



MEDIA ANNUAL IMPACT REPORT 2025



CONNECTED
COMMUNITY
EXPERIENCE



At CCX Media, we believe a connected community is the best community.

Everything we do – from covering city meetings and school events to amplifying local voices – flows from that belief. Our role is to bring people closer to the stories, decisions, and neighbors that shape everyday life in our communities.

In 2025, that mission mattered more than ever. Like many community television stations and local newspapers, we face declining revenue and a rapidly changing media landscape. Rather than pulling back, we used the year to recalibrate – examining how we operate, prioritizing sustainability, and making thoughtful choices to ensure we can continue serving our communities well into the future. This recalibration required focus, creativity, and collaboration, but it never meant stepping away from our core purpose.

As we move forward, CCX Media remains grounded in connection, transparency, and service – because **strong local media helps build strong local communities.**

Shannon Slatton Schwartz
Executive Director

AT CCX MEDIA WE BELIEVE

OUR VISION

To be a dynamic media resource, known by all in our member communities, that informs and inspires public engagement.

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

OUR MISSION

To provide comprehensive media services and create, help others create, and disseminate high-quality local content by serving our communities with honesty, professionalism, and integrity.

A CONNECTED COMMUNITY IS THE BEST COMMUNITY.



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

HYPER-LOCAL MEDIA

CCX Media provides unparalleled hyper-local city, news, and sports coverage, capturing the unique stories and spirit of the northwest suburbs that mainstream media overlooks.

Journalists cover what's happening in cities, schools, businesses and the arts in our nine member cities. New content is uploaded on the website and the channel multiple times each week.

"Thank you for not adding a bias to your article . . . The straight facts as you presented them is something that I haven't seen since . . . I honestly can't remember. So thank you."

AS TOLD TO REPORTER KEVIN MILLER

TOP LOCAL NEWS & SPORTS STORIES

WEBSITE

115,417 views

After ICE Arrest, Brooklyn Park Restaurant Says It's Temporarily Closed 'For Remodeling'

5,870 views

Maddyn Greenway Breaks State Tournament Scoring Record, Providence Academy Rolls Past New Richland-H-E-G

FACEBOOK and INSTAGRAM

233,953 views (Facebook)

Gun Recovered from Backpack at Champlin Park High School

79,334 views (Instagram)

Providence Academy Girls Soccer's 14-0 win over Albert Lea in the Class A state tournament quarterfinal

X

15,300 views

Hennepin County promotes free gun locks at local libraries

662,200 views

Hopkins vs. Wayzata Boys Basketball Game Recap Video

YOUTUBE

13,210 views

Store Official: Daiso's Crystal Opening 'Largest in the United States'

7,381 views

Champlin Park Softball Shuts Out Maple Grove, Wins Sixth Straight

SKILLED PROFESSIONALS

CCX Media has been delivering trusted local content for over 40 years, with professional, reliable coverage.

"I have not told you this enough times but, for the past 27 years living in Brooklyn Park and watching you do your work, I can't tell you how impressed I have been, each and every time I turn on a game or the sports show that you are doing. You have always been professional, thorough, fair, and without showing favor to any team or school. You have really put CCX and the schools in that viewing area on the map by your dedication to providing the very best production and broadcast."

AS TOLD TO SPORTS AND EVENTS DIRECTOR JOHN JACOBSON
(PICTURED NEXT PAGE TOP LEFT ON LEFT)



At the Upper Midwest Regional Emmy Awards, CHAZ MOOTZ (above) received the Emmy for **Outstanding Multimedia Journalist**.

ISAAC RICE (not pictured) won his second Emmy in a row for **Director of Live Event or Production**.

TRUSTING RELATIONSHIPS



At CCX Media, our staff builds long-standing relationships with public officials, city staff, schools, and community members through consistency, presence, and follow-through.

These connections give us perspective, helping us see the bigger picture and tell stories with depth and insight. That trust often leads the way to our most impactful, award-winning journalism – stories that are accurate, meaningful, and reflective of the cities we serve.



2025 FIRST-PLACE HONORS: 9 from Midwest Broadcast Journalists Association in large market television category; 1 Award of Distinction from National Association of Telecommunications Officers and Advisors (NATOA).



“ . . . Our communities and athletes get to tell and share our stories because of you. Thank you for decades of connection and visibility. These memories mean the world . . . ”

AS TOLD TO SPORTS REPORTER/PRODUCER JAY WILCOX,
FROM A FORMER HOPKINS GIRLS BASKETBALL PLAYER

PUBLIC TRANSPARENCY

CCX Media promotes civic engagement and understanding through transparency and unbiased information.

CCX Cities 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.

CITY	MEETINGS	VIEWS
Brooklyn Center	57	3,636
Brooklyn Park	62	24,433
Crystal	46	1,919
Golden Valley	48	2,407
Maple Grove	51	4,917
New Hope	32	1,292
Osseo	54	2,960
Plymouth	48	4,373
Robbinsdale	36	7,732
TOTAL	434	54,312

311 CITIES STORIES

299 Cities Stories
12 Keepin' Up with Dave

Cities Stories can be seen on the Channel 16s (pictured lower left).

135 COMMUNITY PROGRAMMING & CITIES SPECIAL PROJECTS

- 51 Mayor's Minutes
- 48 New Hope Update
- 23 Maple Grove Report
- 13 Miscellaneous*

*includes four State of the City and two "Our Town's Story" (Osseo and New Hope)

"Public transparency is a top priority for the city and CCX helps provide that."

ADAM BELL, Crystal City Manager



ESTABLISHED PLATFORM

CCX Media is focused every day on providing cities and residents an established platform to share stories and amplify their reach.

WEBSITE

1.3M+ VISITORS IN 2025

3.4M+ Page Views 2.7M+ Sessions

EMAIL

2.4M+ SENDS

936,610 Opens **39%** Open Rate

118,864 Clicks **4.9%** Click Rate

7,777 SUBSCRIBERS

FACEBOOK

PAGE	FOLLOWERS	POSTS
CCX Media	18,480	1,328
CCX Sports	723	965
CCX Create	1.2K	31

INSTAGRAM

3.3M+ ACCOUNTS REACHED

571 Posts 3,563 Followers

X

ACCOUNT	POSTS	IMPRESSIONS
News	1,179	300,150
Sports	1,039	2,440,640

YOUTUBE

**3M+ NEWS AND SPORTS
TOTAL VIEWS**

CHANNEL	HOURS WATCHED
News	19,809
Sports	273,115

CITY COST-SHARING



33
PROJECTS
\$35,019
TOTAL RECEIVED 2025
+ \$3,300
IN-KIND TRADE
\$2,025
AVERAGE BUDGET
\$150 - \$8,135
BUDGET RANGE



CCX Media is built to serve our cities and residents through cost-sharing of services and resources.

Staff members work directly with clients to facilitate requests.

- Anoka-Hennepin Schools
- City of Golden Valley
- City of Maple Grove
- City of Plymouth
- City of Wayzata
- Hennepin Technical College
- Lifestyle Communities
- MN Zej Zog / City of Brooklyn Park
- North Hennepin Community College
- North Metro TV
- ALH Productions
- Neighborhood Sports Network
- Prolonged Exposure
- Robbinsdale Area Schools
- Seven Dreams Education Foundation
- Simonson's Salon & Spa
- STERIS
- Studio Americana

"It would be more expensive and less professional if cities had to try to do video production on their own."

NOAH SCHUCHMAN, Golden Valley City Manager

COMMUNITY STORYTELLING

CCX Create offers video production training and studio space to community residents, local nonprofits, and member cities.

154
TRAINING HOURS

STUDIO USE

	RESERVATIONS	HOURS
Studios A and B	506	1,199
Podcast Room	226	598
Edit Suites	614	2,661
Portable Cameras	133	14,536

1,387
PROGRAMS SHARED

598
Use CCX Create resources

778
Use other resources

166 by members, 612 by non-members

"In 2025, we deepened our focus on media literacy and community outreach, welcoming dozens of young people into CCX Media studios while also sending staff into schools and community settings to meet with students in the field. These experiences help build a more informed and engaged next generation, while reinforcing the value of trusted, community-based media."

SHANNON SLATTON SCHWARTZ, CCX Media Executive Director

ADVOCACY



CCX Media advocates for community television because we believe that a connected community is the best community.

We tell the stories that matter most – in neighborhoods, schools, and local communities – highlighting the news that is closest to home, which is often the most impactful.

As local newspapers shrink, our role in providing trusted, hyperlocal reporting is more important than ever. We provide public access and media literacy training, empowering residents to create their own content and tell their stories.

Through our work, we promote public transparency and actively advocate for the importance of community media at the state legislature, in the greater media landscape, and within our local cities.

CULTURE

Yuen: Community news is under threat as more Minnesotans cut their cable cords

Hyperlocal cable TV stations that broadcast everything from high school sports to city government meetings confront a perilous existence.



By Laura Yuen
The Minnesota Star Tribune

MAY 9, 2025 AT 9:00AM

COURTESY LAURA YUEN, THE MINNESOTA STAR TRIBUNE

SUPPORTERS & PARTNERS

NORTHWEST SUBURBS CABLE COMMUNICATIONS COMMISSION

BROOKLYN CENTER

April Graves SINCE MAY 2025
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THROUGH MAY 2025
Darryl Sannes

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Risikat Adesaogun
THROUGH NOVEMBER 2025
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Joe Cardoza SINCE MAY 2025

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2024-25 Sports Season
and
2025-26 Sports Season



SUPPORTING SPONSORS

2024-25 Sports Season



2025-26 Sports Season



PLAYOFF GAME SPONSORS

- Champlin Park Rebels Boys Hoops Booster Club
- Chanticlear Pizza
- Maple Grove Crimson Football
- MGHS Boys Basketball Booster Club
- Minnesota Select Volleyball
- School Space Media
- Wayzata Booster Foundation

To those who volunteered their time and talent and to those who donated monetarily to our organization, we thank you!



BECOME A DONOR



SERVING THE CITIES OF

Brooklyn Center, Brooklyn Park, Crystal, Golden Valley, Maple Grove, New Hope, Osseo, Plymouth and Robbinsdale

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WEB

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News, Sports, Cities Stories and Special Projects

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Amazon Fire, Android, Apple TV, iOS and Roku

CITY 16s Comcast 16SD

Cities Meetings – HD available on app or website

CREATE Comcast 859HD (CCX2) / Comcast 20SD (CCX3)

HD available on app