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

Cindy Almsted
Anonymous (2)*
Mary Faltesek*
Juanita Foster*
Kristi Gibson*
Fatema Haji-Taki
Mary Lahaie (two-time donor)*
Sara Loeffler
Eric Margolis*

Medtronic Foundation Volunteer Grant
Darryl Sannes

Coleen Monroe*
Jeanette Raska
Kathryn Spiczka*
Jenny Stendahl*
John Sutter
Linda Valentine*
Kevin Vandenberg*

* 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.

* To learn more about CCX participation in the Digital Opportunity Plan, refer to the Digital Media Report.
## NWSCCC Members 2023

### City of Brooklyn Center
- Kris Lawrence-Anderson
  - February 2023 to Present
- Darryl Sannes

### City of Brooklyn Park
- Risikat Adesaogun
  - February 2023 to Present
- Hasit Parmar

### City of Crystal
- Adam Bell
  - February 2023 to Present
- Traci Kamish
  - February 2023 to Present

### City of Golden Valley
- Roger Bergman
  - June 2023 to Present
- Sophia Ginis
  - Kimberly Sanberg
  - Through May 2023

### City of Maple Grove
- Judy Hanson
  - February 2023 to Present
- Andy Hoffe
  - Beth Kramer

### 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

## NWSCCC Executive Committee
- Chair: Al Madsen
- Vice Chair: Bill Blonigan
- Secretary: Darryl Sannes
- Treasurer: Riley Grams

## Board of Directors Members 2023

### CCX Media
- City of Brooklyn Center
- City of Brooklyn Park
- City of Crystal
- City of Golden Valley
- City of Maple Grove
- City of New Hope
- City of Osseo
- City of Plymouth
- City of Robbinsdale

### At Large
- Judy Hanson
- Mark Schulz
- Jim Willis

### Producer
- Paul Natto
- Kevin Vandenberg

## Board Executive Committee
- President: Mark Schulz
- Vice President: Al Madsen
- Secretary: Vacant
- Treasurer: Vacant

### At Large
- Riley Grams
- Giannina Posner
- Darryl Sannes
- Paul Natto
- Kevin Vandenberg
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.
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.

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.

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.

NPPA TV QUARTERLY CLIP CONTEST 2022 CENTRAL REGION STANDINGS RELEASED 2023

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

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).
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)
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).

BY THE NUMBERS

120 GAMES TELEVISED/STREAMED
17 CONCERTS IN THE PARK
9 DANCE RECITALS
8 COMMENCEMENT CEREMONIES
5 CITY PARADES
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

<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>
<td>BROOKLYN CENTER</td>
<td>28</td>
<td>12</td>
<td>-</td>
<td>10</td>
<td>50</td>
</tr>
<tr>
<td>BROOKLYN PARK</td>
<td>28</td>
<td>12</td>
<td>10</td>
<td>3</td>
<td>53</td>
</tr>
<tr>
<td>CRYSTAL</td>
<td>22</td>
<td>9</td>
<td>6</td>
<td>-</td>
<td>37</td>
</tr>
<tr>
<td>GOLDEN VALLEY</td>
<td>24</td>
<td>7</td>
<td>18</td>
<td>1</td>
<td>50</td>
</tr>
<tr>
<td>MAPLE GROVE</td>
<td>23</td>
<td>-</td>
<td>10</td>
<td>13</td>
<td>46</td>
</tr>
<tr>
<td>NEW HOPE</td>
<td>23</td>
<td>6</td>
<td>3</td>
<td>2</td>
<td>34</td>
</tr>
<tr>
<td>OSSEO</td>
<td>23</td>
<td>7</td>
<td>3</td>
<td>19</td>
<td>52</td>
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<tr>
<td>PLYMOUTH</td>
<td>23</td>
<td>6</td>
<td>12</td>
<td>1</td>
<td>42</td>
</tr>
<tr>
<td>ROBBINSDALE</td>
<td>24</td>
<td>12</td>
<td>-</td>
<td>1</td>
<td>37</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>218</strong></td>
<td><strong>71</strong></td>
<td><strong>62</strong></td>
<td><strong>50</strong></td>
<td><strong>401</strong></td>
</tr>
</tbody>
</table>

WAYZATA SCHOOL BOARD CANDIDATE FORUM, SPONSORED BY THE LEAGUE OF WOMEN VOTERS, HELD IN PLYMOUTH CITY COUNCIL CHAMBERS.

NEWLY ADDED MEETING, CITY OF CRYSTAL PLANNING COMMISSION.

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.
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.

<table>
<thead>
<tr>
<th>CITY</th>
<th>CONNECTION STORIES</th>
<th>MAYOR’S MINUTES</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>BROOKLYN CENTER</td>
<td>22</td>
<td>4</td>
<td>26</td>
</tr>
<tr>
<td>BROOKLYN PARK</td>
<td>36</td>
<td>3</td>
<td>39</td>
</tr>
<tr>
<td>CRYSTAL</td>
<td>41</td>
<td>4</td>
<td>45</td>
</tr>
<tr>
<td>GOLDEN VALLEY</td>
<td>41</td>
<td>5</td>
<td>46</td>
</tr>
<tr>
<td>MAPLE GROVE</td>
<td>34</td>
<td>4</td>
<td>62*</td>
</tr>
<tr>
<td>NEW HOPE</td>
<td>42</td>
<td>5</td>
<td>97**</td>
</tr>
<tr>
<td>OSSEO</td>
<td>29</td>
<td>4</td>
<td>33</td>
</tr>
<tr>
<td>PLYMOUTH</td>
<td>34</td>
<td>4</td>
<td>38</td>
</tr>
<tr>
<td>ROBBINSDALE</td>
<td>40</td>
<td>4</td>
<td>44</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>319</strong></td>
<td><strong>37</strong></td>
<td><strong>430</strong></td>
</tr>
</tbody>
</table>

430 CITY VIDEOS

 out of 319 stories

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

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

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.
CREATE

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

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

Create held three producer meetups in an effort to engage and educate members. More than two dozen people attended each meetup where they had a chance to network and learn something new together.

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.

48% INCREASE IN PEOPLE TRAINED COMPARED TO 2022

<table>
<thead>
<tr>
<th>TRAINING HOURS FOR 58</th>
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</thead>
<tbody>
<tr>
<td>Orientation</td>
</tr>
<tr>
<td>Studio</td>
</tr>
<tr>
<td>Portable Camera</td>
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<tr>
<td>Editing</td>
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<tr>
<td><strong>TOTAL</strong></td>
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PROGRAMS SUBMITTED IN 2023

<table>
<thead>
<tr>
<th>By CCX Create members</th>
<th>By non-members</th>
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</thead>
<tbody>
<tr>
<td>482</td>
<td>695</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>1,177</td>
</tr>
</tbody>
</table>
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 Perusse  
Dan Viehman  
Daniel Reiva  
Dave Goretski  
David Carter  
Deb Lande  
Deborah Knoss  
Demetria Williams  
Demitri McGee  
Derek Anderson  
Dexter Rivers  
Dick Erickson  
Shakhiya 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  
Ilmanah 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 Oyederu  
Kenneth Allen  
Kevin Vandenberg  
Larry Haapoja  
Lavelle (Penny) Latimore  
Lois “JCP” Sudue  
Luann Fragale  
Marie Lahai Vah  
Marsha Patten  
Marvin Banks  
Mary Lahai  
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  
Oscar Bohn  
Otieno Nyangweso  
Patience Turtoe-Sanders  
Patricia Ruffing  
Paul Natto  
Paula Wyman  
Philip Anderson  
Philip Mawunyo  
Priscilla Parker  
Qian Ting Karasan  
Randy 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 Guerrero  
Samba Fall  
Shakeela Stirrden  
Sharon Brooks  
Sharon Kephart  
Sharon Parker  
Sierra Williams  
Stephen Batcher  
Susan Roberts  
Tanis Sandberg  
Taylor King  
Taylor Rivera  
Tim Almen  
Tim Conaway  
Tim Pratt  
Tim Zbikowski  
Vernese Perry  
Vicky Duran  
Wesley Johnson  
William Palaia  
Yvonne Viehman  
Zeinab Julloh

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 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.

**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.

**CITY GOVERNMENT**
MN ZEJ ZOG, City of Brooklyn 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.

**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.

**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.

**MINNESOTA STATE**
Chancellor Scott Olson Inaugural Event
- Hennepin Technical College
- Recorded and streamed event with closed captioning

**CITY OF MAPLE GROVE**
State of the City annual address
- Recorded Mayor Steffenson at city hall and a local business

**NORTH MEMORIAL HEALTH**
Cultivated Trauma-Informed Care Symposium
- Recorded at Brooklyn Park’s Community Activity Center

**TOTAL INVOICED**
$58,480
2023 FOR-HIRE PROJECTS
71% INCREASE FROM 2022
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

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 Foundation
Plymouth

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

27 PROJECTS IN 2023

9 UNDER $1,000

16 $1,000-$5,000

2 OVER $10,000

$2,165 AVERAGE BUDGET

SMALLEST BUDGET RANGE

$150-200

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2023</td>
<td>1,278,931*</td>
</tr>
<tr>
<td>2022</td>
<td>1,309,726</td>
</tr>
<tr>
<td>2021</td>
<td>1,297,057</td>
</tr>
<tr>
<td>2020</td>
<td>1,704,208*</td>
</tr>
<tr>
<td>2019</td>
<td>555,836</td>
</tr>
</tbody>
</table>

*Estimated

### CCX Media Email Subscriptions

<table>
<thead>
<tr>
<th>Year</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2023</td>
<td>7,088</td>
</tr>
<tr>
<td>2022</td>
<td>7,324</td>
</tr>
<tr>
<td>2021</td>
<td>6,553</td>
</tr>
<tr>
<td>2020</td>
<td>5,222</td>
</tr>
<tr>
<td>2019</td>
<td>3,512</td>
</tr>
</tbody>
</table>

### 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.

<table>
<thead>
<tr>
<th>Year</th>
<th>Most Engaged</th>
<th>Subscribers</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>2023</td>
<td>2,224</td>
<td>-3%</td>
<td>+7.7%</td>
</tr>
<tr>
<td></td>
<td>Compared to 1,738 in 2022</td>
<td>Compared to 2022</td>
<td></td>
</tr>
</tbody>
</table>

### 2023 Send - Open - Click Totals

- **Mails Sent**: 2,328,746
- **Opens**: 595,771 (25.6% open rate)
- **Clicks**: 79,387 (3.4% click rate)

- **Send**: 2,328,746
- **Open**: 595,771
- **Click**: 79,387
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.

<table>
<thead>
<tr>
<th>YEAR</th>
<th>FOLLOWERS</th>
<th>CCX PAGE/GROUP</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>16,054</td>
<td>ccxmedia.org</td>
</tr>
<tr>
<td>2021</td>
<td>14,893</td>
<td>ccxsportsverified (new Sports initiative)</td>
</tr>
<tr>
<td>2020</td>
<td>13,300</td>
<td>groups/ccxsports</td>
</tr>
<tr>
<td>2019</td>
<td>11,103</td>
<td>ccxcreate.org</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>POST ACCOUNTS REACHED</th>
</tr>
</thead>
<tbody>
<tr>
<td>2023</td>
</tr>
<tr>
<td>154,778</td>
</tr>
<tr>
<td>120,407</td>
</tr>
<tr>
<td>114,535</td>
</tr>
<tr>
<td>105,863</td>
</tr>
<tr>
<td>69,576</td>
</tr>
</tbody>
</table>

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!
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

799,481 Sports hours watched -48% 2022 to 2023
767,957 Sports highest month March -65% 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

#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 1,389 624,500 9,732
SPORTS 849 1,518,900 27,000
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.

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.

$4K
DEED MINI-GRANT

2 SURVEY LANGUAGES
2 INFORMAL FOCUS GROUPS
493 COLLECTED SURVEYS

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.

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

NEwS
ccxmedia.org
@ccxnews
@ccxmediacommunitynews

SPORTS
ccxsportsverified
groups/ccxsports
@ccxsports
@ccxmediacommunitynews

CITIES
ccxmedia.org
@ccxmediacommunitynews

CREATE
ccxcreate.org
@ccxcreate
@CCXCreate
ccxcreate

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 205SD (CCX3)
HD available on OTT