



MEDIA
ANNUAL
REPORT
2024

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

CONNECTED COMMUNITY EXPERIENCE

NEWS
SPORTS
CITIES
CREATE

AT CCX MEDIA, WE BELIEVE . . .

Dear Friend of CCX Media,

Each year, the annual report gives us an opportunity to reflect on our successes and the moments that challenged us over the past year.

This year, CCX Media shined by providing **truly unique programming** to residents of the northwest suburbs that is both enriching and award-winning. Our stories are available via cable television, streaming apps like Roku and Amazon Prime, our website and social media, all with no paywalls.

During big election years like 2024, CCX Media takes on the role of a traffic conductor, directing voters to aggregated candidate information so they can be informed at the polls. We worked with the League of Women Voters to facilitate and disseminate forums, and we also provided candidates the opportunity to record their own message. Finally, we streamed local results live on election night and published stories on local races.

The content that we create matters, but the advocacy that we do matters too. We facilitate phone calls weekly from cable customers asking for help on a variety of issues related to their cable subscription. We have worked with our franchise partners to meet consumers' needs and help solve problems.

As viewers' habits change and people cut the cord on cable television, CCX Media has worked legislatively to promote measures that would help provide meaningful revenue and protect community television. We also shared our voice at the state legislature to talk about the work we do in promoting government transparency and truly local programming, protecting public rights-of-way, and touting our consumer advocacy efforts.

Our work is not done! As we head into 2025, we are resolved to continue serving our communities with honesty, professionalism, and integrity while adapting to the ever-changing media landscape.

We appreciate your support every step of the way.



SHANNON SLATTON SCHWARTZ
Executive Director



BILL BLONIGAN
Chair, Northwest
Suburbs Cable
Communications
Commission



DR. MARK SCHULZ
President,
CCX Media
Board of
Directors

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

CONSUMER ADVOCACY

As the Cable Commission, staff field calls from Comcast customers in our nine-city area and then work with customer relations to advocate for consumers. **77 complaints were submitted in 2024.**

Complaints range from exposed cable lines across driveways to disconnecting internet, from stopping charges on a deceased spouse's account to not being able to reach a live agent. One customer who called commented,

"You filed a report with my concerns with Comcast Xfinity and I'm calling to say thank you because they got right to work on it . . . You guys got the ball rolling right away and I am so grateful."

PRESIDENTIAL MEDALLION

CCX Media accepted the **North Hennepin Community College (NHCC) Presidential Medallion Award** for its work in the community at an event in 2024.

(L TO R) **NHCC PRESIDENT DR. ROLANDO GARCIA WITH CCX MEDIA STAFF AND BOARD MEMBERS** DAVE KISER, DARRYL SANNES, JOHN JACOBSON, SHANNON SLATTON SCHWARTZ, MIKE OSTAFFE, DR. MARK SCHULZ, CAROL MORRIS, AND BOB WOODS.



PHOTO CREDIT: SARA BARRERA, NORTH HENNEPIN COMMUNITY COLLEGE

NWSCCC MEMBERS 2024

NORTHWEST SUBURBS CABLE COMMUNICATIONS COMMISSION

BROOKLYN CENTER

Kris Lawrence-Anderson
Darryl Sannes

BROOKLYN PARK

Risikat Adesaogun
Hasit Parmar

CRYSTAL

Adam Bell
Traci Kamish

GOLDEN VALLEY

Roger Bergman
Sophia Ginis
THROUGH MAY 2024
Maurice Harris
SINCE MAY 2024

MAPLE GROVE

Judy Hanson
Al Madsen
THROUGH JUNE 2024
Carol Morris
SINCE JULY 2024

NEW HOPE

Andy Hoffs
Beth Kramer

OSSEO

Riley Grams
THROUGH APRIL 2024

Shane Mikkelson
SINCE MAY 2024
Dr. Mark Schulz

PLYMOUTH

Emilie Kastner
Jim Willis

ROBBINSDALE

Bill Blonigan
Aaron Wagner
SINCE FEBRUARY 2024

NWSCCC EXECUTIVE COMMITTEE

CHAIR
Al Madsen through June 2024
VICE CHAIR
Bill Blonigan
SECRETARY
Darryl Sannes
TREASURER
Riley Grams through April 2024
Adam Bell since May 2024
AT LARGE
Judy Hanson
Dr. Mark Schulz
Jim Willis

CCX MEDIA

BOARD OF DIRECTOR MEMBERS 2024

BROOKLYN CENTER

Vacant

BROOKLYN PARK

Risikat Adesaogun

CRYSTAL

Adam Bell

GOLDEN VALLEY

Cheryl Weiler

MAPLE GROVE

Al Madsen
THROUGH JUNE 2024
Carol Morris
SINCE JULY 2024

NEW HOPE

Beth Kramer

OSSEO

Riley Grams
THROUGH APRIL 2024
Shane Mikkelson
SINCE MAY 2024

PLYMOUTH

Emilie Kastner

ROBBINSDALE

Tim Sandvik

AT LARGE

Joanie Clausen
THROUGH FEBRUARY 2024
Mike Ostaffe
SINCE SEPTEMBER 2024
Giannina Posner
THROUGH JULY 2024
Darryl Sannes
Dr. Mark Schulz
Bob Woods
SINCE MAY 2024

CREATE

Eric Margolis
Kevin Vandenberg

BOARD EXECUTIVE COMMITTEE

AS OF DECEMBER 31, 2024
PRESIDENT
Dr. Mark Schulz
VICE PRESIDENT
Vacant
SECRETARY
Darryl Sannes
TREASURER
Tim Sandvik
AT LARGE
Adam Bell
Eric Margolis

A CONNECTED COMMUNITY IS THE BEST COMMUNITY.

NEWS WE CREATE LOCAL CONTENT.

High-quality local news stories that inform and inspire public engagement

CCX Media's news staff has four full-time staff writers to cover what's happening in **cities, schools, businesses, and the arts** in our nine-member cities. These news stories are captured on camera by our photography staff to educate and inform residents in a growing suburban news desert. New content is updated on the website and channel at least five times a week.



AWARD-WINNING NEWS COVERAGE

- National Press Photographers Association (NPPA) **Photographer Team Ranked 6th in Central Region**
- National Association of Telecommunications Officers and Advisors (NATOA) **Award of Distinction for Videography** "The Legacy of the New Hope Ice Arena"
- **First Place, Cable Newscast** from Midwest Broadcast Journalists Association
- **Plus nine other awards for stories** from the Midwest Broadcast Journalists Association



TOP LOCAL NEWS STORIES

ON WEBSITE

Cub Employee Speaks Out About Brooklyn Park Store's Impending Closure
30,366 VIEWS (September 2024)

ON FACEBOOK

- 1** BAE Systems, a British arms and aerospace manufacturer, plans to build a 248,000 square ft. facility in Maple Grove's former gravel mining area
121,263 ACCOUNTS REACHED
- 2** I-94 'Gap Project' aims to ease traffic congestion near Maple Grove
95,310 ACCOUNTS REACHED
- 3** New Broadway Bar & Pizza with axe throwing coming to Maple Grove
74,412 ACCOUNTS REACHED

ON YOUTUBE

#1 NEWS VIDEO OF 2024
Cub to Close Brooklyn Park South Store
21,861 VIEWS

ELECTIONS: THE LOCAL VOTE 2024

Local non-partisan election information to educate voters



CANDIDATE STATEMENTS

CCX Media provided each candidate on the ballot the opportunity to record a 45-second candidate statement. Voters could access the statements free of charge on YouTube and on our website, ccxmedia.org.

77 candidates recorded statements with an **86** percent participation rate.

- 42 City Council
- 15 School Board
- 4 County
- 15 State Representative
- 1 US Representative



CANDIDATE FORUMS

CCX Media collaborated with local chapters from the League of Women Voters to record and disseminate forums featuring local candidates. People could access forums by watching CCX Media channels through cable television or online.

CCX Cities crews recorded and published **22** forums covering **43** races spread out over **18** dates.



LIVE ELECTION RESULTS

CCX Media streamed live local election results straight from the Secretary of State to our channel and website. News crews reported on results and tracked down candidates for Election Night interviews.

News staff covered **39** local elections or levy referendums with **21** published stories and **a dozen** on-camera interviews.



SPORTS WE CREATE LOCAL CONTENT.

High-quality local sports stories plus full-game high school sports, school event and parade coverage



AWARD-WINNING COVERAGE

- Regional Emmy Award for Events Director Isaac Rice's directing in the Newscast or Live/Recorded Live Program category
- National Association of Telecommunications Officers and Advisors (NATOA) Award of Excellence for a Live Event "State Volleyball Championship New Prague vs. Wayzata"

SPORTS

WINTER 2023-24

Boys & Girls Basketball, Gymnastics, Boys & Girls Hockey, Wrestling
47 regular season*
13 post season

SPRING 2024

Baseball, Boys & Girls Lacrosse, Softball
15 regular season
3 post season

FALL 2024

Football, Boys & Girls Soccer, Volleyball
29 regular season
14 post season

* While all Winter 2023-2024 regular season games are noted, only games occurring in 2024 are included in the total below.

EVENTS

2 College + **2** High School Commencements
4 local parades + **11** dance recitals

2024 TOTAL 120

TOP LOCAL SPORTS STORIES

ON INSTAGRAM

- 1 Remembering Champlin Park Boys Hockey Player Max Akerson
21,739 VIEWS
- 2 Play of the Week: Week of 12/9/24
14,992 VIEWS
- 3 Maple Grove vs. Champlin Park Section Volleyball Final
12,867 VIEWS

ON YOUTUBE

- #1 SPORTS VIDEO OF 2024**
 New Prague vs. Wayzata High School 2023 State Volleyball Championship
45,361 VIEWS

ON CHANNEL (CCX1)

- 1 Eden Prairie vs. Maple Grove Football Class 6A 2nd Round 11/1/2024
1,268 VIEWS
- 2 Maple Grove vs. Park Center Boys Basketball Section 5AAAA Final 3/14/2024
1,117 VIEWS
- 3 Maple Grove vs. Champlin Park Volleyball Section 5AAAA Final 10/30/2024
927 VIEWS



CREDIT: DIGITAL GLOBE

CITIES

WE CREATE AND HELP OTHERS CREATE LOCAL CONTENT.

High-quality stories to enhance city communications and recordings/distribution of city meetings and voter forums



CITIES STORIES

Staff produced and published nearly **300 promotional and informational stories** on channels and social media for our nine member cities. Staff also worked to improve turnaround time to get the stories to cities as quickly as possible, in the form of downloadable files, so city communications staff can use the stories when and where they want.



CITIES MEETINGS

CCX Media staff city meetings for our nine member cities, but also load agendas, index and timestamp each meeting for easy navigation, and schedule meetings to run on the Channel 16s.

In 2024, staff transitioned all cities to new Cablecast software and added closed captioning for meetings with each city's migration. Technical staff also assisted Robbinsdale in designing and installing new council equipment.

CITIES SPECIAL PROJECTS

Through a **partnership with the Crystal Historical Society**, Crystal's edition of "Our Town's Story" rolled out in spring 2024. There were five showings of the production at senior living facilities, churches, and community centers during the year.

COMMUNITY PROGRAMMING

- Mayor's Minutes **53**
- New Hope Update **51**
- Maple Grove Report **22**
- Miscellaneous **8**

CITY	MEETINGS	VIEWS
Brooklyn Center	24	3,967
Brooklyn Park	51	9,167
Crystal	36	3,853
Golden Valley	42	4,642
Maple Grove	49	11,097
New Hope	27	3,187
Osseo	54	7,368
Plymouth	47	7,075
Robbinsdale	35	4,406
TOTAL	365	54,762



FIRST PUBLIC SHOWING OF **OUR TOWN'S STORY** AT CRYSTAL CITY HALL. LEFT TO RIGHT: TRACI KAMISH, THERESE KISER, TAJI ONESIROSAN, RAY DAHL, DAVID CUMMINGS, MAYOR JIM ADAMS, BURT ORRED, JR., ANN BERGER, CHIEF STEPHANIE REVERING, JOHN SUTTER, ADAM BELL, AND JOHN ELHOLM.

CREATE WE HELP OTHERS CREATE LOCAL CONTENT.

Free training and professional quality facilities and equipment use to create and share original content



TRAINING IN PRODUCTION

CCX Create provides free video production training to community residents, local nonprofits, and member cities in order for them to create original videos and podcasts.

CLASSES

- Orientation: **23**
- Studio Production: **19**
- Portable Camera Production: **13**
- Final Cut Editing: **14**
- NEW! - Podcasting: **6**

56 people participated in training in 2024

CREATE ACTION COMMITTEE

The Create Action Committee was formed in 2024 with a mission of enhancing member engagement, recruitment, and outreach.

The committee is comprised of CCX Media Board of Directors members, CCX Create volunteer members, and CCX Media staff.



CREATING ORIGINAL SHOWS

Free use of professional quality studio space and HD equipment is available for residents, nonprofits, and cities to create their own shows of original content. Since the content is created by residents, the focus is local, and all non-commercial.

FACILITIES AND EQUIPMENT

ASSET IN USE	USE COUNT	USE HOURS
Studios A and B	518	1,200
Portable Cameras	80	6,900
Edit Suites	504	2,500
Podcast Room	155	410
TOTALS	1,257	11,010

MEMBER ACTIVITY

Special thanks to the **133** CCX Create members active in 2024. There were a lot of classes taken, shows and podcasts produced and crewed, recorded, edited, and shared...

11,000+ VOLUNTEER HOURS

These hours are testament to their passion to create!



SHARING LOCALLY

After creating their original videos and podcasts, community residents, nonprofits, and cities share content on Comcast cable channels 859 and 20 and on CCX Media's website stream.

PROGRAMS

- 595** Use CCX Create resources
- 863** Use other resources (141 by CCX members, 722 by non-members)

1,458 TOTAL PROGRAMS SHARED

AWARD-WINNING LOCAL CONTENT

- Wisconsin Community Media **Best of Midwest Media Fest 2024 Excellence Awards** for CCX Create Tour and Auntie Sharon's Crafts N' More and **Significant Community Program Award** for NW City Politics
- Alliance for Community Media **Hometown Media Awards** for **Local Performances, Independent Producer, Baby Blue Arts Presents Holiday Celebration 2023**, and for **Entertainment & Arts Series, Independent Producer, Cable Hotdish Season 2 Premier**

CREATIVE SERVICES

WE HELP OTHERS CREATE LOCAL CONTENT.

High-end custom digital video solutions for cities, nonprofits and clients

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.

THANKS TO OUR 2024 CLIENTS!

AGILE VIDEO - Golden Valley

ANOCA-HENNEPIN SCHOOL DISTRICT - Anoka

CITY OF BROOKLYN PARK in partnership with CITY OF BROOKLYN CENTER, MN ZEJ ZOG Brooklyn Center, and ISD 279 - OSSEO AREA SCHOOLS Maple Grove

CITY OF MAPLE GROVE

CITY OF PLYMOUTH

FRIENDS OF THE MINNESOTA ORCHESTRA - Minneapolis

HENNEPIN TECHNICAL COLLEGE - Brooklyn Park

LEAGUE OF WOMEN VOTERS OF WAYZATA-PLYMOUTH AREA

LIFEWORX SERVICES, INC. - Richfield

NORTH HENNEPIN COMMUNITY COLLEGE - Brooklyn Park

NORTH MEMORIAL HEALTH - Robbinsdale

NORTH METRO MAYORS ASSOCIATION - St. Louis Park

ROBBINSDALE AREA SCHOOLS (District 281) - New Hope

SENIOR COMMUNITY SERVICES - Minnetonka

SEVEN DREAMS EDUCATION FOUNDATION - Plymouth

SIMONSON'S SALON & SPA - Maple Grove, Plymouth and Coon Rapids

SUPPLEMENTARY ANGLES OF COMMUNITY SERVICE - Golden Valley



21 PROJECTS

\$38,755 Total invoiced 2024 for-hire projects

\$1,845
AVERAGE BUDGET

\$130 - \$8,200
BUDGET RANGE

+\$4,617 In-Kind Trade/Sponsor



DIGITAL MEDIA

WE SHARE LOCAL CONTENT.

Distribution of high-quality local content to multiple platforms for maximum reach

WEBSITE

1.3+
MILLION
VISITORS IN 2024

31,133
Play of the Week
2024 TOTAL PAGE VIEWS

3.2+ MILLION PAGE VIEWS

2.2+ MILLION SESSIONS

INSTAGRAM

ccxsports NEW IN '24
447 POSTS
1,550 FOLLOWERS
762,759 ACCOUNTS REACHED

X

NEWS
1,496 TWEETS **585,031** IMPRESSIONS
SPORTS
1,205 TWEETS **1,592,657** IMPRESSIONS

EMAIL

Anyone can subscribe to daily and/or weekly email bulletins that include [direct links to videos](#) on our website. These emails can be customized to receive stories from a particular city or school district.

7,552
SUBSCRIBERS

2.3+
MILLION
SENDS

OPENS 857,260 **37%** OPEN RATE
CLICKS 137,499 **5.9%** CLICK RATE

YOUTUBE

4.3+
MILLION
NEWS AND SPORTS
TOTAL VIEWS

NEWS **27,113** TOTAL HOURS WATCHED **1.4+** MILLION TOTAL VIEWS
SPORTS **398,210** TOTAL HOURS WATCHED **2.8+** MILLION TOTAL VIEWS

FACEBOOK

FOLLOWERS **16,911**
332 NEW
1,217

PAGE
ccxmedia.org
ccxsportsverified*
NEW
ccxcreate.org

POSTS IN 2024
CCX MEDIA **1,586**
CCX SPORTS **1,024**

CHANNEL (CCX1)

CCX SPORTS
Eden Prairie vs.
Maple Grove Football
Class 6A 2nd Round
November 1, 2024
1,268 VIEWS

2024 COMMENCEMENT CEREMONIES
Hennepin Technical College
North Hennepin Community College
Armstrong, Brooklyn Center, Cooper, Maple Grove,
Osseo, Park Center, Robbinsdale Virtual Academy, and
Wayzata High Schools
3,809 VIEWS

THANK YOU TO THOSE WHO SUPPORT THE WORK OF CCX MEDIA.

Creating, helping others create, and sharing high-quality local content that connects the community

SPONSORS

PREMIER SPONSOR 2024-25 SPORTS SEASON



SUPPORTING SPONSOR 2024-25 SPORTS SEASON



SPONSOR WINTER 2023-2024 SPORTS SEASON



PLAYOFF GAME & COMMENCEMENT SPONSORS

- The Base Sports Performance, New Hope
- Breck Athletic Department, Golden Valley
- Chanticlear Pizza, Maple Grove
- ElMar's New York Pizza, Plymouth
- Godfather's Pizza, Brooklyn Park
- Maple Grove Boys and Girls Soccer Booster Clubs
- Maple Grove Boys Basketball Boosters
- Maple Grove Boys Hockey Booster Club
- Maple Grove Football Boosters
- Maple Grove Girls Basketball Boosters
- Maple Grove Girls Hockey Booster Club
- Minnesota Select Volleyball Club, Maple Grove
- Park Center Backcourt Club, Brooklyn Park
- Wayzata Athletic Boosters

DONORS INDIVIDUAL DONATIONS TO CCX MEDIA

Anonymous (1)	Andrea Keys	Adam Michael Schenck
Rachel Braaten	Mary Lahaie	John Sutter
Pastor Tom Brock, The Pastor's Study	Eric Margolis	Kevin Vandenberg
Alicia Cameron	Joe Monroe	Bob Woods
Patricia Campbell	Barbara Rau	
Fatema Haji-Taki	Darryl Sannes, Medtronic Foundation Volunteer	
Will Kenny	Grant	

VOLUNTEERS

Jose Acuña • Halimat Adeduntan • Amman Al Hyssain • Fred Albright • Jacqui Albright • Clara Armentrout • Joseph Banks • Ms. Pamela Beatty • Stayci Bell • Greg Benecke • Mona Benecke • Pam Blackmoore • Ann Bremer Education Center (5) • Sharon Brooks • Charlie Brose • Annette Bryant • Britt Bublitz • David Carter • Claudia Daml • Raphaella Dawson • Robert Dawson • Nelesah "Nel" Duo • Brook Eddle • Michael Edwards • Dick Erickson • Sean Fahrni • Thomas "Top Gun Tom" Forsberg • Maxwell Gable • Martina "Tiva" Gbollie • Burt Gilkey • Dave Goretski • Emily Green • LaVonda Green • Myron Green • Larry Haapoja • Don Hall • Never Hall • Lashawna Hervey • Renitta Hervey • Eric Howell • Veronica Jacobson • Esau Jasper • Tim "Wax Noir" Johnson • Jordin Kamish • Wendy Kaupp • Ashlee Kephart • Sharon Kephart • Andrea Keys • Richard Klatte • Tom Knisely • Jodee Kulp • Carmen LaChappelle • Marie Mamawo Lahai Vah • Mary Lahaie • Will Leaver • Bruce Lehrer • Ian Levitt • Omar Lewis • Gustavo Mancilla • Eric Margolis • Michael McDaniel, Jr. • Michael McDaniel, Sr. • Cyrus McGee • Demetri McGee • Cynthia McQuade-Brinkman • DeAndre Mills • Elena Mityushina • Jerry Moscowitz • George "Apostle Anatha" Nathaniel III • Paul Natto • Margaret Nutall • Otieno Nyangweso • Lizabeth "Lizzy" Nyoike • Tosin Obembe • Eric Olson • Levi Olson • Gilbert Otoo • Cortez Owens • Sharon Parker • Ilona Parunakova • Marshalleen Patten • Dan Perusse • Brecken Peterson • Diego Posner • Giannina Posner • Miracle Randle • Dan Reiva • Matt Risvold • Ernest Riverson • Joseph Rodriguez • Alisha Santwire • Brayden Sazama • Mark Sazama • Daniel Schaal • Milana Schaal • Adam Schenck • Jacob Senatus • Jude Senatus • Mike Setran • John Severson • Debra Sisneros • Dr. Angel Smith • Kathy Stelmach • Ron Stoffel • Ricky Strehlow • Lois "JCP Jesus Christ Princess" Sudue • Daphne Thomas • Joshua Thomas • Washington Toe • Jesse Towler • Anthony Tunstall • Dr. Patience Turtoe-Sanders • Kevin Vandenberg • Dan Viehman • Yvonne Viehman • Edith Wah • Airrion Williams • Bruce Williams and The "Wood" podcast crew (Kadilo, Ralph, Ryann) • Arminta Cheryl "Jazzy" Wilson • George Wonlon • Karen Wood • Bob Woods • Mike Woods • Greg Young • Tim Zbikowski • Hong "MeiQi" Zhang



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

NEWS



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

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Cities Meetings and
Cities Stories
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CCX CREATE

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

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Cities, Create

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Northwest Suburbs Cable
Communications Commission

6900 Winnetka Ave N
Brooklyn Park MN 55428
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SERVING THE CITIES OF
BROOKLYN CENTER
BROOKLYN PARK
CRYSTAL
GOLDEN VALLEY
MAPLE GROVE
NEW HOPE
OSSEO
PLYMOUTH
ROBBINSDALE

WE BELIEVE A **CONNECTED** COMMUNITY
IS THE **BEST** COMMUNITY.

COMMUNITY
CONNECTED
EXPERIENCE