

THANK YOU TO OUR DONORS WHO SUPPORT THE WORK OF CCX MEDIA

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^{*} denotes donation on Give to the Max Day

We believe a connected community is the best community.

In the 2023 CCX Media Annual Report, you will see this belief reflected in the product and work of everything that we do.

We believe in serving our communities with honesty, professionalism and integrity, and we do that by producing and helping others produce high quality local content that residents cannot find anywhere else.

The year 2023 was a roller coaster of a year, filled with great change and recalibration.

Dave Kiser stepped down from the Executive Director role into a phased retirement and the part-time role as Government and Community Affairs Liaison. After 15 years at CCX Media, I moved out of the newsroom and into the Executive Director position, ready and grateful to help steer an organization that I believe in. We upgraded software, changed workflow systems, welcomed new employees to our team, and kept serving our cities and community every step of the way.

STATE AND FEDERAL LEGISLATIVE WORK

This year CCX Media led the way in working legislatively to modernize our funding model. We advocated for a Minnesota bill that could give a financial boost for municipal media centers and worked with MACTA (Minnesota Association of Community Telecommunication Administrators) to support another possible bill. We worked with the Minnesota Office of Broadband Development to gather information for use in their Digital Opportunity Plan* and used the chance to advocate for the success of the franchising

model and for franchising of broadband in order to ensure equal access to broadband in each city and throughout the state. We also spoke up against digital discrimination through comments filed at the FCC.

LOCAL AND REGIONAL RECOGNITION

CCX Media shined locally too in the content and opportunities that we provided residents and cities. Our news photographers were ranked in the top 10 out of all stations in the Central Division in the National Press Photographers Association (NPPA) contest. We were recognized with an Upper Midwest Regional Emmy for the first time in 12 years. Sports Reporter Jay Wilcox celebrated a 35-year anniversary at CCX Media, which highlights the commitment, longevity and perspective of our sports department. A CCX Create member won a Best of the Midwest Media Fest award in entertainment for his show, "Cable Hotdish."

SMALL DETAILS MAKE THE DIFFERENCE

However, behind the glitz of the awards, you will also find our talented staff hard at work on the small details that make our work stand out. City meeting directors, events crew, and other staff brave the elements and troubleshoot problems to make sure our dozens of events and hundreds of city meetings are recorded



and disseminated. You don't have to look far around here to see excellence, and I am so proud of our team who accomplish big and small tasks every day.

THANK YOU

Thank you to our NWSCCC and CCX Media Board Members who were a source of information and support as we navigated through the challenges of 2023, and who promise to be a source of guidance and support in the years to come. I appreciate you.



MEDIA NEWS SPORTS CITIES CREATE

^{*} To learn more about CCX participation in the Digital Opportunity Plan, refer to the Digital Media Report.

COMMISSION

NWSCCC MEMBERS 2023

NORTHWEST SUBURBS CABLE COMMUNICATIONS COMMISSION

CITY OF BROOKLYN CENTER

KRIS LAWRENCE-ANDERSON
FEBRUARY 2023 TO PRESENT

DARRYL SANNES

DARKIL SAININES

CITY OF BROOKLYN PARK RISIKAT ADESAOGUN

HASIT PARMAR

CITY OF CRYSTAL ADAM BELL

FEBRUARY 2023 TO PRESENT

TRACI KAMISH

FEBRUARY 2023 TO PRESENT

CITY OF GOLDEN VALLEY ROGER BERGMAN

SOPHIA GINIS

JUNE 2023 TO PRESENT KIMBERLY SANBERG THROUGH MAY 2023

CITY OF MAPLE GROVE JUDY HANSON

FEBRUARY 2023 TO PRESENT

AL MADSEN

CITY OF NEW HOPE ANDY HOFFE

BETH KRAMER

CITY OF OSSEO RILEY GRAMS

MARK SCHULZ

CITY OF PLYMOUTH EMILIE KASTNER

JIM WILLIS

CITY OF ROBBINSDALE BILL BLONIGAN

SHEILA WEBB

FEBRUARY 2023 TO OCTOBER 2023

BOARD

BOARD OF DIRECTORS MEMBERS 2023

CCX MEDIA

CITY OF BROOKLYN CENTER VACANT

CITY OF BROOKLYN PARK RISIKAT ADESAOGUN

CITY OF CRYSTAL ADAM BELL

FEBRUARY 2023 TO PRESENT

CITY OF GOLDEN VALLEY CHERYL WEILER

CITY OF MAPLE GROVE AL MADSEN

CITY OF NEW HOPE BETH KRAMER

CITY OF OSSEO RILEY GRAMS

CITY OF PLYMOUTH EMILIE KASTNER

CITY OF ROBBINSDALE TIM SANDVIK

AT LARGE JOANIE CLAUSEN

GIANNINA POSNER DARRYL SANNES MARK SCHULZ

PRODUCER PAUL NATTO

KEVIN VANDENBERG

NWSCCC EXECUTIVE COMMITTEE

CHAIR Al Madsen VICE CHAIR Bill Blonigan SECRETARY Darryl Sannes TREASURER Riley Grams

AT-LARGE

Judy Hanson, Mark Schulz, Jim Willis

BOARD EXECUTIVE COMMITTEE

PRESIDENT Mark Schulz VICE PRESIDENT AI Madsen SECRETARY Vacant TREASURER Vacant

AT-LARGE

Riley Grams, Giannina Posner, Darryl

Sannes

NEWS

A WHIRLWIND NEWS YEAR

The "Local Nine," as in the nine northwest suburbs we cover, saw significant transition. Here are some of the top stories covered:

HISTORY AT LOCAL CITY HALLS

Brooklyn Park and Brooklyn Center both swore in new mayors at the start of 2023. Hollies Winston became the city's first Black mayor in Brooklyn Park, while April Graves took the oath in Brooklyn Center. Roslyn Harmon made history in Golden Valley, when she was elected in November as that city's first person of color to become mayor. At the end of year, longtime New Hope Mayor Kathi Hemken announced she wouldn't seek re-election.

POLICING CHANGES IN SCHOOLS

A change in state law impacted schools, as local police departments pulled school resource officers (SROs) out of school buildings. Police and lawmakers hope to resolve the SRO issue in the 2024 legislative session.

CONSTRUCTION WITH REGIONAL IMPACT

A celebration was held in June to mark the groundbreaking of Mississippi Gateway Regional Park, which when complete will include a treetop walking path and visitor center. A drive past Maple Grove along I-94 also reveals significant construction as the city's largest employer, Boston Scientific, broke ground in the fall on a new campus.







YEAR OF TRANSITION





MARCH
Sonya Goins
Left after Reporting at CCX Media for 10 years
Rusty Ray
Started as Reporter, moved to Cities in OCTOBER

APRIL Kevin Miller Started as Reporter

MAY Corey Bork Promoted to News Director

JUNE Emily Haugen Started as Reporter







TAKING HOME HONORS

2023 UPPER MIDWEST REGIONAL EMMY AWARDS

EMMY RECIPIENT EDUCATION/SCHOOLS - NEWS "One Day at a Time"

When Maple Grove resident Mike Raven retired, he started volunteering at Elm Creek Elementary to be near his wife who worked there. Whether he was working in the lunchroom or tutoring students in reading, Raven became an important part of the school. He continued volunteering during his wife's battle with cancer, and donated a bench in memory of her on Valentine's Day.



EMMY NOMINEE DIVERSITY/EQUITY/INCLUSION - NEWS "Her Purple Jordans"

When Ta Leia Thomas saw a man digging in a trash can for boxes to wear as shoes, she gave her own shoes to the man in need. "If we can all give to each other every now and then, I think the world would be a better place," said Thomas, who performed the kind deed at her workplace, Brooklyn Center Liquor.

NATIONAL PRESS PHOTOGRAPHERS **ASSOCIATION (NPPA)**

CCX Media's News photographers Ben Kroll, Adam Jukkola and Dustin Scholl finished eighth in the NPPA (National Press Photographers Association) Central region for 2022, and were the highest placing Minneapolis station in their category. Photographers entered stories in quarterly competition and the standings are released annually. Adam Jukkola placed in the top 10 in individual standings.

NPPA TV QUARTERLY CLIP CONTEST **2022 CENTRAL REGION STANDINGS RELEASED 2023**

WEWS, Cleveland	130
KXAS, Dallas-Fort Worth	84
Spectrum News, Louisville	75
WWLTV, New Orleans	65
WDJT, Milwaukee	52
KTVI, St. Louis	51
KCTV, Kansas City	51
CCX Media, Brooklyn Park	37
WISN, Milwaukee	36
KMSP Minneapolis St. Paul	30
KCCI Des Moines	28
KWCH, Witchita	27
KXXV, Waco	20
KMBC, Kansas City	19
WCCO, Minneapolis	17
WDIV, Detroit	15

ERIC SEVAREID AWARDS * Presented by MIDWEST BROADCAST JOURNALISTS ASSOCIATION

RECEIVED 2023 FOR 2022-PRODUCED PROGRAMMING

LARGE MARKET TELEVISION CATEGORY

FIRST PLACE

- CABLE NEWSCAST, October 19, 2022, Newscast
- TALK/PUBLIC AFFAIRS, Newsmakers
- **SERIES**, People with Disabilities Await Return of Pre-COVID Day Programs
- PHOTOJOURNALISM. Radio-Controlled Airplane Club Looking for Place to Fly

AWARD OF MERIT

- **GENERAL REPORTING**, Day Care Owners Hope for Surplus Money to Offset COVID Costs
- PHOTOJOURNALISM, Maple Grove Firefighters Put Water Skills to the Test
- PHOTOJOURNALISM, Experts Begin Fall Battle to Control Next Summer's Mosquitoes
- SOFT FEATURE, Marker Cap Mayhem
- **SOFT FEATURE**. Liquor Store Employee Gives Shoes to Homeless Man
- DOC/SPECIAL, Police Finding Handguns Modified to Become Automatic Weapons

10 AWARDS 4 FIRST 6 MERIT

* CCX Media won 13 awards at the annual Midwest Broadcast Journalists Association's Eric Sevareid Awards - News won 10, Sports 2, and Cities 1 (Connection).

SPORTS AND EVENTS

The Sports crew rolled out the mobile production truck to cover their first event of 2023 on January 5 with a basketball game featuring Maple Grove girls at Totino Grace. More than 130 games, graduations, parades and events later, the team finished up the year with a busy Armstrong-Cooper Holiday Classic girls hockey tournament on December 28.

During the summer, the crew began using the retrofitted small truck for Concerts in the Park, some sporting events and parades. Technical Services crews worked to turn our former microwave live truck into this useful vehicle that will offer another option for events and sports coverage.



In addition to live sports coverage, the sports department showcases high school sports through stories, interviews and sportscasts. From alpine skiing to wrestling, staff connects with local high schools to cover athletes in a wide variety of sports. Staff also digs deep to present a weekly long-form feature on an athlete called CCX Sports Spotlight.

AWARDS

Our department received a Midwest Broadcast Journalism Award in April 2023 in the Sports Play-by-Play category.

CCX SPORTS SPONSORS

These sponsors helped CCX to cover the costs of live streaming and television coverage fees imposed by the sections for tournament playoff games in several sports including football, soccer, volleyball, basketball and hockey.

CHANTICLEAR PIZZA

Maple Grove

DISTRICT 281

Armstrong-Cooper playoff football game

FRANKIE'S PIZZA

New Hope

MALONE'S

Maple Grove

MAPLE GROVE BOYS HOCKEY BOOSTER CLUB

MAPLE GROVE GIRLS HOCKEY BOOSTER CLUB

PAPA'S CAFÉ

New Hope

ROGERS BOYS HOCKEY BOOSTER CLUB

WAYZATA ATHLETIC BOOSTERS

WINTER SPORTS SPONSOR

EXPERIENCE MAPLE GROVE

STAFF NOTES



JAY WILCOX AND JOHN JACOBSON WITH MINNESOTA WILD'S BROCK FABER. FABER IS ORIGINALLY FROM MAPLE GROVE AND GREW UP WATCHING CCX MEDIA.

Jay Wilcox

Celebrated 35 years (above on left)

Jason Melillo

Moved away after 16 years (below left)

Chaz Mootz

Started work in July (below right)







BY THE NUMBERS

120
GAMES TELEVISED/STREAMED

39

17 CONCERTS IN THE PARK
9 DANCE RECITALS
8 COMMENCEMENT CEREMONIES
5 CITY PARADES







Left to right:
BRIDGE TUSLER
ISAAC COLLINS
KELLY PANNEK

CCX SPORTS HALL OF FAME

Each fall, staff select four athletes who have excelled beyond high school in athletics for induction into the CCX Sports Hall of Fame. Staff interview former athletes, present them with a plaque, and combine all stories and interviews in a special 30-minute show that airs over Labor Day weekend. The inductees in the Class of 2023 bring the total honorees in the Sports Hall of Fame to 80.

ISAAC COLLINS | MAPLE GROVE BASEBALL/FOOTBALL, 2016

Finished his high school career in the top 3 in rushing yards and touchdowns at Maple Grove and was all-metro and all-state in baseball. A Mr. Football and Mr. Baseball finalist, started three years at Creighton University and is currently playing minor league baseball.

KELLY PANNEK | BENILDE-ST. MARGARET'S HOCKEY/SOCCER/LACROSSE, 2014

Won two state titles at B-SM in soccer and was Ms. Soccer in 2013. Three-time all-state selection in hockey and the school's all-time leading scorer. Two-time national champion in hockey at the University of Minnesota. Won an Olympic gold medal for the USA Women's Hockey team in 2018 and a silver medal in 2022.

BRIDGE TUSLER | OSSEO FOOTBALL/BASEBALL, 2013

Mr. Football award winner in 2012 and Associated Press and Gatorade Player of the Year. Helped the Orioles win a state championship in basketball in 2012. Three-time all MIAC selection in basketball at Bethel University. Honorable Mention All-Conference in football.

MOLLY UMLAND | PARK CENTER GYMNASTICS, 1994

Two-time Region 5AA all-around champion. School record holder in the uneven bars and two-time state place winner in bars. Four-year letterwinner at the University of Minnesota and Big Ten Conference Uneven Bars Champion (9.9 score). Member of Gophers' Big Ten team champion (1997-98).

CITIES

CITIES MEETINGS NEW FACES

Colin Branch, Max Gable and Cyrus McGee joined our staff of city council directors.

NEW MEETING COVERAGE

At the Cities' request, crews expanded their coverage of meetings. Crews added Plymouth Housing and Redevelopment Authority meetings, Crystal Planning Commission meetings, plus Brooklyn Center City Council Study Sessions and Brooklyn Center Open Forums.

CANDIDATE FORUMS

- Robbinsdale Ward 1 Special Election
- Brooklyn Park West District Special Election
- Wayzata School Board
- Golden Valley Mayor, City Council









Left to right: COLIN BRANCH BEING TRAINED BY DYLAN SALBER AT BROOKLYN CENTER CITY COUNCIL CHAMBERS, MAX GABLE TRAINING WITH BRENDA LYNCH AT GOLDEN VALLEY CITY COUNCIL CHAMBERS, AND CYRUS MCGEE AT NEW HOPE CITY COUNCIL CHAMBERS.

CITY	COUNCIL	EDA/HRA	PLANNING	OTHER/FORUM	TOTAL
BROOKLYN CENTER	28	12	-	10	50
BROOKLYN PARK	28	12	10	3	53
CRYSTAL	22	9	6	-	37
GOLDEN VALLEY	24	7	18	1	50
MAPLE GROVE	23	-	10	13	46
NEW HOPE	23	6	3	2	34
OSSEO	23	7	3	19	52
PLYMOUTH	23	6	12	1	42
ROBBINSDALE	24	12	-	1	37
TOTALS	218	71	62	50	401



CITIES STORIES

The Connection underwent a period of transition in 2023. Producer Rusty Ray took over as producer in the fall. Despite the changes, city staff met with CCX Media staff quarterly to plan informative and promotional stories that bring more attention to city services and events.

In addition to stories, Cities staff also produce weekly "Mayor's Minutes" as well as the "Maple Grove Report" and "New Hope City Updates." Cities staff also collaborate with staff from other departments to meet the special video requests from city communications staff.

	CONNECTION	MAYOR'S	
CITY	STORIES	MINUTES	TOTAL
BROOKLYN CENTER	22	4	26
BROOKLYN PARK	36	3	39
CRYSTAL	41	4	45
GOLDEN VALLEY	41	5	46
MAPLE GROVE	34	4	62*
NEW HOPE	42	5	97**
OSSEO	29	4	33
PLYMOUTH	34	4	38
ROBBINSDALE	40	4	44
TOTALS	319	37	430
·		•	

430 CITY VIDEOS

- * Total includes 24 City of Maple Grove Reports
- ** Total includes 50 New Hope City Updates



SPECIAL FEATURE: NEW HOPE ICE ARENA

During the fall, CCX staff from multiple departments collaborated on a special feature on the New Hope Ice Arena. The purpose was not only to create a special story, but to motivate and energize staff creativity and add on to their skill set through this exercise.

Staff studied storytelling methods, utilized drone footage and shot (and re-shot) footage to produce a six-minute story that is both compelling and entertaining. The story focused on the unique features of the facility, the passionate staff and volunteers, and the impact the Disney movie "The Mighty Ducks" continues to have on the arena.

CITIES SPECIAL PROJECTS OUR TOWN'S STORY: CRYSTAL AND OSSEO

CCX Cities partnered with the Crystal Historical Society for completion of Crystal's edition of "Our Town's Story." This edition has been a multi-year project and is expected to roll out in the spring of 2024.

Staff also tackled Osseo history in 2023 and captured the majority of video and interviews. The estimated publish date of Osseo's "Our Town's Story" will coincide with Osseo's 150th Anniversary Celebration in 2025.

The completion of these two projects will bring the number of "Our Town's Story" segments to seven, with the cities of Brooklyn Center and New Hope remaining.

SPECIAL COMMUNITY PROGRAMMING

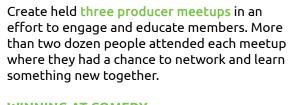
- Dear Denise: Letters to the Sister I Never Knew (Community Engagement)
- Golden Valley State of the City
- Community Forum on Race: Just Deeds and the Legacy of Racism in Housing
- Maple Grove Mayor's Prayer Breakfast
- Treble Tones Women's Chorus: The Sky is the Limit
- Brooklyn Center State of the City
- 2023 Robbinsdale Ambassador Coronation
- Brooklyn Park Mayor's Prayer Breakfast
- Treble Tones Women's Chorus: Goodness and Light

CREATE

CCX CREATE FOCUSED ON THE TRAINING AND EMPOWERMENT OF MEMBERS IN 2023.

membership.





Create coordinator Javie Cedillo trained 58 new people and brought them into the fold of





WINNING AT COMEDY

Create producer Max Gable (fourth from left) brought home a "Best of the Midwest Media Fest" award for his show "Cable Hotdish." The award came in the amateur entertainment category at the Wisconsin Media Awards and Gable won over other community media centers in the Midwest. The award was Create's first award in five years, so it has been a source of pride for producers and staff alike.

LEAVING A LEGACY

The Create community also said goodbye to Juanita Hoffe, who produced and hosted the show "Northwest City Politics." Juanita created the show in 2004 and routinely produced and hosted the show which featured interviews with elected officials from all around the northwest suburbs. The show has long been a bragging point for CCX Create. Juanita passed away in June at age 82. Create members Eric Margolis, Bob Woods and Mike Woods have taken over production of the show.



NEW MEMBERS AND BROOKLYN CENTER RESIDENTS, JACOB AND JUDE SENATUS, ARE A SON AND FATHER TEAM, WHO PRODUCE "BE STILL."

48%
INCREASE IN PEOPLE TRAINED
COMPARED TO 2022

TRAINING HOURS FOR 58

Orientation	58
Studio	41
Portable Camera	18
Editing	30
TOTAL	147

PROGRAMS SUBMITTED IN 2023

482
By CCX Create members

695

By non-members

1,177 TOTAL

MEDIA NEWS SPORTS CITIES CREATE

SPECIAL THANKS TO CCX CREATE MEMBERS 2023

Adam Schneck Airrion Williams Alysha Price Amber Wilson Anayeli Rosas Andy Hoffe Arminta Wilson Athena Chanthachack Barry Clark Ben Osburn Bernice Rosi **Bob Woods** Bruce Lehrer **Buster Stubblefield** Cathryn Oberg Chali Yadassa Charlie Brose Chase Kennedy Cheryl Clark Christofer Nesby Coleen Monroe Connell Lewis Cynthia "Sam" McQuade Dallas Taylor

Dan Viehman Daniel Reiva Dave Goretski David Carter Deb Lande Deborah Knoss Demetria Williams Demitri McGee Derek Anderson **Dexter Rivers** Dick Erickson Shakhila Islam Earl Simons Edie Sandmeier Edith Wah Edward Patten Ellen Barr **Emery Winford** Eric Howell Eric Jaakkola Eric Margolis Ernest Riverson Esau Jasper Fanta Kamara Felix Harcourt Fred Albright

George Nathaniel George Wonlon Graylyn Morris Greg Benecke Greg Stotko Greg Young Halimat Adeduntan Harlan Green Hong Zhang Ijahlee Waller Ijahman Waller Ilona Schaal Irene Barbour Ivan Adams **Jacob Senatus** Jacqui Albright Jadon Jackson Jasir Johnson Jeanine Farley Jesse Stinski Jimmy Morris Jodee Kulp Johnny Harbieh Jon Rehkamp Jon Thenhaus Joyce Lacey

Juanita Hoffe Jude Senatus Karen Wood Kehinde Ovederu Kenneth Allen Kevin Vandenbera Larry Haapoja Lavelle (Penny) Latimore Lois "JCP" Sudue Luann Fragale Marie Lahai Vah Marsha Patten Marvin Banks Mary Lahaie Mason Perusse Max Gable McKenzie McMoore Michael Braun Michael McDaniel, Jr. Michael McDaniel, Sr. Michael Meinz Mike Edwards Mike Hynes Mike Woods Mohamed Jama Mohammed Donzo Mona Benecke Mulbah Nyerkeh Myrna Kauth Myron Green Nakesha Stanley Nakream Mosthi Nathan McGinley Nathan Patet Olivia Sanches

Omar Lewis

Otieno Nyangweso Patience Turtoe-Sanders Patricia Ruffing Paul Natto Paula Wyman Philip Anderson Phillip Mawunyo Priscilla Parker Qian Ting Karasan Randv Kivi Ray Alkalai Ray Spangler Reuben Tarr Rex Isom. Jr. Richard Kentzelman Richard Klatte Rick Larson Rick Nordstrom Risikat Adesaogun Robert Hunegs Roberta Reindorf Ruben Tahir Ruth Robeck Sam Guerrido Samba Fall Shakeela Sturden **Sharon Brooks** Sharon Kephart Sharon Parker Sierra Williams Stephen Batcher Susan Roberts Tanis Sandberg

Taylor King Taylor Rivera

Oscar Bohn



Tim Almen
Tim Conaway
Tim Pratt
Tim Zbikowski
Vernese Perry
Vicky Duran
Wesley Johnson
William Palaia
Yvonne Viehman
Zeinab Julloh



Dan Perusse

PODCASTS

LET'S TALK ABOUT IT
Joe Banks and Anthijuan Beeks
MEN-TOLL HEALTH DEAndre Mills
RECREANDO TU SALUD Giannina Posner
THE MONSTER CAVE
Jon Rehkamp and Colin Branch
WEST COAST JAZZ Richard Klatte



CREATIVE SERVICES

Creative Services has found a niche providing for-hire video production assistance to clients in education, city government, nonprofits and local business. Staff members work directly with clients to facilitate requests and customize each experience to the client's unique needs.

\$58,480

TOTAL INVOICED
2023 FOR-HIRE PROJECTS
71% INCREASE FROM 2022



EDUCATION

ANOKA-HENNEPIN SCHOOLS

requested a Back-to-School 2023-2024 Convocation Video

for district-wide staff to see at a virtual meeting. CCX Media Staff recorded at four locations with the portable studio, portable camera and studio gear to create the final edited video clip.

MINNESOTA STATE

Chancellor Scott Olson Inaugural Event

- Hennepin Technical College
- Recorded and streamed event with closed captioning





CITY GOVERNMENT

MN ZEJ ZOG, CITY OF BROOK-LYN PARK RECREATION & PARKS, CITY OF BROOKLYN CENTER, HMONG AMERICAN PARTNERSHIP, AND OSSEO AREA SCHOOLS coordinated an event called Brooklyns Hmong New Year and requested a recording and availability for the video to be available on demand. CCX Media used the portable camera to record and also supply a video feed to allow people an opportunity to view the event from an overflow space.

CITY OF MAPLE GROVE

State of the City annual address

 Recorded Mayor Steffenson at city hall and a local business



NONPROFITS

NATIONAL FORUM FOR BLACK **PUBLIC ADMINISTRATORS** met in Minneapolis during the Spring and contracted with CCX Media for a large project that involved several steps. Staff created a "Welcome to Minnesota" video that included seven hours of shooting in five metro locations. Crew captured an interview ahead of the conference with the Board President as well as used the portable studio for recording interviews and a podcast. Staff recorded highlights of the event along with on-the-street interviews. The project yielded a total of 21 videos.

NORTH MEMORIAL HEALTH

Cultivated Trauma-Informed Care Symposium

 Recorded at Brooklyn Park's Community Activity Center



LOCAL BUSINESS

PLYMOUTH PSYCH GROUP

requested a video on Transcranial Magnetic Simulation. This video was recorded on location and edited for the business.

AGILE VIDEO, was a repeat client this year, renting out our podcast studio for a self-crewed production and, working for the National Ataxia Foundation, renting out Studio B for two staff-crewed productions.



2023 CREATIVE SERVICES CLIENTS

Agile Video for National Ataxia Foundation Golden Valley

Anoka-Hennepin Schools Anoka

Brooklyns Hmong New Year

Hosted by MN Zej Zog Brooklyn Center, City of Brooklyn Park, City of Brooklyn Center, Hmong American Partnership St. Paul, and

Osseo Area Schools Maple Grove

City of Brooklyn Center

City of Brooklyn Park

City of Maple Grove

City of Osseo

City of Plymouth



SENIOR COMMUNITY SERVICES KEYNOTE ADDRESS/BREAKOUT SESSIONS – METROPOLITAN BALLROOM, GOLDEN VALLEY | RECORDED AND ADDED CLOSED CAPTIONING

Experience Maple Grove

Maple Grove

FRIENDS of the Minnesota Orchestra

Minneapolis

Good Leadership

Edina

Minnesota State System Office St. Paul, with **Hennepin Technical College** Brooklyn Park

National Forum for Black Public Administrators (NFBPA)

Washington, DC

North Memorial Health

Robbinsdale

Plymouth Psych Group

Plymouth

Robbinsdale Area Schools (District 281) New Hope

Rogers High School Hockey Boosters Rogers

Senior Community Services

Minnetonka

Seven Dreams Education FoundationPlymouth

Simonson's Salon & Spa

Maple Grove, Plymouth and Coon Rapids



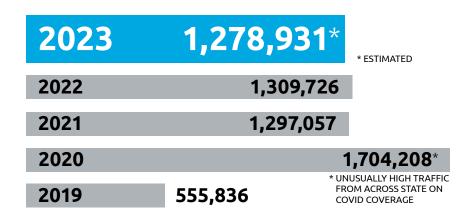
Above: NFBPA WELCOME TO MN VIDEO – BROOKLYN PARK LIBRARY | Below: NORTH MEMORIAL SYMPOSIUM – BROOKLYN PARK COMMUNITY ACTIVITY CENTER





DIGITAL MEDIA REPORT

CCX MEDIA WEBSITE VISITORS



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.

2023			7,088
2022			7,324
2021			6,553
2020		5,222	
2019	3,512		

million visitors in 2023 2,495,649 page views **1,852,121** sessions

144,607

visitors in March 2023 (highest month in year) 25,718

2023 total page views Play of the Week

CONSTANT CONTACT

This year was a challenging one in managing our email marketing system. For two months, Google sent our emails to subscribers' spam folders and we had to work with LOGIS to add our domain to the public records so it would be viewed like other city email addresses.

Because of software challenges, we hit another bump in the road in the spring that resulted in several people unsubscribing.

Finally, staff cleaned up accounts to delete emails that are blocked or no longer active.

2,224 **MOST ENGAGED IN 2023** **-3%**

+7.7%

Compared to 1,738 in 2022

SUBSCRIBERS ENGAGEMENT Compared to 2022

2023 SEND - OPEN - CLICK TOTALS

2,328,746 SENDS

595,771 **OPENS**

SENDS OPENS CLICKS

79,387 **CLICKS**

25.6% open rate **3.4%** click rate

SPORTS MEDIA **NEWS CITIES** CREATE

MAJOR FACEBOOK INITIATIVES

REVAMPING SPORTS EXPERIENCE

Staff intentionally worked to move viewers and users away from a Sports group page to a standard Facebook page. This initiative was in response to the changing algorithms on Facebook and an effort to drive up engagement and viewers on some of our most-watched content.

FOLLOWERS	CCX PAGE/GROUP
16,054	ccxmedia.org
2,407	ccxsportsverified (new Sports initiative) - 77 groups/ccxsports - 2,330
1,206	ccxcreate.org

PUSHING FOR INTENTIONAL ENGAGEMENT

In November, the CCX Media Facebook page reached a new peak of 16,000 followers. However, as Facebook trends show that as users are engaging with posts less often, staff have worked toward creating opportunities for intentional engagement. For the first time, staff created graphic posts about holidays, organized contests and added additional video clips to attempt to drive engagement back up to previous levels.

1,520 POSTS IN 2023: CCX Media Facebook



CCX VIEWER CHOICE

Staff launched a contest called "CCX Viewer Choice" in an effort to drive engagement and harness the popularity of one of our most popular types of stories: profiles of businesses. Staff would follow up a contest win with a news story. This contest helped produce more followers and engagement as well as profile a local business. Have an idea for a "Viewer Choice?" Let us know!

+7.8% FOLLOWERS Compared to 2022



CCX MEDIA FACEBOOK FOLLOWERS

2023			16	,05	4
2022			14,	893	
2021		13	3,300		
2020		11,103			
2019	7,718				

TOP FACEBOOK POSTS IN 2023

RANK	POST	ACCOUNTS REACHED
1	New Owners and Renovations for Rock Elm Tavern in Maple Grove	154,778
2	Maple Grove Police Detective Missy Partner Attends All Osseo Senior High Basketball Games as a School Resource Officer and Has Unique Handshakes for Every Member of the Team	120,407
3	City of Maple Grove Is Planning for Two New Restaurants – Dave's Hot Chicken & Hope Breakfast Bar	114,535
4	The Building Formerly Occupied by Country Kitchen in New Hope Will Soon Be Converted to an El Loro Mexican Restaurant	105,863
5	The New Hope Parks & Recreation Department Is Preparing for a Nine-Hole Public Course for "Winter Golf"	69,576

CCX MEDIA YOUTUBE VIEWS



2023

7,815,967



NEWS 1,360,456 SPORTS 6,455,511

The News YouTube channel saw a 48% increase due to a few News stories that gained statewide and national traction. Meanwhile, the Sports channel dipped in views by 46% during a staffing transition.

2022

12,929,938

NEWS 914.186 SPORTS 12.015.752

Less emphasis placed on promoting Sports videos to national audience in 2022.

2021

21,719,570

NEWS 792,420 SPORTS 20,927,150

In 2021, 24% decrease in views compared to 2020 due to 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 COVID coverage.

2019

8,187,938

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

29,061

News hours watched +59% 2022 to 2023

222,795

News highest month March +115% 2022 to 2023

#1 News video of 2023

Expert on Brooklyn Center Retail Closure: A Walmart Closing Is Not a Trivial Thing

166,379 VIEWS +242% 2022 to 2023

799,481

Sports hours watched -48% 2022 to 2023

767,957

Sports highest month March -65% 2022 to 2023

#1 Sports video of 2023

Lakeville North vs. **Wayzata Girls High School** Volleyball 2022 State Final

288,984 VIEWS

CCX MEDIA X TWEETS



TWEETS IMPRESSIONS LINKS CLICKS

NEWS SPORTS 1,389 624.500 9,732

1.518.900 27,000

849

MEDIA NEWS SPORTS CITIES CREATE

WORKING ON DIGITAL INCLUSION

As part of a Digital Connection Committee, staff spent several hours researching and gathering data for the Office of Broadband Development (OBD) for use in its Digital Opportunity Report. As a result of our participation, the OBD specifically included PEG-TV entities as being eligible for future capacity grant funding and recognized the importance of programming performed by PEG-TV stations like CCX Media.

We received a mini-grant of \$4,000 from DEED and created a survey in both English and Spanish. We worked with community partners and member cities to disseminate the survey and we gathered 493 responses. We held two informal focus groups and also gathered information from a variety of nonprofits, schools and community organizations for this grant.

\$4K DEED MINI-GRANT

2 SURVEY LANGUAGES

2 INFORMAL FOCUS GROUPS

493 COLLECTED SURVEYS

SHARED BY OTHERS

ON TREND: NEWS STORIES PICKED UP ON NATIONAL SITES

Even though there are fewer news outlets, there are more websites and email marketing campaigns collecting stories and sending them out to their subscribers. Our stories often reach a wider audience because of this.

For example, Autobody News serves the collision repair industry and it picked up our August story on Local Body Shops Flooded with Repair Jobs. This month, a national organization of professional children's theater also featured our story on Stages Theatre's interactive performance.







COURTESY of Brooklyn Park Recreation and Parks, Three Rivers Park District, Bally Sports



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

CONNECTED COMMUNITY EXPERIENCE

WE BELIEVE A CONNECTED COMMUNITY IS THE BEST COMMUNITY.

WEB

ccxmedia.org News, Sports, Cities, Create

ccxstudios.com
Creative Services

nwsccc.org

Northwest Suburbs Cable Communications Commission

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



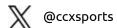








ccxsportsverified groups/ccxsports







CITIES



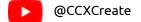


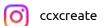


CREATE









CCX1

News, Sports, Cities Stories and Cities Special Projects Comcast 799HD/12SD

APPS (OTT*) CCX Media

Amazon Fire, Android, Apple TV, iOS and Roku * OVER-THE-TOP

CCX CITY 16s

Cities Meetings and Cities Stories Comcast 16SD HD available on OTT

CCX CREATE

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