ANNUAL REPORT 2022

BROOKLYN CENTER, BROOKLYN PARK, CRYSTAL, GOLDEN VALLEY, MAPLE GROVE, NEW HOPE, OSSEO, PLYMOUTH AND ROBBINSDALE

CONNECTED COMMUNITY EXPERIENCE

NEWS SPORTS CITIES CREATE
I am honored to present the 2022 CCX Media Annual Report.

Thank you for your continued support and reliance on CCX Media for services that help connect residents to your communities in a variety of ways. The staff at CCX Media is truly honored and thankful for the opportunity to be such an impactful part of Brooklyn Center, Brooklyn Park, Crystal, Golden Valley, Maple Grove, New Hope, Osseo, Plymouth and Robbinsdale. We take joy each day in producing news, sports and cities content, in providing space for community members to learn how to create media, and in meeting the needs of clients who have messages to share.

FINANCIAL SUSTAINABILITY EFFORTS
Future financial sustainability was a major item of discussion and action during the past year. At a policy level, CCX Media continued to be heavily involved in statewide efforts through the Minnesota Association of Community Telecommunication Administrators (MACTA). Executive Directors from CCX Media have and continue to hold leadership positions in this organization which has been an important advocate for community media for nearly 40 years. A major project of the organization in 2022 involved working with a public relations firm to develop messaging about the value of community media and the need for a funding solution as cable subscribership continues to decline.

At a production level, the Creative Services team at CCX Media continued to provide for-hire services to clients from both the public and private sectors. These activities serve a dual purpose by providing a new funding channel for the organization while strengthening the communities through video production that may not have occurred otherwise.

YEAR OF CHANGE
This past year may be most remembered as a year of change, headlined by retirements, staff moving on in their careers and an election season that impacted representation to service to organizations like ours. We were happy and sad at the same time as we said thank you and farewell to a number of longtime members of the Northwest Suburbs Cable Communications Commission and the CCX Media Board of Directors. One of our biggest strengths lies in the dedication and forward thinking of the community representatives on our two governing bodies.

Another immeasurable strength of this organization has been the fact that many of our staff have been a part of CCX Media for more than 10, 20, and even 30 years! In 2022 we saw an unprecedented number of employees choose to retire or move to other opportunities after many years of devoted service to this area. While it is always tough to see a member of your “work family” move on, it is also a time to reflect on and celebrate the impact that they had in our organization and in the communities that we serve.

Election years can also have an impact on representation within community organizations like ours. That was the case this past year. As new city officials are elected, we see local governments appoint new representatives to bodies like ours. We are excited to focus on providing orientation opportunities to our new members and look forward to their years of service.

Speaking of an election year, CCX Media was very proud to dedicate an enormous number of hours to the major election year of 2022. Residents of all nine of our area cities were given many opportunities to learn about candidates on the ballot through forum coverage and candidate profiles. This is just one of the many services provided by CCX Media that area residents have come to depend on and take advantage of to stay connected and informed.

Thank you again Commission and Board members for all of your support during 2022 and throughout the years.
2022 NWSCCC Members

MIKE ELLIOTT
City of Brooklyn Center

DARRYL SANNES
City of Brooklyn Center

RISIKAT ADESAOGUN
City of Brooklyn Park

HASIT PARMAR
City of Brooklyn Park

THERESE KISER
City of Crystal

ANNE NORRIS *
City of Crystal
THROUGH SEPTEMBER 2022

KIM THERRES
City of Crystal

ROGER BERGMAN
City of Golden Valley

PHIL LEITH *
City of Maple Grove
THROUGH NOVEMBER 2022

AL MADSEN
City of Maple Grove

ANDY HOFFE
City of New Hope

KIRK MCDONALD *
City of New Hope
THROUGH MAY 2022

BETH KRAMER
City of New Hope
JUNE 2022–PRESENT

RILEY GRAMS
City of Osseo

MARK SCHULZ
City of Osseo

EMILIE KASTNER
City of Plymouth

JIM WILLIS
City of Plymouth

BILL BLONIGAN
City of Robbinsdale

GEORGE SELMAN
City of Robbinsdale

* RETIRING MEMBER

2022 Board of Directors Members

DR. DUANE ORN
City of Brooklyn Center
THROUGH MARCH 2022

OPEN SEAT
City of Brooklyn Center

RISIKAT ADESAOGUN
City of Brooklyn Park

ANNE NORRIS *
City of Crystal
THROUGH SEPTEMBER 2022

KIM THERRES
City of Crystal
OCTOBER 2022–PRESENT

CHERYL WEILER
City of Golden Valley

AL MADSEN
City of Maple Grove

KIRK MCDONALD *
City of New Hope
THROUGH MAY 2022

BETH KRAMER
City of New Hope
JUNE 2022–PRESENT

RILEY GRAMS
City of Osseo

EMILIE KASTNER
City of Plymouth

MARCIA GLICK *
City of Robbinsdale
THROUGH SEPTEMBER 2022

TIM SANDVIK
City of Robbinsdale
OCTOBER 2022–PRESENT

JOANIE CLAUSEN
At Large

EMILIE KASTNER
At Large

DARRYL SANNES
At Large

MARK SCHULZ
At Large

PAUL NATTO
Producer

ROBERTA REINDORF
Producer

* RETIRING MEMBER

Long-time Board member, DR. DUANE ORN, passed away March 2022. We greatly miss his passion for CCX!
The CCX News Team started off the year with the pandemic still making a major impact on headlines with long waits at testing centers and a lack of at-home tests available in pharmacies. As the year progressed, the pandemic’s impact on daily life receded. We covered several 'first time stories' when people started gathering again for events and the arts. We saw crime continue to be a major concern in the suburbs throughout the year with numerous reports of catalytic converter thefts, carjackings and violent criminal acts. Our Standout Student and School Spotlight stories emerged again as schools went back to in-person learning and opened their doors once more to visitors and journalists.

SPECIAL REPORTS/SPECIAL COVERAGE

POLICE FINDING HANDGUNS MODIFIED TO BECOME AUTOMATIC WEAPONS
This special report drew attention to the new trend of criminals turning handguns into automatic weapons. We interviewed local police departments as well as the ATF about the devices, which can be made on 3-D printers.

BROOKLYN CENTER KOREAN CHURCH CELEBRATES FAITH, CULTURE
This two-part series featured one of the largest Korean churches in the state which is located in Brooklyn Center.
TRIAL OF JAMAL SMITH
CCX News committed to daily coverage of the murder trial of Jamal Smith, the Chicago man who was convicted of killing youth baseball coach Jay Boughton on Highway 169 in 2021. We were one of the only media outlets to provide daily coverage of all happenings in the July trial, updated on our channel and website.

IMPACT OF INFLATION, SHORTAGES ON LOCAL FAMILIES
This year we’ve done a series of stories on how rising prices and shortages have impacted local businesses as well as families.

* Because of the pandemic, we have adapted our story schedules to the availability and desire of local school districts and schools to tell their stories.
2022 WAS A BIG ELECTION YEAR.

For Local Vote 2022, CCX Media wanted to provide information to better inform voters and provide a service for local candidates to communicate information to voters. We aggregated information from candidates under our Local Vote 2022 banner so that voters could click on their city and then have easy, clickable access to candidate information. These services were provided completely free to both candidates and potential voters.

CCX News tracked mayor and city council races in eight cities, plus four school board races and five referenda questions for the November election. During August and September, we produced candidate statements for 83 of the 107 candidates on the ballot. These statements were published on our website. Throughout the season, CCX Media produced candidate forums that were hosted by the League of Women Voters. On election night, we conducted interviews with the winning candidates, carried a news ticker with results streamed from the Secretary of State on our channel, and recapped results on our website, channel and social media.

CANDIDATE PAGES
During August and September, we offered each candidate the opportunity to record a :45 second candidate statement that would be uploaded to YouTube and our website. We produced candidate statements for 83 of the 107 candidates on the ballot. These statements were organized online by city and published on our website October 1. We had robust participation with city council, school district and local legislative races.

CANDIDATE FORUMS
The CCX Media team worked with the League of Women Voters to facilitate candidate forums during primary and general election season. These forums were offered digitally as well as at city hall council chambers.

WHO PARTICIPATED?
CITY RACES
42/48 candidates
88%

SCHOOL DISTRICT RACES
16/21 candidates
76%

STATE LEGISLATIVE RACES
23/26 candidates
88%

RATE OF PARTICIPATION

LOCAL VOTE 2022 TOTAL PAGE VIEWS
OCTOBER 1 - NOVEMBER 8, 2022
96,238
36,025 ELECTION PAGE VIEWS
60,213 CANDIDATE PAGE VIEWS
SPORTS AND EVENTS

We enjoyed our first “normal” year since 2019 with no canceled state tournaments or COVID-19 restrictions on games or tournaments.

CCX Sports covered a handful of championship teams in 2022 including the Park Center boys basketball team, which celebrated the first boys team championship in that school’s 52-year history. The team was honored by both the Brooklyn Park and Brooklyn Center city councils.

Wayzata enjoyed a championship fall with both the girls and boys cross country teams winning state titles and the school’s volleyball team winning its third consecutive state championship.

Maple Grove football capped the local championship run by finishing the 2022 season with a school record 13-0 record and the program’s first state title in football and just the second for a boys team at Maple Grove, joining the 2021 boys golf team.

A number of other teams and individuals also qualified for state meets and tournaments and CCX was there to follow their successes.

Outside of champions, CCX again chronicled the stories of a number of local high school athletes through our weekly CCX Sports Spotlight segment, a longer-form feature story that airs throughout the school year.

The CCX Events truck was busy all year as well with our full, four-camera productions of high school games covering basketball, hockey, gymnastics and wrestling in the winter; prep baseball, softball and lacrosse in the spring; plus football, volleyball and soccer in the fall.

Our viewers are able to watch CCX Sports content either on our cable and over-the-top (OTT) channels or through our website and social media platforms. In addition to games and sportscasts on CCX1 we are always adding fresh content to our website at ccxmedia.org.

120 HIGH SCHOOL GAMES
204 SPORTSCASTS
33 CCX SPORTS SPOTLIGHTS + 11 ALL-AREA TEAM SEGMENTS
660+ STORIES
Over Labor Day weekend John Jacobson and Jay Wilcox hosted the annual **CCX Sports Hall of Fame** show, a 30-minute program that honored the four newest members of our Hall. **Sarah Burnham, Dani Cameranesi, Nia Coffey and Rodney Williams** bring our Hall of Fame total to 76 athletes and coaches, each of whom is honored with a plaque that is displayed in our front lobby here at CCX.

**SARAH BURNHAM | WAYZATA, 2014**  
Individual state champion and two-time state team champion golfer at Wayzata. Named Minnesota Player of the Year for women’s golf as a teenager. Two-time player of the year in the Big Ten at Michigan State.

**DANI CAMERANESI | BLAKE, 2013**  
Plymouth native was a two-time state champion in girls hockey at Blake, a two-time collegiate national champion at the University of Minnesota and an Olympic gold medalist in women’s hockey in 2018.

**NIA COFFEY | HOPKINS, 2013**  
Three-time state champion in girls basketball. Player of the year as a senior. Became just the fifth player in Big Ten history to score over 2,000 points and collect over 1,000 rebounds (Northwestern).

**RODNEY WILLIAMS, JR. | COOPER, 2009**  
First-team all-state basketball player at Cooper who helped the Hawks to two state tournament appearances. Three-year starter at the University of Minnesota and made two NCAA appearances.
INFORMING RESIDENTS. PROMOTING PUBLIC DEBATE. EDUCATING VOTERS.

Whether in front of a TV, on a computer or on a mobile device, people across the northwest suburbs were able to take part in their local government via the 406 city council, planning commission, EDA, HRA, park board and police commission meetings, work sessions and candidate forums brought to them by the City Media Services Department of CCX Media. The department’s 10 part-time directors ensure that these meetings are televised, live streamed and recorded week after week without interruption.

The department did experience one big change though. Media Services Manager Tim Gaffron retired at the end of September, after a 37-year career serving the northwest suburbs. He was replaced by another longtime employee, Chris O’Connor, who comes to the City Media Services Department after several years with “The Connection” as a reporter/videographer/editor.

CITY COUNCIL CHAMBER PROJECTS
The Golden Valley City Council chamber received a facelift and state-of-the-art A/V equipment upgrades in 2022. The new system was put into service in July. One thing we experienced during this project was supply-chain delays, some parts taking six months to a year to arrive. We will have to take that into consideration in future council chamber remodeling projects.

CITY MEETING NUMBERS

<table>
<thead>
<tr>
<th>CITY</th>
<th>COUNCIL</th>
<th>EDA/HRA</th>
<th>PLANNING</th>
<th>OTHER/FORUM</th>
<th>TOTAL</th>
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<tbody>
<tr>
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<td>25</td>
<td>18</td>
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<td>7</td>
<td>50</td>
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<tr>
<td>BROOKLYN PARK</td>
<td>27</td>
<td>11</td>
<td>11</td>
<td>6</td>
<td>55</td>
</tr>
<tr>
<td>CRYSTAL</td>
<td>21</td>
<td>9</td>
<td>-</td>
<td>1</td>
<td>31</td>
</tr>
<tr>
<td>GOLDEN VALLEY</td>
<td>24</td>
<td>5</td>
<td>19</td>
<td>-</td>
<td>48</td>
</tr>
<tr>
<td>MAPLE GROVE</td>
<td>23</td>
<td>-</td>
<td>16</td>
<td>19</td>
<td>48</td>
</tr>
<tr>
<td>NEW HOPE</td>
<td>23</td>
<td>4</td>
<td>2</td>
<td>4</td>
<td>33</td>
</tr>
<tr>
<td>OSSEO</td>
<td>22</td>
<td>11</td>
<td>5</td>
<td>16</td>
<td>54</td>
</tr>
<tr>
<td>PLYMOUTH</td>
<td>21</td>
<td>-</td>
<td>13</td>
<td>3</td>
<td>37</td>
</tr>
<tr>
<td>ROBBINSDALE</td>
<td>26</td>
<td>11</td>
<td>-</td>
<td>3</td>
<td>40</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>212</strong></td>
<td><strong>69</strong></td>
<td><strong>66</strong></td>
<td><strong>59</strong></td>
<td><strong>406</strong></td>
</tr>
</tbody>
</table>

2022 GRANICUS VIEWS
Brooklyn Center ............................................. 2,817
Brooklyn Park ................................................ 34,078
Crystal ........................................................... 1,127
Golden Valley ................................................... 3,230
Maple Grove ...................................................... 5,840
New Hope .......................................................... 1,467
Osseo ............................................................... 1,922
Plymouth ............................................................ 3,259
Robbinsdale .......................................................... 1,718
**TOTAL** ......................................................... 55,458
THE CONNECTION
The Connection is a collaboration between our video producers and the communications staff in our nine cities. Each city meets quarterly with The Connection team to determine which topics to cover through video stories. The stories range from informative pieces on city services to promotional clips for city festivals and celebrations. City staff and a mayor will collaborate on topics to be covered in a sit-down interview segment called Mayor’s Minutes that airs weekly.

Stories and content created by The Connection are posted on the CCX Media website and aggregated by city. Some of the stories also go out on CCX Media social media. The stories are combined into a six-and-a-half minute program and are uploaded to CCX1 (Channels 12 and 799). Stories are also posted on each city’s Channel 16. All segments are also made available to individual cities for use on their respective social media pages and websites.

OUR TOWN’S STORY
The COVID-19 pandemic slowed down progress on the production of the documentaries in the “Our Town’s Story” series. Each documentary dives into the history of one of our nine cities. Producers work closely with local historians and historical societies to identify themes, dig up pictures, and research stories that are connected to a city’s founding and continued development. In 2020, producers started collaborating with the Crystal Historical Society on Crystal’s documentary. Work continued during 2021, and by the fall of 2022, we have completed the last set of interviews and started the editing process. We continue to progress toward a finished “Our Town’s Story” for Crystal.

To date, we have completed five documentaries in the “Our Town’s Story” series and have a goal to produce one of these for each of our nine cities. We are happy to report that at the end of 2022, there have been more than 20,000 video views for the “Our Town’s Story” documentaries featuring Brooklyn Park, Golden Valley, Maple Grove, Plymouth and Robbinsdale.
CCX Create serves local residents and organizations in the nine northwest suburbs. We offer the skill-training and equipment they need to create content for their community. Our free production training provides an avenue for diverse stories and voices to be amplified to all the residents and organizations in our area.

In 2022, we gained 39 new members, most of whom were trained in one-on-one sessions. These new members, along with returning and currently active producers, utilized every piece of equipment (including our new Tricaster and Panasonic portable cameras) and space in the studio to produce programming that informed, entertained, and inspired their neighbors and friends.

CCX Create producers submitted 894 programs covering 350 hours of diverse topics for Create channels CCX2 (Channel 859) and CCX3 (Channel 20). Producers from sister media centers around the metropolitan area submitted an additional 601 programs.

As technology changes, CCX Create aims to be progressive by providing multiple ways of getting stories seen on our channels and voices heard utilizing our podcasting studio.

**SPECIAL THANKS TO CCX CREATE MEMBERS**

Adam Schneck  
Andy Hoffe  
Arminta Wilson  
Barry Clark  
Bob Woods  
Bruce Lehrer  
Buster Stubblefield  
Chali Yadassa  
Charlie Brose  
Cheryl Clark  
Cherie Kennedy  
Colleen Monroe  
Cynthia "Sam" McCuade  
Dallas Taylor  
Dan Viehman  
Daniel Reiva  
Dave Goretski  
Deb Lande  
Deborah Knoss  
Demitri McGee  
Dexter Rivers  
Dick Erickson  
Earl Simons  
Edie Sandmeier  
Edward Patten  
Eric Howell  
Eric Jaakkola  
Eric Margolis  
Ernest Riverson  
Esau Jasper  
Felix Harcourt  
Fred Albright  
George Nathaniel  
George Wonlon  
Greg Benecke  
Greg Stotko  
Greg Young  
Hong Zhang  
Ilona Schaal  
Irene Barbour  
Ivan Adams  
Jacqui Albright  
Jeanine Farley  
Jesse Stinski  
Jimmie Morris  
Jodee Kulp  
Johnny Harbieh  
Jon Rehkamp  
Joyce Lacey  
Juanita Hoffer  
Karen Wood  
Kehinde Oyderu  
Kevin Vandenbergh  
Larry Haapoja  
Lois “JCP” Sudue  
Luann Fragale  
Marie Lahai Vah  
Marsha Patten  
Mary Lahai  
Max Gable  
Michael Braun  
Michael Meinz  
Mike Edwards  
Mike Hynes  
Mike Woods  
Mohammed Donzo  
Monia Benecke  
Mulbah Nyerkeh  
Myrna Kauth  
Myron Green  
Olivia Sanchez  
Otiendo Nyangweso  
Patience Turtoe-Sanders  
Paul Natto  
Paula Wyman  
Philip Anderson  
Priscilla Parker  
Qian Ting Karasan  
Reuben Tarr  
Rex Ison, Jr.  
Richard Kentzelman  
Richard Klatte  
Rick Larson  
Risikat Adesaogun  
Robert Hunegs  
Robert Reindorf  
Ruben Tahir  
Ruth Robeck  
Sam Guerido  
Samba Fall  
Sharon Brooks  
Sharon Kephart  
Sharon Parker  
Sierra Williams  
Susan Roberts  
Taylor Rivera  
Tim Almen  
Tim Conaway  
Tim Pratt  
Tim Zbikowski  
Vicky Durnan  
Wesley Johnson  
William Palaia  
Yvonne Viehman

**PROGRAMS SUBMITTED IN 2022**

<table>
<thead>
<tr>
<th>Programs Submitted</th>
<th>By CCX Create members</th>
<th>By non-members</th>
</tr>
</thead>
<tbody>
<tr>
<td>894</td>
<td>601</td>
<td>1,495</td>
</tr>
</tbody>
</table>

**TRAINING HOURS FOR 39**

| Orientation       | 39 |
| Studio            | 38 |
| Portable Camera   | 32 |
| Editing           | 30 |
| Portable Studio   | 4  |
| **TOTAL**         | 143|

**PODCASTS**

- **THE DON PODCAST**
  - Spotify, Google Podcasts, Apple Podcasts, Castbox
- **THE MONSTER CAVE**
  - Spotify, Castbox
- **THE WOODS** Dropping January 2023!

**2 HTC INTERNS**

Liam Barnett, Colin Branch
Creative Services continues to provide for-hire services to both public and private-sector clients. 2022 was a year for clients returning multiple times for multiple projects and a year for more extensive project scopes. Our three highest involvement projects were for Minnesota Rubber & Plastics in Plymouth (now part of Trelleborg), CEAP (Community Emergency Assistance Programs) in Brooklyn Center, and the city of Osseo, in conjunction with Hennepin County, in, where else, but Osseo!

**MINNESOTA RUBBER & PLASTICS INNOVATION CENTER GRAND OPENING**

After a positive experience with CCX’s News Department, MRP reached out when it needed a video for the virtual grand opening of its new Innovation Center. MRP’s marketing firm, Words At Work in Minneapolis, produced and edited the video – CCX provided 4K recording on a DSLR camera at multiple locations, using a teleprompter for scripted segments.

**CEAP 50TH ANNIVERSARY CELEBRATION**

CEAP was celebrating a milestone anniversary this year and wanted a video recognizing the investment its neighbors had made in CEAP over the years and demonstrating its impact and the scope of the work it does. CCX produced a five-minute video that included four on-site conversations and numerous shots of CEAP at work. CEAP premiered the video at its September celebration and plans to use the video on its digital and social platforms over the next couple years.

**OSSEO/HENNEPIN COUNTY BUSINESS DISTRICT INITIATIVE**

The city of Osseo received a grant from Hennepin County to create a downtown marketing campaign that included one overall promotional video and individual business profile videos. CCX was contacted in April 2021 during the application process. Actual production began a little over a year later. We were able to produce 16 business videos for 11 different businesses that were truly one of a kind in addition to a downtown Osseo promotional video.

**$34,131 TOTAL INVOICED FOR FOR-HIRE PROJECTS**

<table>
<thead>
<tr>
<th>MEDIA</th>
<th>NEWS</th>
<th>SPORTS</th>
<th>CITIES</th>
<th>CREATE</th>
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</thead>
<tbody>
<tr>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>41% RETURNING 2021 CLIENTS</strong></td>
<td></td>
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</tr>
</tbody>
</table>
2022 CREATIVE SERVICES CLIENTS

Agile Video
for National Ataxia Foundation
Golden Valley

Anoka-Hennepin Schools *
Anoka

CEAP
Community Emergency Assistance Programs
Brooklyn Center

City of Brooklyn Center *

City of Golden Valley

City of Maple Grove *

City of Osseo
Made possible with a grant from Hennepin County, Minneapolis
• Created By Me Photography
• Dean's Supermarket
• Dick's Bar & Grill
• Duffy's Bar and Grill
• Jai Dee Wellness Studio
• k&co. boutique
• Nourish/Hype Nutrition
• Painted Turtle Chocolatier
• The Black Cabin
• TPMI Chiropractic
• Twin Cities Natural Care Center

City of Plymouth

Cross Community Players
Maple Grove

District 5950 Rotary
Plymouth

Good Leadership *
Edina

Jeff Keys
Brooklyn Park

League of Women Voters
Wayzata-Plymouth Area

Minnesota Department of Employment and Economic Development (DEED)
St. Paul

Minnesota Rubber and Plastics
with Words at Work, Minneapolis
Plymouth

Mshale
in partnership with Hmong TV St. Paul, Insight News and SOMTV
Minneapolis (except where noted)

North Metro Mayors Association
St. Paul

Palmer Lake VFW/Minneapolis Elks
Brooklyn Park

Rogers High School Hockey Boosters
Rogers

Seven Dreams Education Foundation *
Plymouth

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

* MULTIPLE PROJECTS
**DIGITAL MEDIA REPORT**

**CCX MEDIA WEBSITE VISITORS**

- **2022**: 1,309,726
- **2021**: 1,297,057
- **2020**: 1,704,208*  
  *Unusually high traffic from across state on COVID coverage*
- **2019**: 555,836
- **2018**: 193,107

- **1.3 million visitors in 2022**
- **2,524,467 page views**
- **1,870,507 sessions**

**Play of the Week**

Insight into viewership numbers

Viewership numbers declined in 2022 for a few reasons. During the pandemic, the appetite for local media and news was very high and we optimized our content to take full advantage. As life has returned closer to normal, news viewership has also returned to more expected growth trends.

Additionally, we lost our digital media coordinator in 2022 and we’ve had a tough time filling the position. Posting and social media management has been farmed out to different departments, but it is not being optimized for maximum viewership potential.

It’s worthy to note that Facebook users and habits are also changing. While Facebook is still the most popular social media platform, the way people are engaging with the content is changing by way of fewer comments, likes and shares.

**CCX MEDIA EMAIL SUBSCRIPTIONS**

**SUBSCRIBER NUMBERS**

Visitors to the CCX Media website can subscribe to daily and/or weekly email bulletins that include direct links to videos on our site.

- **2022**: 7,324
- **2021**: 6,553
- **2020**: 5,222
- **2019**: 3,512
- **2018**: 2,775

**2022 SEND - OPEN - CLICK TOTALS**

- **2,605,121 SENDS**
- **748,507 OPENS**
- **32.6% open rate average**
- **4.1% click rate average**
- **91,478 CLICKS**

1,738 most engaged in 2022
CCX Media continues to partner with our member cities by providing content for posting on City Facebook pages. The city of Maple Grove had the largest number of CCX video views at 53,330.

<table>
<thead>
<tr>
<th>Year</th>
<th>Facebook Followers</th>
</tr>
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<tbody>
<tr>
<td>2022</td>
<td>14,893</td>
</tr>
<tr>
<td>2021</td>
<td>13,300</td>
</tr>
<tr>
<td>2020</td>
<td>11,103</td>
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<tr>
<td>2019</td>
<td>7,718</td>
</tr>
<tr>
<td>2018</td>
<td>4,161</td>
</tr>
</tbody>
</table>

Facebook generated video views in 2022:

- 71,653

Posts in 2022:

- 1,625

CCX Create Facebook followers:

- 1,201

Increase in reach from 2021:

- 20%
**CCX MEDIA YOUTUBE VIEWS**

### 2022

**12,929,938**

- **NEWS 914,186**
- **SPORTS 12,015,752**

There was less emphasis placed on promoting Sports videos to a national audience in 2022.

### 2021

**21,719,570**

- **NEWS 792,420**
- **SPORTS 20,927,150**

In 2021, there was a 24% decrease in views compared to 2020 due to the return of some "normalcy" in everyday life and COVID lockdowns being lifted.

### 2020

**28,313,297**

- **NEWS 521,919**
- **SPORTS 27,791,378**

* Unusually high traffic from across state on our COVID coverage

### 2019

**8,187,938**

### 2018

**4,412,263**

In 2018 and 2019, CCX Media used one YouTube channel for both News and Sports. The Community News channel was launched mid-October 2019.

---

**2,817**

News and Sports stories posted in 2022

**120**

Full sporting events posted in 2022

**27,285**

Videos uploaded to our two channels since 2010

**18,242**

News hours watched

**103,648**

News highest month June

**1,559,900**

Sports hours watched

**2,204,207**

Sports highest month March

#1 News video of 2022

First-of-its-kind Taco Bell Defy Opens in Brooklyn Park

**48,654 VIEWS**

A large portion of the Sports channel views come from a national audience.
## CCX Media Total Video Views across all platforms

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>13,412,331</td>
</tr>
<tr>
<td>2021</td>
<td>23,223,585</td>
</tr>
<tr>
<td>2020</td>
<td>30,289,905</td>
</tr>
<tr>
<td>2019</td>
<td>10,829,167</td>
</tr>
<tr>
<td>2018</td>
<td>5,308,774</td>
</tr>
</tbody>
</table>

### 2022 Video Views by Platform

- **YouTube**: 12,927,251
- **CCX Media Facebook**: 148,218
- **City Facebooks**: 87,782
- **Livestream**: 44,336
- **Granicus**: 55,458
- **24 CCX Website Streams**: 21,777
- **Twitter**: 127,509

*(We did not renew our Livestream contract in late 2022; we will be utilizing other options for livestreaming CCX Sports in 2023.)*

### CCX Media Total Reach across all platforms

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>10,076,933</td>
</tr>
<tr>
<td>2021</td>
<td>11,306,584</td>
</tr>
<tr>
<td>2020</td>
<td>11,186,930</td>
</tr>
<tr>
<td>2019</td>
<td>7,438,183</td>
</tr>
<tr>
<td>2018</td>
<td>NOT AVAILABLE</td>
</tr>
</tbody>
</table>

### 2022 Reach by Platform

- **Website**: 1,833,791
- **CCX Media Facebook**: 5,731,731
- **Sports Twitter**: 2,024,700
- **News Twitter**: 486,711

### What is Reach?

*Facebook page reach: The number of people who saw any content from your page or about your page, including posts, stories, ads, social information from people who interact with your page and more. Reach is different from impressions, which may include multiple views of your posts by the same people. This metric is estimated.*

## Notes

- Total Video Views and Total Reach numbers do not include views from OTT (Apple TV, Roku or Amazon Fire).

*Visit the Cities page to see Granicus views broken down by individual city.*
WE CREATE LOCAL CONTENT.
WE HELP OTHERS CREATE LOCAL CONTENT.
WE SHARE LOCAL CONTENT.

WE BELIEVE A CONNECTED COMMUNITY IS THE BEST COMMUNITY.

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ccxmedia.org
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Cities, Create
ccxstudios.com
Creative Services

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763.533.8196

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CCX1
News, Sports,
The Connection
Comcast 799HD/12SD

OTT CCX Media
Apple TV, Roku, or
Amazon Fire
APP CCX Media
Apple App, Google Play

CCX CITY 16s
Comcast 16SD
HD available on OTT

CCX CREATE
Comcast 859HD (CCX2)
Comcast 20SD (CCX3)
HD available on OTT