Quad Cities Cable Communications Commission

Anoka City Hall - Council Work Session Room

March 17, 2016, 10:00 AM

Agenda

- 1. Call to Order
- 2. Roll Call
- 3. Approval of Agenda
- 4. Work Session Items
 - 4.1. Annual programming presentation
- 5. Adjourn

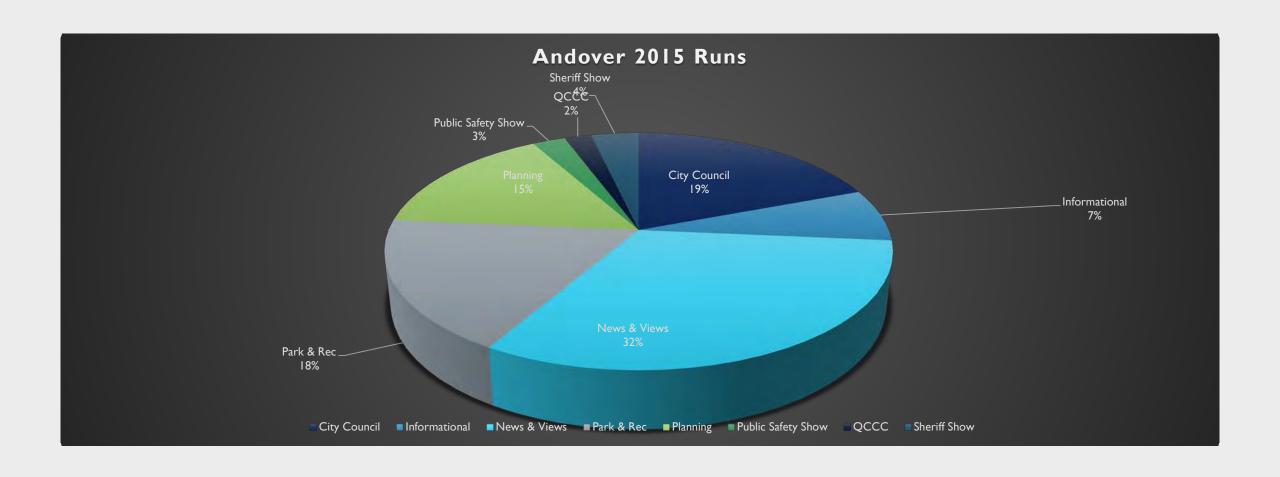


QCTV PROGRAM STATISTICS

PRESENTED BY: KATHERINE LENABURG

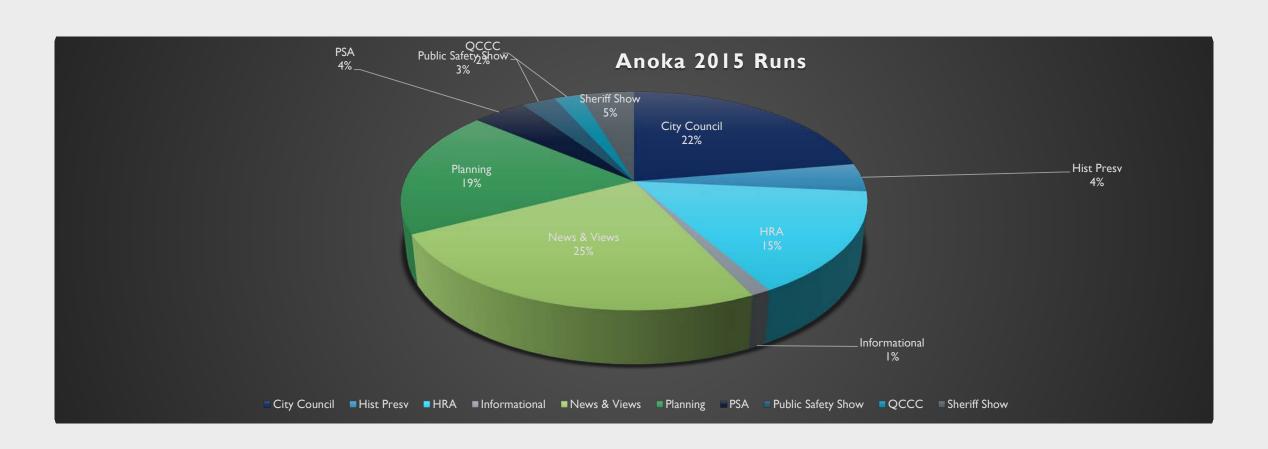


2015 TOTAL RUNS FOR ANDOVER MEETINGS



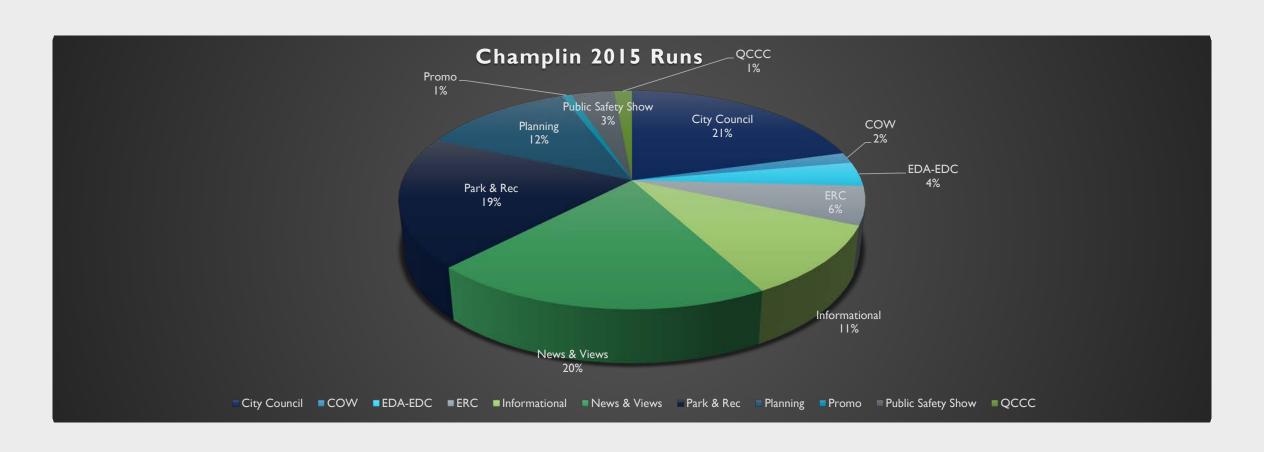


2015 TOTAL RUNS FOR ANOKA MEETINGS



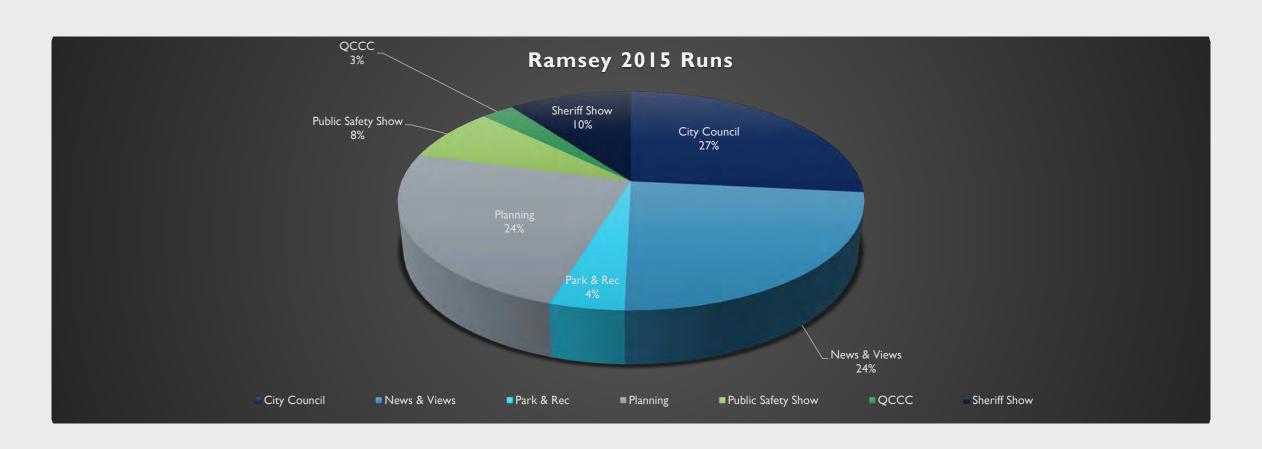


2015 TOTAL RUNS FOR CHAMPLIN MEETINGS





2015 TOTAL RUNS FOR RAMSEY MEETINGS





TESTIMONIALS:

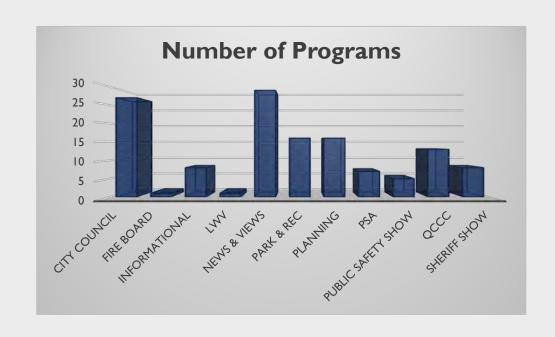
"Thank you for you coverage of our first "Coffee With a Cop" event. You do a great job interviewing and I appreciate it."

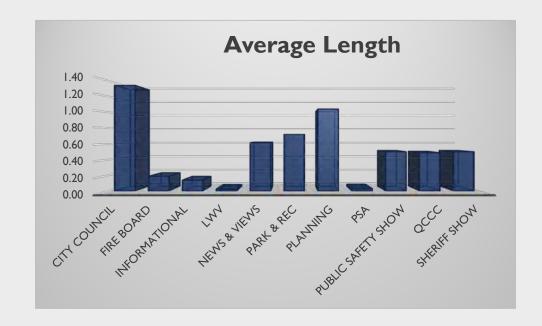
-Jeff Katers, Police Chief, City of Ramsey "Thank you for taking the time to come out and visit us. We had a great time and appreciate that you made us feel so comfortable. Can't wait to see the footage!"

-Cassie Mayer, Lady Bug Pottery



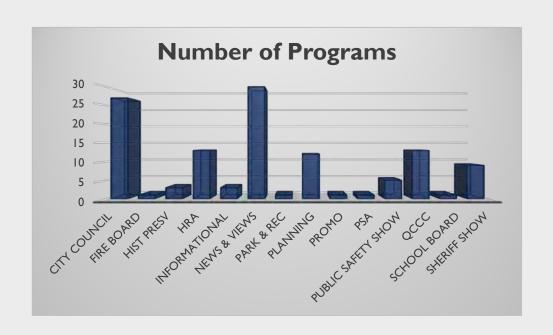
2015 NUMBER OF ANDOVER PROGRAMS AND AVERAGE LENGTH

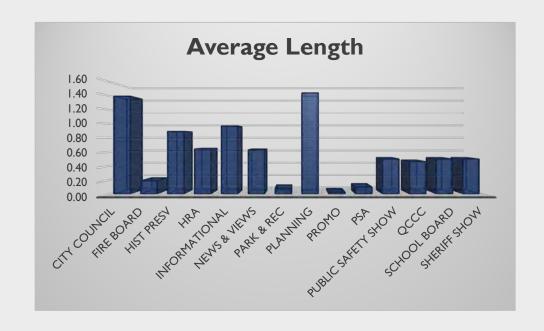






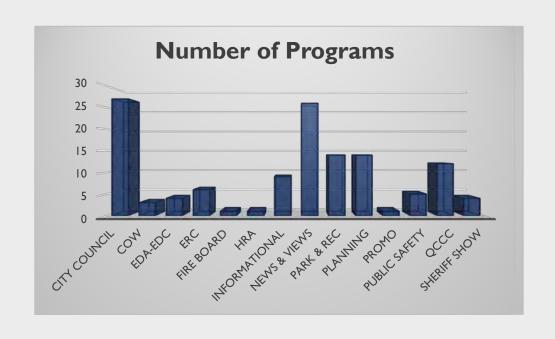
2015 NUMBER OF ANOKA PROGRAMS AND AVERAGE LENGTH

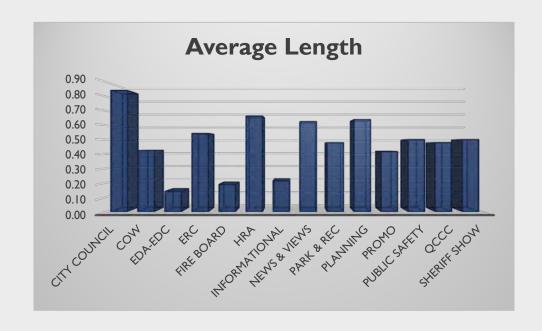






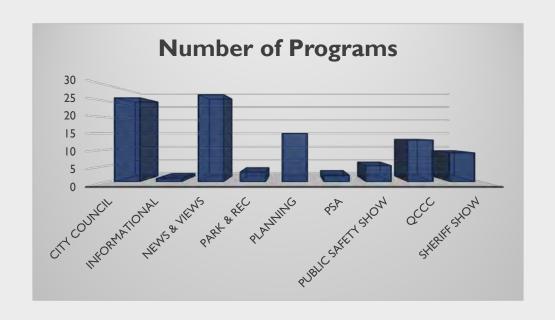
2015 NUMBER OF CHAMPLIN PROGRAMS AND AVERAGE LENGTH

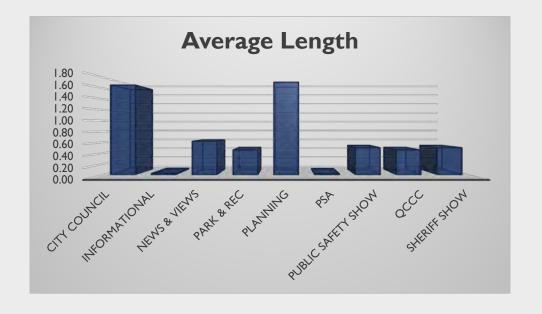






2015 NUMBER OF RAMSEY PROGRAMS AND AVERAGE LENGTH







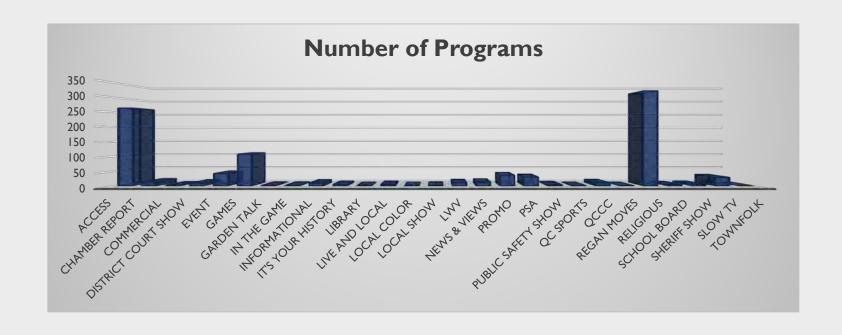
TESTIMONIALS:

"Thank you for the nice coverage you did at our annual scholarship fundraiser. It turned out great!"
 —Jim Steffen, Trott Brook Financial

- "Thank you- It was our pleasure! You guys are awesome to work with and we had a blast!"
- –Adam McGuire, MickmanBrothers

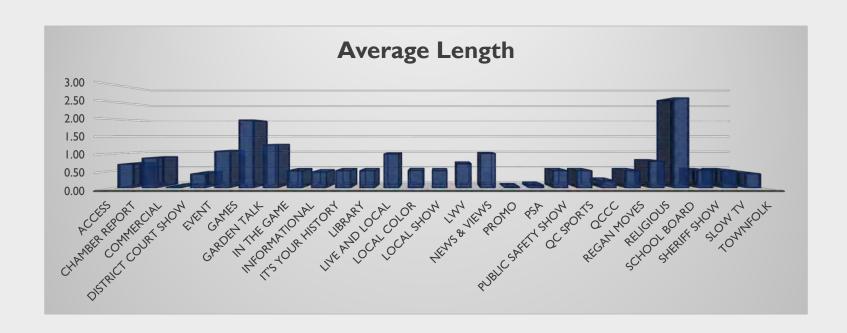


2015 NUMBER OF COMMUNITY CHANNEL PROGRAMS





2015 NUMBER OF COMMUNITY CHANNEL AVERAGE LENGTH





2014 & 2015 WEB STATISTICS

2014 All Channels

Total VOD: 65,522 Total Live: 5,520

2014 Ch. 15

Total VOD: 39,204 Total Live: 5,520

2014 Andover (Channel 16)

Total VOD: 7,053

2014 Anoka (Channel 16)

Total VOD: 5,605

2014 Champlin (Channel 16)

Total VOD: 6,706

2014 Ramsey (Channel 16)

Total VOD: 6,025

2015 All Channels

Total VOD: 91,532 Total Live: 3,611

2015 Ch. 15

Total VOD: 37,257 Total Live: 3,611

2015 Andover (Channel 16)

Total VOD: 12,619

2015 Anoka (Channel **16**)

Total VOD: 12,799

2015 Champlin (Channel 16)

Total VOD: 15,600

2015 Ramsey (Channel 16)

Total VOD: 9,646



2014 OVERALL NEW SHOWS

Channel 15

Average New Shows: 63

Andover (Channel 16)

Average New Shows: 9

Anoka (Channel 16)

Average New Shows: 7

Champlin (Channel 16)

Average New Shows: 9

Ramsey (Channel 16)

Average New Shows: 9



2015 OVERALL NEW SHOWS

Channel 15

Average New Shows: 69.2

Andover (Channel 16)

Average New Shows: 8.8

Anoka (Channel 16)

Average New Shows: 8.4

Champlin (Channel 16)

Average New Shows: 9.1

Ramsey (Channel 16)

Average New Shows: 7.3



2014 & 2015 OVERALL NEW BULLETINS

Channel 15

Average New Bulletins: 41

Andover (Channel 16)

Average New Bulletins: 35

Anoka (Channel 16)

Average New Bulletins: 34

Champlin (Channel 16)

Average New Bulletins: 35

Ramsey (Channel 16)

Average New Bulletins: 37

Channel 15

Average New Bulletins: 43.9

Andover (Channel 16)

Average New Bulletins: 60.8

Anoka (Channel 16)

Average New Bulletins: 66.4

Champlin (Channel 16)

Average New Bulletins: 62.4

Ramsey (Channel 16)

Average New Bulletins: 73.8



2014 – YOUTUBE PROGRAMS

Video	Views
Sheriff Show Dec 2014/Jan 2015	438
09 23 2014 LWV 10th Judicial District Candidate Forum	149
Live and Local Hometown Holiday	106
Rebel Classic Marching Bands 2014	67
News & Views November 2014	63
Ramsey City Council Ward 1, Ward 3, and At Large Candidates	50
News and Views HD October 2014	43
Child Safety Awareness	43
Antique Appraisal with Mark F Moran	42
News & Views November 2014	33
Champlin Mayoral and Ward 1 & 2 Council Member Candidate Forum	31
LWV ABC Pollinator Advocacy Project HD	30
It's Your History December Civil War	27
News and Views December HD	24
Rebel Classic Marching Bands 2014	22
News & Views January 2015	20
Antique Appraisal with Mark F Moran	16
NMMA Candidate Forum - District 35 A	14
Its Your History October 2014	13
It's Your History - The 1st Minnesota Infantry of the Civil War	11



2015 – YOUTUBE PROGRAMS (TOP 30)

Video	Views	
Antique Appraisal with Mark F Moran	1299	
Champlin Park Cluster Band Concert	1100	
It's Your History - Anoka State Hospital	1041	
It's Your History - Fridley Tornado		
Rebel Classic Marching Bands 2014		
Anoka County Sheriff, James Stuart - Law Enforcement Memorial Speech		
Thank You Berry Much The Story of the Bauer Farm	594	
Anoka County Sheriff Show: January - February 2016		
The Local Show # 2 HD	546	
It's Your History - The 1st Minnesota Infantry of the Civil War	469	
Buzzer Beater: Centennial @ Andover, Girls Basketball – February 5th, 2015	466	
Anoka County Sheriff Show – March & April 2015	426	
Anoka County Sheriff Show – August & September 2015	389	
The Local Show Show April 2015	269	

Video	Views
Professional Karate Studios	242
Anoka County Sheriff Show - May and June 2015	231
Turn off the Device PSA	220
Sheriff Show Dec 2014/Jan 2015	204
Courage: A Tale of Two Women	188
Live and Local: Lets Get Fit!	158
Road Rage	153
News and Views September	146
Chamber Report - May	145
Live and Local: Wargo Nature Center	139
Live and Local Hometown Holiday	125
Live and Local: In Bloom!	121
QCRx - Vaccination, Bereavement and Diet	116
It's Your History - Sustainable Farming	115
Ramsey Happy Days Parade 2015	108
Anoka County Sheriff's Award Ceremony 02-17-20 15	105



TESTIMONIALS:

- "I had never watched anything on cable and the broadcast quality was perfect! You made me a believer!"
- -Kay McCulley, Ramsey

- "Thank you Katherine! The presentation was wonderful and the students got a lot of good information. This is exactly the kind of thing the school thrives on...connecting with the community!"
- -Steven Yeager, Music Media Instructor, Anoka-Hennepin STEP



QCTV PRODUCTIONS:

- News and Views (12)
- In the Game (I)
- Local Sports (101)
- The Chamber Report (12)
- The District Court Show (8)
- The Sheriff Show (6)
- The Public Safety Show (6)
- It's Your History (4)
- Live & Local (3)

- QCRx (2)
- The Local Show (2)
- Community Events (35)
- Graduations (5)
- LWV/Elections (14)
- PSA's and Promos (37)
- Anoka County Master Gardeners (2)



FOUNDATION OF QUALITY:

- Changes
- Improvements
- Staff Training
- Collaboration
- Make New Friends



TESTIMONIALS:

- "Thank you so much for the link- what a great holiday program. We would love to participate again next year- or anytime throughout the year! Thank you so much for working with our theatre."
- -Rachel Bohnsack, Executive Director, Northern Starz Childrens Theatre

- "This turned out great! Thank you for the opportunity to work with you and your team and to help promote our services through your programming."
- -Lynne Hagen, University of Minnesota Extension, Anoka County Master Gardener Program Coordinator



AWARD WINNING PROGRAMS:

- Overall Excellence Hometown Media Award Presented by the Alliance for Community Media
- Programming Excellence Honorable Mention Government Programming Award Presented by NATOA
- Award of Merit Northern Lights Award Anoka County Sheriff Show Presented by MAGC
- Award of Merit Northern Lights Award Live & Local: Back to School Special Presented by MAGC
- Award of Merit Northern Lights Award Maple Grove @ Anoka Boys Soccer MSHSL State Tournament Semi-Final – Presented by MAGC
- Award of Merit Northern Lights Award News and Views Presented by MAGC
- Award of Merit Northern Lights Award Car Wash PSA Presented by MAGC
- Award of Merit Northern Lights Award The Chamber Report Presented by MAGC
- Award of Merit Northern Lights Award What's New at the Q Presented by MAGC

OUR AMAZING STAFF





FEEDBACK:

- "Thank you for the opportunity to work with your team on these programs. You all do a great job coordinating and making us feel comfortable during the filming. Please feel free to include us in an upcoming projects you and QCTV are considering!"
- "Just wanted to say you and your staff were very polite and made my first "News and Views" an easy one. It was a pleasure, thank you so much".
- "A huge Thank You for your partnership with CTV on the Gopher Women's hockey coverage. Taylor, Jared, and Tom were great and their professionalism was outstanding."
- "Kudos to Cory for the Bauer Berry piece- masterful! You so captured Nancy and Bill and their farm!"
- "The Cub Scouts, Pack 609, want to thank you for the tour...it was informative and they enjoyed hearing about community TV. They were very impressed when they saw themselves on TV at half time!"



OUR COMMITMENT TO THE MISSION

Our appreciation to the commission for their vision and strategic plan. Staff is committed to delivering quality programming for our member cities.



General Guidelines:

QCTV reserves the right to air all content it produces and/or films on QCTV's channels and website.

QCTV makes all final decisions on air time, frequency of playback and priority of airing.

QCTV may use any portions of footage filmed for other unrelated broadcasts produced by QCTV.

All content produced by QCTV is copyrighted (see public use of QCTV copyrighted content).

Inappropriate content will not be produced or considered for playback.

Examples of inappropriate content include:

- Programming with a commercial intent, such as that promoting a specific business or service,
 unless incidentally mentioned as part of a program or in exchange for a sponsorship.
- Political campaigning outside of a QCTV- approved political debate or forum.
- Programming containing religious content, unless incidentally mentioned as part of a program
 or is a local public access program submitted for Sunday morning playback (See Local Church
 Services, Page 6).
- Pornography or offensive material.
- Programming containing obscene content or language.

City Government Channel Scheduling:

Andover:

- Andover Park and Rec Commission Meets the 1st & 3rd Thursday of each month
- Andover City Council Meeting Meets the 1st & 3rd Tuesday of each month
- Andover Planning Meets the 2nd Tuesday of each month
- Number of Playback Times: This varies based on length of meeting, approximately 4-10 times per day.

Andover City Council

Days for Playback	Times for Playback
Wednesday	Noon & 7 pm
Friday	1 pm & 8 pm
Sunday	9 am, 1 pm & 8 pm

Anoka:

- Anoka City Council Meeting Meets the 1st & 3rd Monday of each month
- Anoka Planning Commission Meets the 1st Tuesday of each month
- Anoka HRA Meets the 2nd Monday of each month
- Number of Playback Times: This varies based on length of meeting, approximately 4-10 times per day.

Anoka City Council

Days for Playback	Times for Playback
Tuesday	Noon & 7 pm
Thursday	1 pm & 8 pm
Saturday	9 am, 1 pm & 7 pm

Champlin:

- Champlin ERC Meets the 1st Monday of each month
- Champlin Park and Rec Commission Meets the 1st Tuesday of each month
- Champlin City Council Meeting Meets the 2nd & 4th Monday of each month
- Champlin Planning Meets the 3rd Monday of each month
- Number of Playback Times: This varies based on length of meeting, approximately 4-10 times per day.

Champlin City Council

Days for Playback	Times for Playback
Tuesday	Noon & 7 pm
Thursday	1 pm & 8 pm
Saturday	9 am, 1 pm & 7 pm

Ramsey:

- Ramsey Planning Commission Meets the 1st
 Thursday of each month
- Ramsey City Council Meeting Meets the 2nd & 4th Tuesday of each month
- Number of Playback Times: This varies based on length of meeting, approximately 4-10 times per day.

Ramsey City Council

Days for Playback	Times for Playback
Wednesday	Noon & 7 pm
Friday	1 pm & 8 pm
Sunday	9 am, 1 pm & 8 pm

Election Coverage:

QCTV does not sponsor candidate forums nor does the organization produce debates.

QCTV covers candidate forums for local candidates sponsored by a community partner such as, the League of Women Voters (LWV), Chamber of Commerce, or other like organizations. Programming is played through Election Day.

Other:

QCCCC – Meets the 3rd Thursday of each month

City Meetings will be scheduled up until the next live meeting (up to and including the day of the meeting).

QCTV's practice is to have the meeting scheduled for playback and VOD 24 hours after the meeting. Usually it is the next business day.

City meetings that occur less frequently (monthly, bi-monthly, quarterly, or annually) will be scheduled for playback for 30 days unless otherwise communicated by the city clerk.

QCTV does not edit public meeting content.

QCTV archives meetings for one year and are available on our website.

Each member city has their own record retention policy and official record of the public meeting- not the video recording.

DVD copies or downloads of unedited meetings produced by QCTV are available for purchase. (2015 cost \$15.00)

City government content is chosen for production and broadcast based on the interest and value it may have to our member cities. All content is meant to promote the goal of making Andover, Anoka, Champlin, and Ramsey the premiere place for living, raising families, and doing business.

Priorities for Video Production:

- 1. Broadcast of city meetings.
- 2. Production and broadcast of regular city programs, including "News and Views", "The Sheriff's Show", and "Public Safety Talk".
- 3. Production and broadcast of city activities such as
 - State of the Cities
 - Pertinent community issues, events, forums and projects
 - Election coverage.
- 4. Production and broadcast of public service announcements.

Editing and Playback of Meetings and Programming

Meetings of the City Council and other City meetings will be rebroadcast on QCTV's government channels as well as streamed on the QCTV website. The playback schedule and duration for these meetings is set by QCTV.

Meetings are recorded and broadcast from gavel to gavel and will not be edited or modified for any reason, including typographical errors in graphics. Production of the meeting, including decisions about what camera angle or electronic presentation is shown during the broadcast, is dictated by the director of the meeting, who is a QCTV staff member.

Programming and content outside of city meetings, including regular programming and public service announcements and special events, is produced and edited by QCTV staff. Content is dictated by staff members and is ultimately subject to the approval by QCTV's Executive Director. The playback schedule and duration for this programming is set by staff with the approval of the Executive Director.

To ensure consistency, content from non-government agencies and organizations will not be accepted for playback on government channels but should be directed to QCTV's community channel.

Video content professionally produced by government units or organizations to which QCTV is affiliated with will be considered for playback on QCTV government channels. Video must be of a like-professional quality, with strong picture and audio quality, composition, lighting and white balance of content.

DVD copies or downloads of all meetings, events, and content produced by QCTV is available for purchase (2015 cost \$15.00).

Public Use of QCTV Copyrighted Content

Content produced by QCTV staff is available to the public for use when a written request is made for specific footage. QCTV may charge a fee to recoup the cost of preparing the requested media files. Credit must be given to "QCTV" for any content used. Failure to do so may result in legal action.

Public Access

Videos not eligible for playback on government channels might be appropriate for playback on QCTV's community channel.

Community Channel:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday]
12:00 AM								
L2:30 AM								
1:00 AM								
1:30 AM								
2:00 AM							Church of St. Stephens	
2:30 AM								
3:00 AM							Cross of Hope	*Previous
3:30 AM							•	Game/Gam
4:00 AM							Northgate Church	Off PRISMA
4:30 AM							Lord of Life	
5:00 AM							Mt Oive Lutheran	
5:30 AM								**Most Red
6:00 AM							Zion Lutheran Church	Game
6:30 AM	SLOW TV	SLOW TV	SLOW TV	SLOW TV	SLOW TV	SLOW TV		
7:00 AM	SLOW TV	SLOW TV	SLOW TV	SLOW TV	SLOW TV	SLOW TV		
7:30 AM	SLOW TV	SLOW TV	SLOW TV	SLOW TV	SLOW TV	SLOW TV		
8:00 AM	SPORTS GAME*	SPORTS GAME*	SPORTS GAME*	SPORTS GAME*	SPORTS GAME*	SPORTS GAME*	Church of St.Stephens	
8:30 AM								
9:00 AM							Cross of Hope	
9:30 AM								
10:00 AM							Northgate Church	
10:30 AM		DISTRICT COURT		DISTRICT COURT	SHERIFF SHOW		Lord of Life	
11:00 AM	SHERIFF SHOW	CHAMBER SHOW	SHERIFF SHOW	CHAMBER SHOW	CHAMBER SHOW	DISTRICT COURT		
	IT'S YOUR HISTORY	CHAIVIDER SHOW	IT'S YOUR HISTORY	CHAIVIBER SHOW	CHAIVIBER SHOW	IT'S YOUR HISTORY	Mt Oive Lutheran	
12:00 PM	NEWS & VIEWS	NEWS & VIEWS	NEWS & VIEWS	NEWS & VIEWS	NEWS & VIEWS	NEWS & VIEWS		
12:30 PM	INLAND & VILAND	INLVVS & VILVVS	INLWS & VILWS	INLWS & VILWS	INLWS & VILWS	INLVVS & VILVVS	Zion Lutheran Church	
1:00 PM								
1:30 PM								
2:00 PM								
2:30 PM								
3:00 PM								
3:30 PM								
4:00 PM	SPORTS GAME**	SPORTS GAME**	SPORTS GAME**	SPORTS GAME**	SPORTS GAME**	SPORTS GAME**		
4:30 PM								
5:00 PM								
5:30 PM								
6:00 PM								
6:30 PM								
7:00 PM								7
	NEWS & VIEWS	NEWS & VIEWS	NEWS & VIEWS	NEWS & VIEWS	NEWS & VIEWS	NEWS & VIEWS		
7:30 PM	CHEDIES CHOTH	DISTRICT COLUMN	CHEDIES CHOTH	DISTRICT	CHEDIES SHOW	DISTRICT COLUMN		_
	SHERIFF SHOW	DISTRICT COURT	SHERIFF SHOW	DISTRICT COURT	SHERIFF SHOW	DISTRICT COURT		
8:30 PM	IT'S YOUR HISTORY	CHAMBER SHOW	IT'S YOUR HISTORY	CHAMBER SHOW	CHAMBER SHOW	IT'S YOUR HISTORY		
9:00 PM		CHANDER SHOW		CITATIVIDEN SITOW	CHAIVIDEN SHOW			
9:30 PM	SPORTS GAME**	SPORTS GAME**	SPORTS GAME**	SPORTS GAME**	SPORTS GAME**	SPORTS GAME**		
10:00 PM								7
		1						+
10:30 PM		 	-					4
11:00 PM		ļ						_
11:30 PM								

Updated 2-2-2016

Community Channel Scheduling

News and Views:

This program is produced monthly and features four fifteen minute segments from the cities of Andover, Anoka, Champlin, and Ramsey. Each city segment features two interviews from one city council member or mayor and one city department person. Each segment has a different QCTV host as well as two video packages that were filmed in the field. Typically we shoot the interviews on the last Thursday of the month in the QCTV studio and the show airs starting at the first of the month. Besides the hard schedule below, it is available on demand on our website.

Playback of the show is as follows:

Monday – Saturday: 12 pm & 7 pm

The Sheriff's Show: This show is produced every other month and features Anoka County Sheriff James Stuart and all that is happening in the sheriff's department.

Monday, Wednesday: 11 am & 8 pm

Friday: 10:30 am & 8 pm

The District Court Show: This monthly show is hosted by Judge Stephen Halsey and Judge Elizabeth Strand and focuses on the many facets of the judicial system.

Tuesday, Thursday: 10:30 am & 8 pm

Saturday: 11 am & 8 pm

It's Your History: This show is produced every other month in conjunction with the Anoka County Historical Society and focuses on the history of our community.

Monday, Wednesday, Saturday: 11:30 am & 8:30 pm

The Chamber Report: This monthly program is hosted by Anoka Area Chamber of Commerce staff and features local businesses in our area.

Tuesday, Thursday and Friday: 11:00 am & 8:30 pm

Local Sports: QCTV produces a wide array of local sports including basketball, football, lacrosse, baseball, and softball. During sports seasons, approximately two games per week are live games. After the live games, playback is at 4 pm and 9:30 pm the following day and then other times as well.

QCTV Community programming: Such as State of the City, League of Women Voters Programs, Anoka's Anti-Crime Breakfast, Antique Appraisal, Child Safety Awareness, community parades and graduations, etc. are played back for up to 30 days.

Local Church Services: Sunday morning through noon. QCTV requires a 30 or 60 minute show, there is a minimum of one play; if time allows additional playbacks of the service will be scheduled.

Access programming: Includes other local programming received off the Prisma, which is the connection for all Twin Cities access centers to share their programming. These include programs of interest to our coverage area like sports, community events, talk shows, etc.

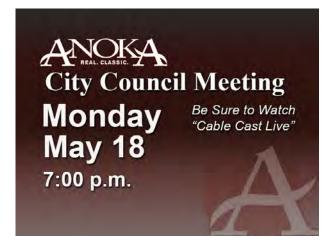
Other sources of access programming include national, regional and locally submitted programming.

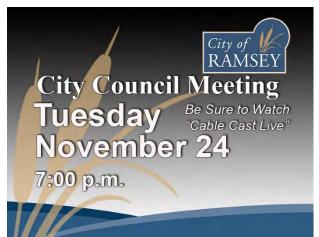
Channel 19 Bulletin Board Guidelines: QCTV posts free bulletin board listings of non-commercial events and activities for non-profit organizations in our four cities. QCTV reserves the right to limit the number of bulletins per month for any non-profit group.

Examples of Government Meeting bulletins:









Examples of Community Bulletins:









Programming Guidelines Input

Review QCTV Program Guidelines. Review new service options for sale of programming Review Comcast HD Channel launch – mid-April 2016 Review Century Link Mosaic Channel

Sale of Programming - DVD

DVD sales – no change: Any QCTV Original program or government meeting is available for DVD purchase at any time - \$15 includes shipping charges.

<u>Sale of QCTV programming - Download for purchase</u> QCTV Original Programming

- Make available for free on the subscriber channel playback (as scheduled)
- Make available for free on the QCTV web site for 30/60/90 days
- After 30/60/90 days, make available on the QCTV web site download for purchase
- Option: Do not sell programming

QCTV Government Meetings

- Make available for free on the subscriber channel playback (as scheduled)
- Make available for free on the QCTV web site for 30/60/90 days
- After 30/60/90 days, make available on the QCTV web site download for purchase
- Option: Do not sell programming

Public Access Programming

Possible future service for a fee to access producers.

HD Channel - Comcast

Launch of QCTV Community Channel

Mosaic Channel - Century Link

Channel ID	Channel Logo
QCTV	QCTV
QCTVINFO	QCTV
Anoka	City Logo
Andover	City Logo
Champlin	City Logo
Ramsey	City Logo
AHSD	Unknown