cheryl Weiler

Maple Grove

Chuck Dehn
Lee Mehrkens
Nancy Oehler
Jon Elam
Diane Dolan
Sharon White
Al Madsen

New Hope

Daniel Donahue
Kirk McDonald

Osseo

Dave Callister
Doug Reeder
Susan Hall
Greg Withers
Jeff Dahl
Riley Grams

Plymouth

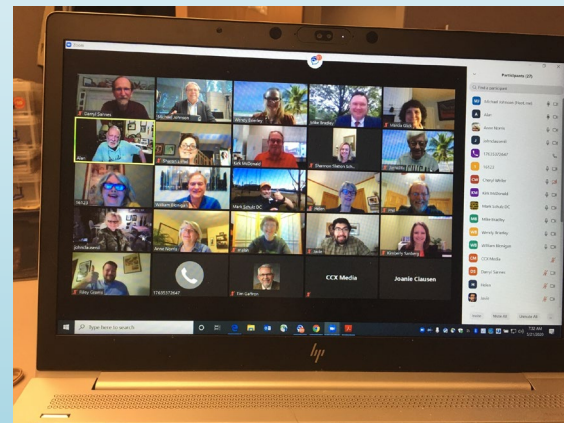
Eric Blank
Virgil Schneider
Helen LaFave
Emilie Kastner

Robbinsdale

Arthur Hogenson
Thom Foote – Lennox
Ryan Schroeder
Fran Hagen
Marcia Glick

Community TV Volunteer Reps.

Carolyn Marshall
Sharon Gorse
Mavis Doten
Sue Rossow
Gary Benson
Kim Davis
Terry Busch
Tony Sgarlatti
David Seffren
Patricia Hayward
Al Pabon
Dean Leininger
Richard Klatte
Ed Nelson
Mike Goebel
Judy Homme
Darren Homme
Mike Thompson
Scott Jameson
Jesse Stinski
James Jackson
Zipporah Mesesi
Donald Jackson
Scott Burdette
Sue Ellen Zagrabelny
Charlie Brose
Mary Lahaie
Roberta Reindorf
Paul Natto



At Large

Edward Sanders
Linda Dieleman
James Willis
John Irving
Walter Fehst
Ray Stockman
Frank Boyles
Mick Holtz
Mike Mainz
George Lessard
Joanie Clausen
Cheryl Moline
Darryl Sannes
Giannina Posner
Mark Schulz

First Education Reps.

Bill Shragg
Tom Tripet
Gary Nunn
James Shurter
Bill Leto

Northwest Suburbs Cable Communications Commission and CCX Media Administration and Cable Companies from 1981 to February 2022



Executive Directors

Ken Johnson – Jan 1982 – Sept 1982
Gregory Moore – Jan 1983 – Dec 2012
Michael Johnson – Dec 2012 - present

Assistant Executive Directors

Michael Johnson – May 1985 – Dec 2012
David Kiser – Dec 2012 - present

Community TV Liaison

Michael Johnson – Sept 1982 – May 1985

Commission Administrative Assistants

Gerri Hanken – Aug 1982 – Feb 1994
Sandy Doberstein – Feb 1994 – Aug 2008
Wendy Brierley – Aug 2008 - present

Cable Companies

- ❖ Storer – Northern Cablevision 1981-1985 – transfer of system to Suburban Cablevision (aka Cable TV Northwest).
- ❖ Suburban Cablevision (Hauser) 1985-1989 – Sells to King Videocable.
- ❖ King Videocable – 1989-1992 – King Videocable sells to Colony Communications but keeps the King Videocable name.
- ❖ Colony – 1992-1995 – Colony sells to Continental but keeps the King Videocable name.
- ❖ Continental Cablevision – 1995-1996 - Continental is acquired by US West Telephone Company.
- ❖ US West 1996-1998.
- ❖ MediaOne – 1998-2000 - MediaOne becomes new owner of cable system - 2000 MediaOne transfer ownership to AT & T.
- ❖ AT & T – 2000-2002 – Transfer to Comcast.
- ❖ Comcast – 2002-present.





We could not find a more creative way to end this years' report other than giving recognition to our feathered friends who have called CCX Media their home away from home for many years.

They keep an eye on our building when we are not around, tap/peck on our lower-level windows throughout the day and are in a continual search of something to eat. On rare occasions, you can actually hear a gobble-gobble every now and then.

Have they been here the last several years seeking some free publicity? Well... they just got it!



2021 Report Contributors

Wendy Brierley

Steve Brockhaus

Javier Cedillo

David Dobrin

Tim Gaffron

John Jacobson

Mike Johnson

Dave Kiser

Isaac Rice

Shannon Slatton

Tamisha Touray

A large, white, cursive 'Thank You' text is centered on a teal-to-blue gradient background. The text has a subtle drop shadow and is framed by a thin white border.