



# CCX MEDIA ANNUAL REPORT 2022

CONNECTED  
COMMUNITY  
EXPERIENCE

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

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.



RETIREES MIKE JOHNSON, EXECUTIVE DIRECTOR (left), AND TIM GAFFRON, MUNICIPAL MEDIA SERVICES MANAGER (right)



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



DAVE KISER  
Executive Director

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  
OCTOBER 2022–PRESENT

### ROGER BERGMAN

City of Golden Valley

### KIMBERLY SANBERG

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

## RETIRING MEMBERS

**ANNE NORRIS** (top left)  
COMMISSION / BOARD

**PHIL LEITH** (top right)  
COMMISSION

**KIRK MCDONALD** (bottom left)  
COMMISSION / BOARD

**MARCIA GLICK** (bottom right)  
BOARD



## 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

### GIANNINA POSNER

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!



# NEWS

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.



## ERIC SEVAREID AWARDS

**Presented by MIDWEST BROADCAST JOURNALISTS ASSOCIATION**

Received in 2022 for programming produced in 2021

### FIRST PLACE

#### CABLE NEWSCAST

March 22, 2021, Newscast

### FIRST PLACE

#### TALK/PUBLIC AFFAIRS

Newsmakers

### AWARD OF MERIT

#### HARD FEATURE

Special Report: Police Chiefs Seek Solutions to Curb Violent Crime in Suburbs

### AWARD OF MERIT

#### PHOTOJOURNALISM

Maple Grove Family Creates Outdoor Ice 'Skatium'

### AWARD OF MERIT

#### SOFT FEATURE

Maple Grove Woman Turns Work Wardrobe into Costumed Characters







### 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.

**33** Business Matters  
**54** School Spotlight

**52** Weekend Showcase  
**19** Standout Student

**27** Takeout Tuesday  
**48** Newsmakers

## FRANCHISE SEGMENTS

### BUSINESS MATTERS

Local businesses and business trends

### WEEKEND SHOWCASE

Local arts and events

### TAKEOUT TUESDAY

Local restaurant profiles

### SCHOOL SPOTLIGHT \*

Public and private schools in the Anoka Hennepin, Brooklyn Center, Hopkins, Osseo, Robbinsdale and Wayzata school districts

### STANDOUT STUDENT \*

The best and brightest students in local public and private high schools

### NEWSMAKERS

Three-minute sit down interview with local "newsmaker"

Interviewees have included county commissioners, legislators, superintendents, local college presidents, local CEOs and industry leaders.

\* 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.

### 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

### 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.

**20**  
FORUMS

**8**  
CITY HALLS

**43**  
RACES



### ELECTION NIGHT COVERAGE, ONLINE AND ON THE CHANNEL

On Election Night, our team recapped results and gathered interviews in the community that went out on social media, the website and the channel. We streamed results pages on our channel and website starting when the polls closed. When races became final and we gathered interviews in the field, we pushed those out first to the website and then to social media. At the end of the night, we produced a comprehensive news segment for our channel. Our goal was to bring accurate results to viewers as quickly as possible.

### 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.

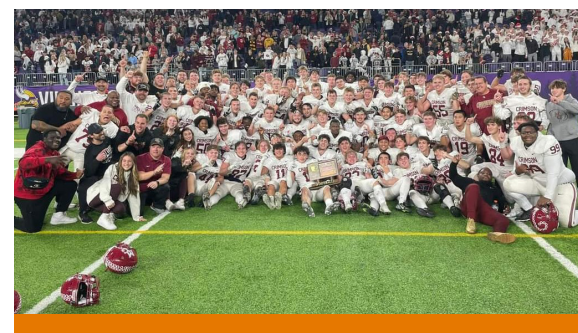
**Maple Grove football capped the local championship run** by finishing the 2022 season with a school record 13-0 record and the program’s first state title in football and just the second for a boys team at Maple Grove, joining the 2021 boys golf team.

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](http://ccxmedia.org).



# 120

HIGH SCHOOL GAMES

# 204

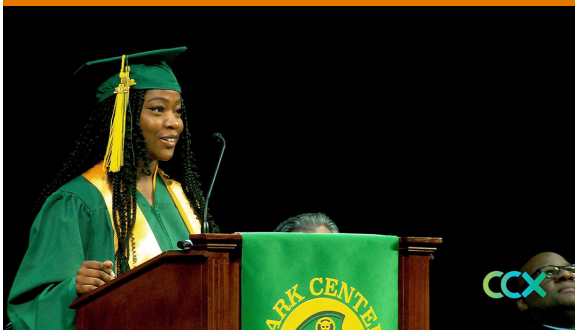
SPORTSCASTS

# 33

CCX SPORTS SPOTLIGHTS +  
11 ALL-AREA TEAM SEGMENTS

# 660+

STORIES



Outside of covering sports, our department is also responsible for covering **local high school and college commencement ceremonies, city parades** and the **concerts in the park** held in several of our local communities each summer.

**6** HIGH SCHOOL COMMENCEMENT CEREMONIES  
PLUS NORTH HENNEPIN COMMUNITY COLLEGE  
AND HENNEPIN TECHNICAL COLLEGE

**5** COMMUNITY PARADES **19** CITY CONCERTS IN THE PARK



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.



**76** ATHLETES & COACHES in  
CCX SPORTS HALL OF FAME





## CITIES

### 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

CITY	COUNCIL	EDA/HRA	PLANNING	OTHER/FORUM	TOTAL
BROOKLYN CENTER	25	18	-	7	50
BROOKLYN PARK	27	11	11	6	55
CRYSTAL	21	9	-	1	31
GOLDEN VALLEY	24	5	19	-	48
MAPLE GROVE	23	-	16	19	58
NEW HOPE	23	4	2	4	33
OSSEO	22	11	5	16	54
PLYMOUTH	21	-	13	3	37
ROBBINSDALE	26	11	-	3	40
<b>TOTALS</b>	<b>212</b>	<b>69</b>	<b>66</b>	<b>59</b>	<b>406</b>



#### 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
<b>TOTAL</b>	<b>55,458</b>





**202**  
CITY VIDEOS



**20,000+**  
"OUR TOWN'S STORY" VIEWS



## 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.



## SPECIAL COMMUNITY PROGRAMMING

- 48** Mayor's Minutes
- 23** Maple Grove Reports
- 50** New Hope City Updates
- 13** Special Programs
  - Brooklyn Park Public Safety Community Forum
  - Black History Month Showcase
  - State of the City: Golden Valley, Maple Grove, New Hope, and Plymouth
  - Brooklyn Center Juneteenth Community Conversation
  - District 279 Foundation: Invest in Youth
  - Treble Tones Women's Chorus: Oh, Canada!
  - Robbinsdale Ambassador Coronation
  - Treble Tones Women's Chorus: Peace on Earth
  - Mayor's Prayer Breakfasts: Brooklyn Park and Maple Grove



## CREATE

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

**2 HTC INTERNS**  
Liam Barnett, Colin Branch



### PROGRAMS SUBMITTED IN 2022

**894**

By CCX Create members

**601**

By non-members

**1,495** TOTAL

### TRAINING HOURS FOR 39

Orientation	<b>39</b>
Studio	<b>38</b>
Portable Camera	<b>32</b>
Editing	<b>30</b>
Portable Studio	<b>4</b>
<b>TOTAL</b>	<b>143</b>

### PODCASTS

#### THE DON PODCAST

Spotify, Google Podcasts, Apple Podcasts, Castbox

#### THE MONSTER CAVE

Spotify, Castbox

THE WOODS Dropping January 2023!

# CREATIVE SERVICES

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!

## \$34,131

TOTAL INVOICED FOR FOR-HIRE PROJECTS



### 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.



## 41% RETURNING 2021 CLIENTS



## 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 281

New Hope

### 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

**153,843**

visitors in January 2022  
(highest month in year)

**114,266**

2022 total page views  
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**

**1,738**

MOST ENGAGED  
IN 2022

### 2022 SEND - OPEN - CLICK TOTALS

**2,605,121 SENDS**

**748,507  
OPENS**

**91,478  
CLICKS**

■ SENDS ■ OPENS ■ CLICKS

**32.6%** open rate average **4.1%** click rate average



## CCX MEDIA FACEBOOK FOLLOWERS

2022

14,893

2021

13,300

2020

11,103

2019

7,718

2018 4,161



1,201

CCX Create  
Facebook followers

71,653

Facebook generated  
video views in 2022

1,625

Posts in 2022  
CCX Media Facebook

20%

increase in reach  
from 2021

## CITY FACEBOOK PARTNERSHIP

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.

53,330

Maple Grove

## SHARED BY OTHERS



COURTESY OF  
MSHALE  
NOOR KIDS  
BROOKLYN PARK  
RECREATION & PARKS

## 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

**1,559,900**

Sports hours watched

**103,648**

News highest month  
June

**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

**2022** **13,412,331**

### 2022 VIDEO VIEWS BY PLATFORM

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

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

\*\* Visit the Cities page to see Granicus views broken down by individual city.

**2021** **23,223,585**

**2020** **30,289,905**

**2019** **10,829,167**

**2018** **5,308,774**

## CCX MEDIA TOTAL REACH ACROSS ALL PLATFORMS

**2022** **10,076,933**

### 2022 REACH BY PLATFORM

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

#### 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.

**2021** **11,306,584**

**2020** **11,186,930**

**2019** **7,438,183**

**2018** **NOT AVAILABLE**

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



WE CREATE LOCAL CONTENT.  
WE HELP OTHERS CREATE LOCAL CONTENT.  
WE SHARE LOCAL CONTENT.

WE BELIEVE A CONNECTED COMMUNITY IS THE BEST COMMUNITY.

## WEB

[ccxmedia.org](http://ccxmedia.org)

News, Sports,  
Cities, Create

[ccxstudios.com](http://ccxstudios.com)

Creative Services

6900 Winnetka Ave N  
Brooklyn Park MN 55428  
763.533.8196

SERVING THE CITIES OF  
BROOKLYN CENTER  
BROOKLYN PARK  
CRYSTAL  
GOLDEN VALLEY  
MAPLE GROVE  
NEW HOPE  
OSSEO  
PLYMOUTH  
ROBBINSDALE

CONNECTED  
COMMUNITY  
EXPERIENCE



## NEWS



[ccxmedia.org](http://ccxmedia.org)



[@ccxnews](https://twitter.com/ccxnews)



[@CCXNews](https://www.youtube.com/@CCXNews)

### CCX1

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



## SPORTS



CCX Sports  
Updates



[@ccxsports](https://twitter.com/ccxsports)



[@CCXMedia](https://www.youtube.com/@CCXMedia)  
and  
[@CCXNews](https://www.youtube.com/@CCXNews)

### OTT CCX Media

Apple TV, Roku, or  
Amazon Fire

### APP CCX Media

Apple App, Google Play



## CITIES



[ccxmedia.org](http://ccxmedia.org)



[@CCXNews](https://www.youtube.com/@CCXNews)

### CCX CITY 16s

Comcast 16SD  
HD available on OTT



## CREATE



[ccxcreate.org](http://ccxcreate.org)



[@ccxcreate](https://twitter.com/ccxcreate)



[@CCXCreate](https://www.youtube.com/@CCXCreate)



[ccxcreate](https://www.instagram.com/ccxcreate)

### CCX CREATE

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