



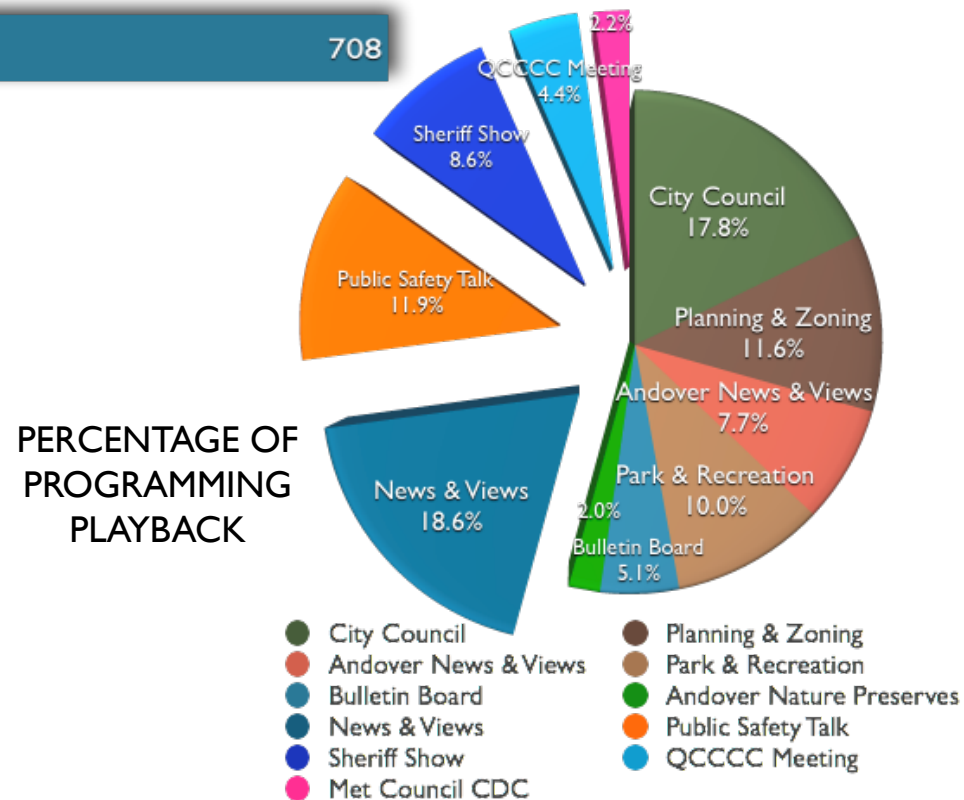
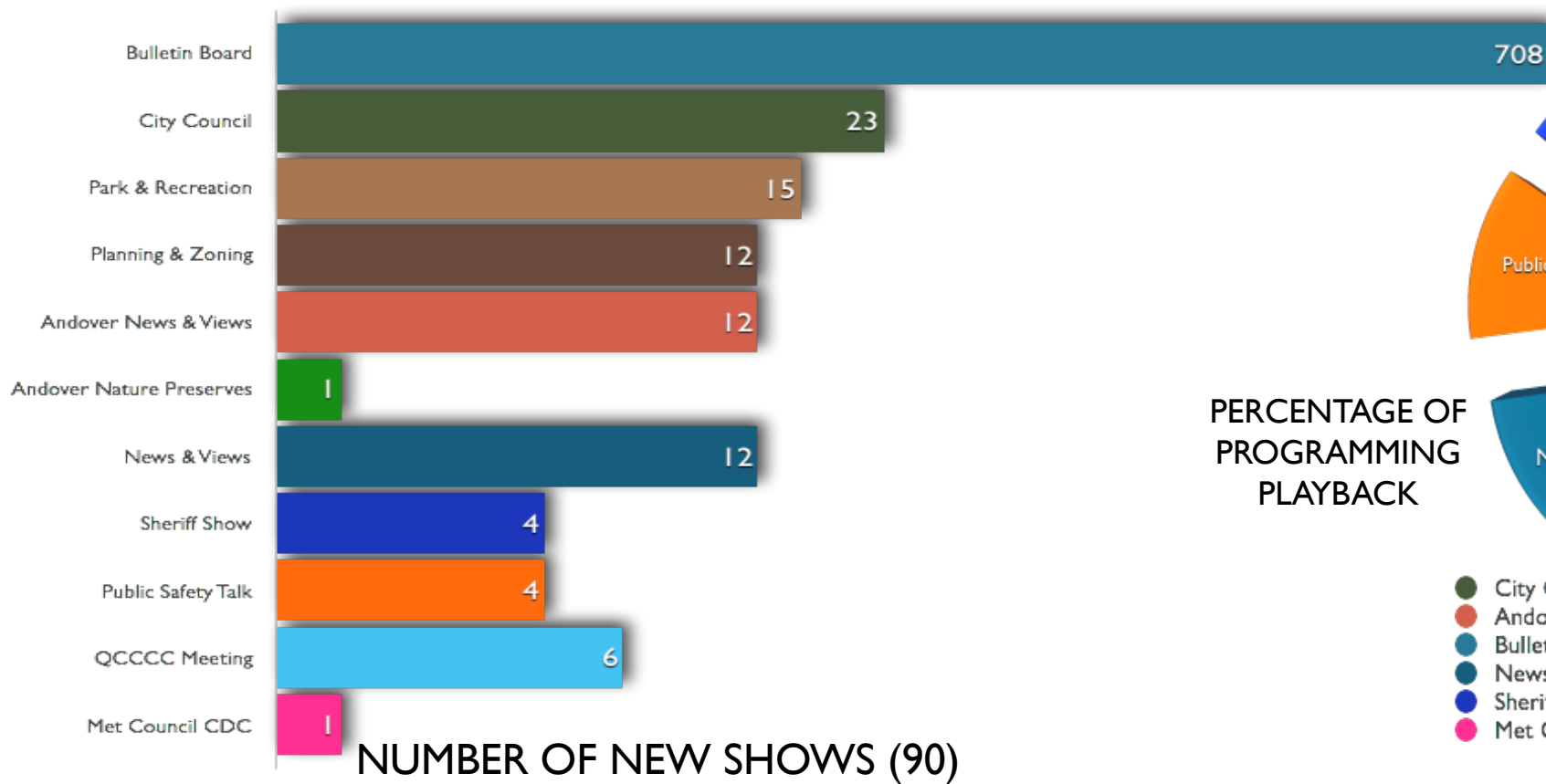
# QCTV 2017 PROGRAM REVIEW

PRESENTED BY: KATHERINE LENABURG



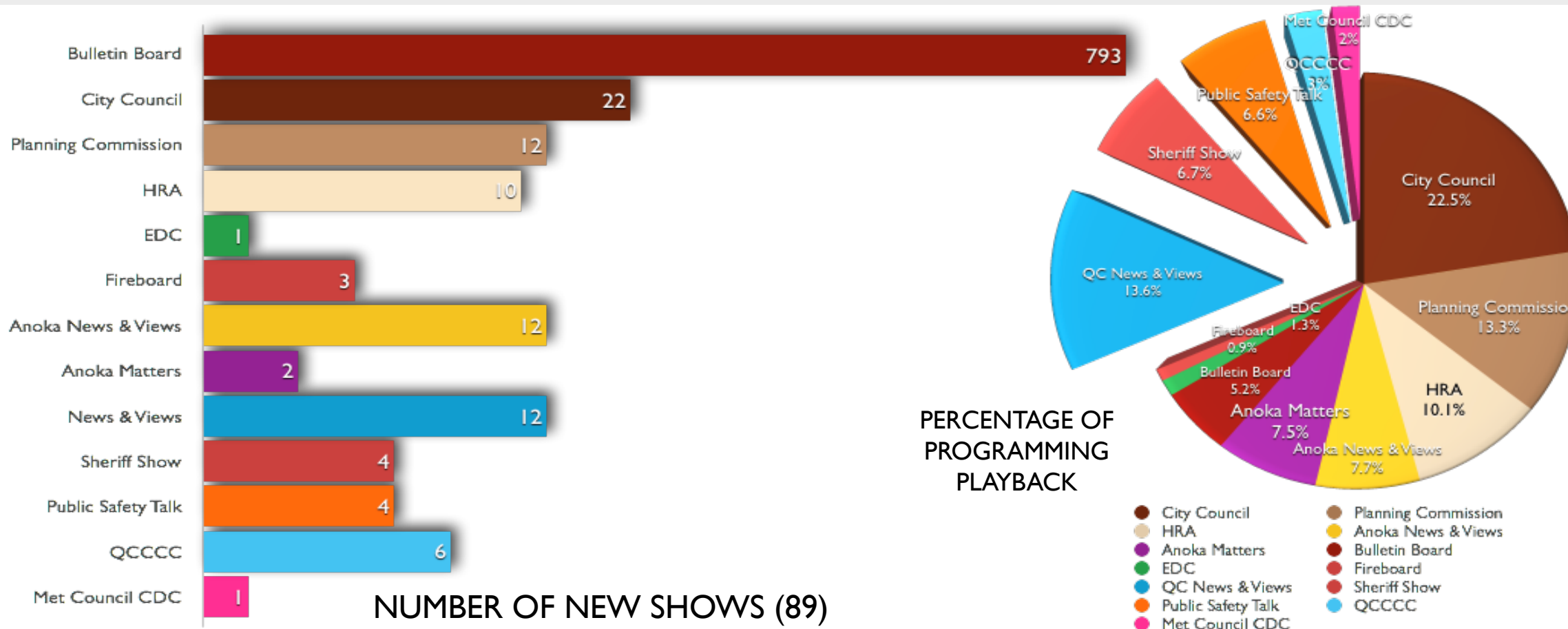


# 2017 CITY OF ANDOVER CHANNEL PROGRAMMING STATS



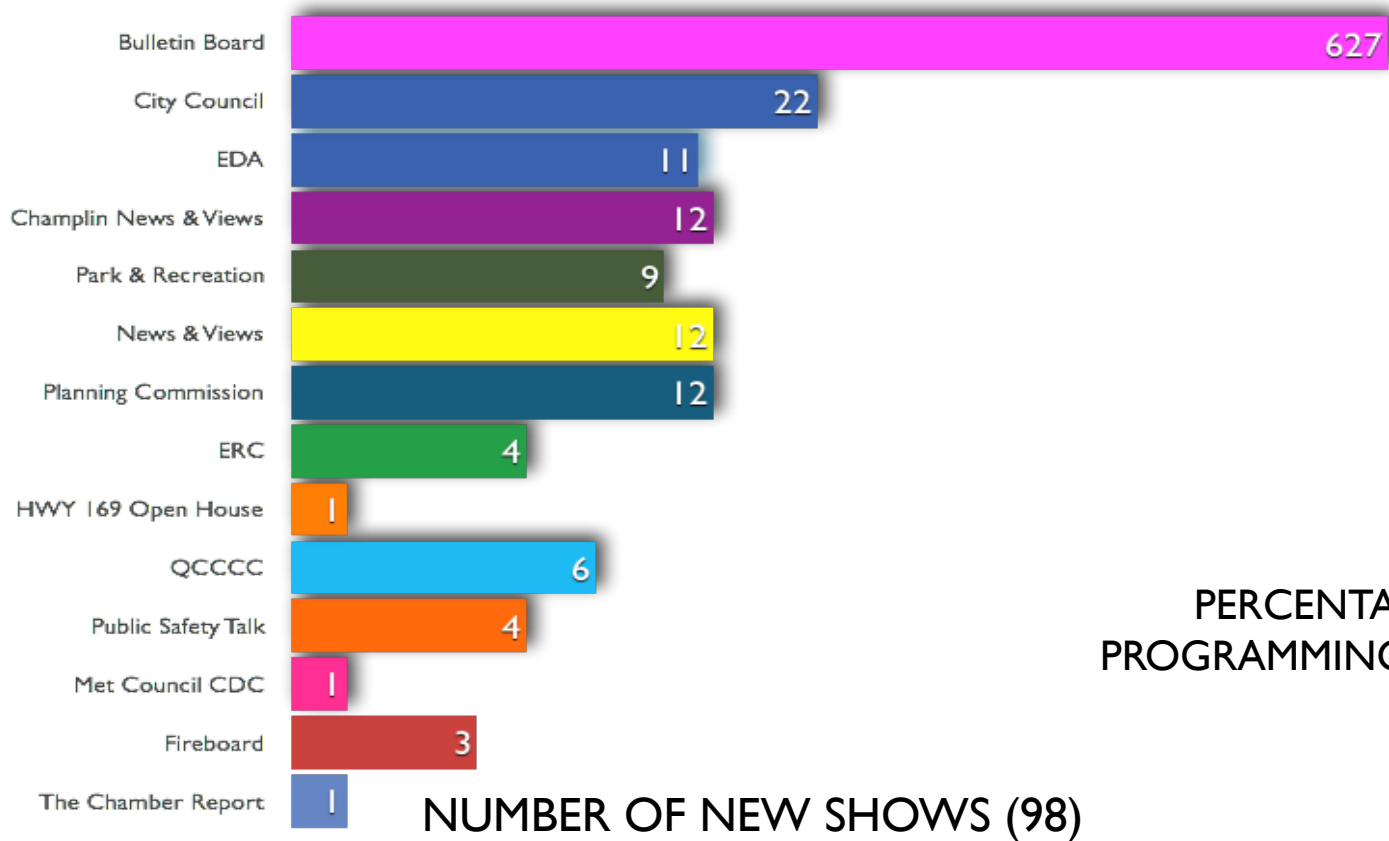


# 2017 CITY OF ANOKA CHANNEL PROGRAMMING STATS

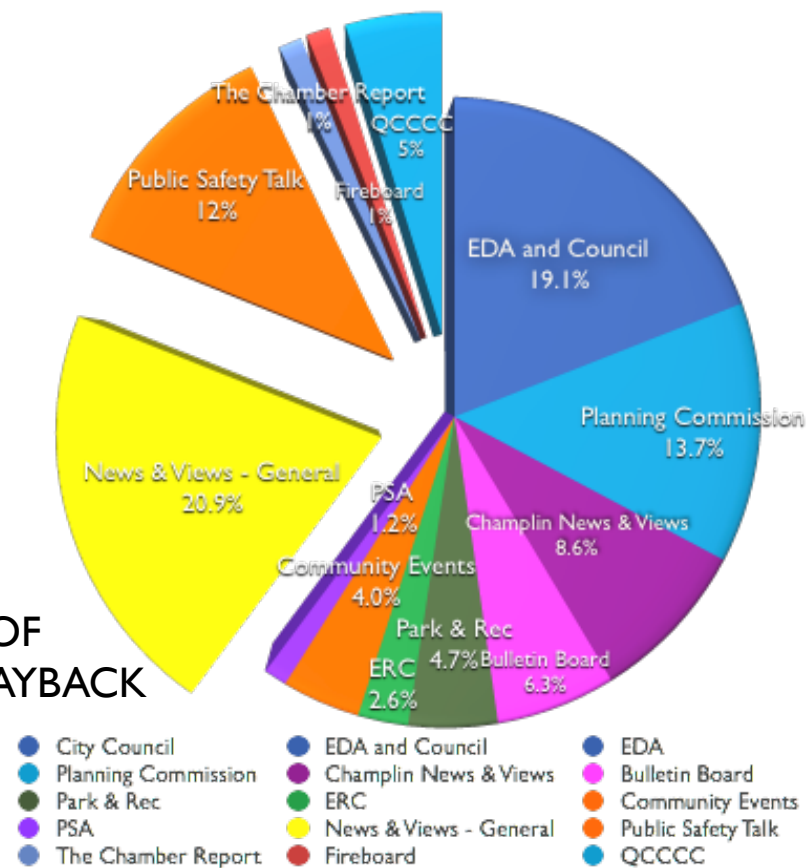




# 2017 CITY OF CHAMPLIN CHANNEL PROGRAMMING STATS

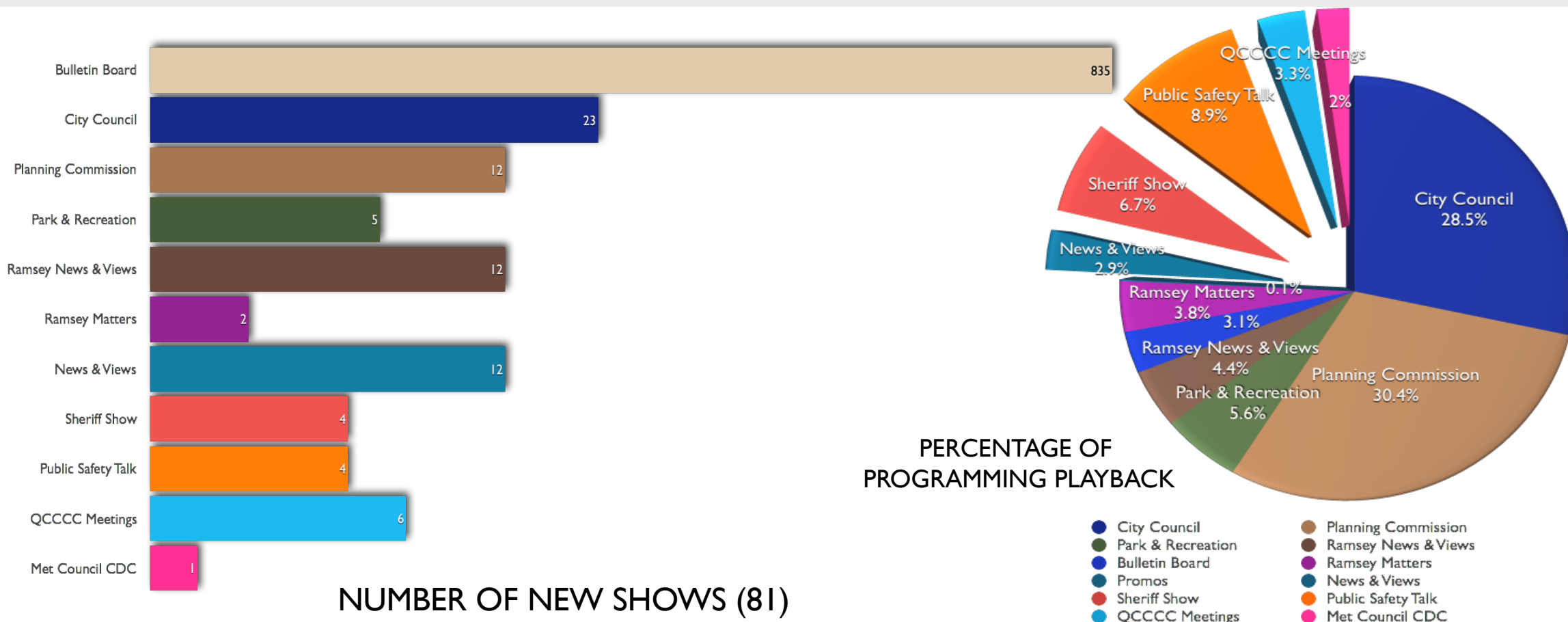


PERCENTAGE OF PROGRAMMING PLAYBACK



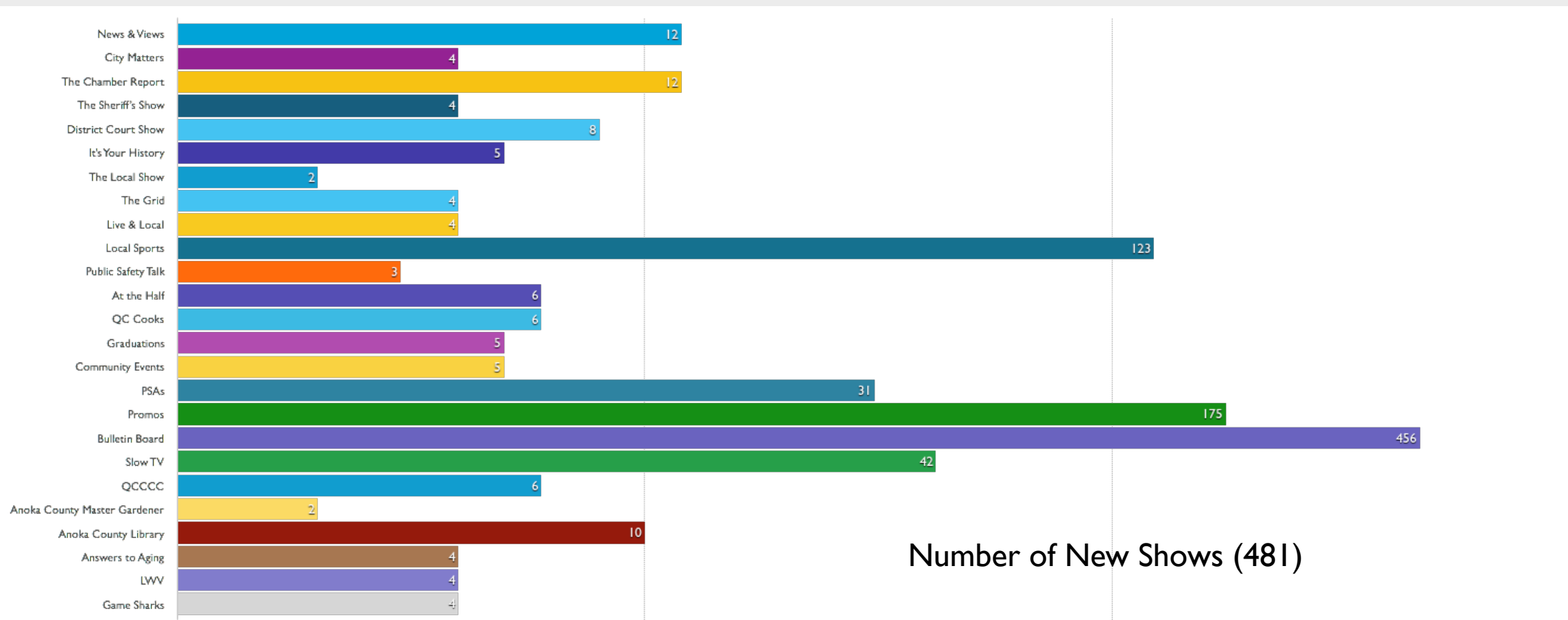


# 2017 CITY OF RAMSEY CHANNEL PROGRAMMING STATS



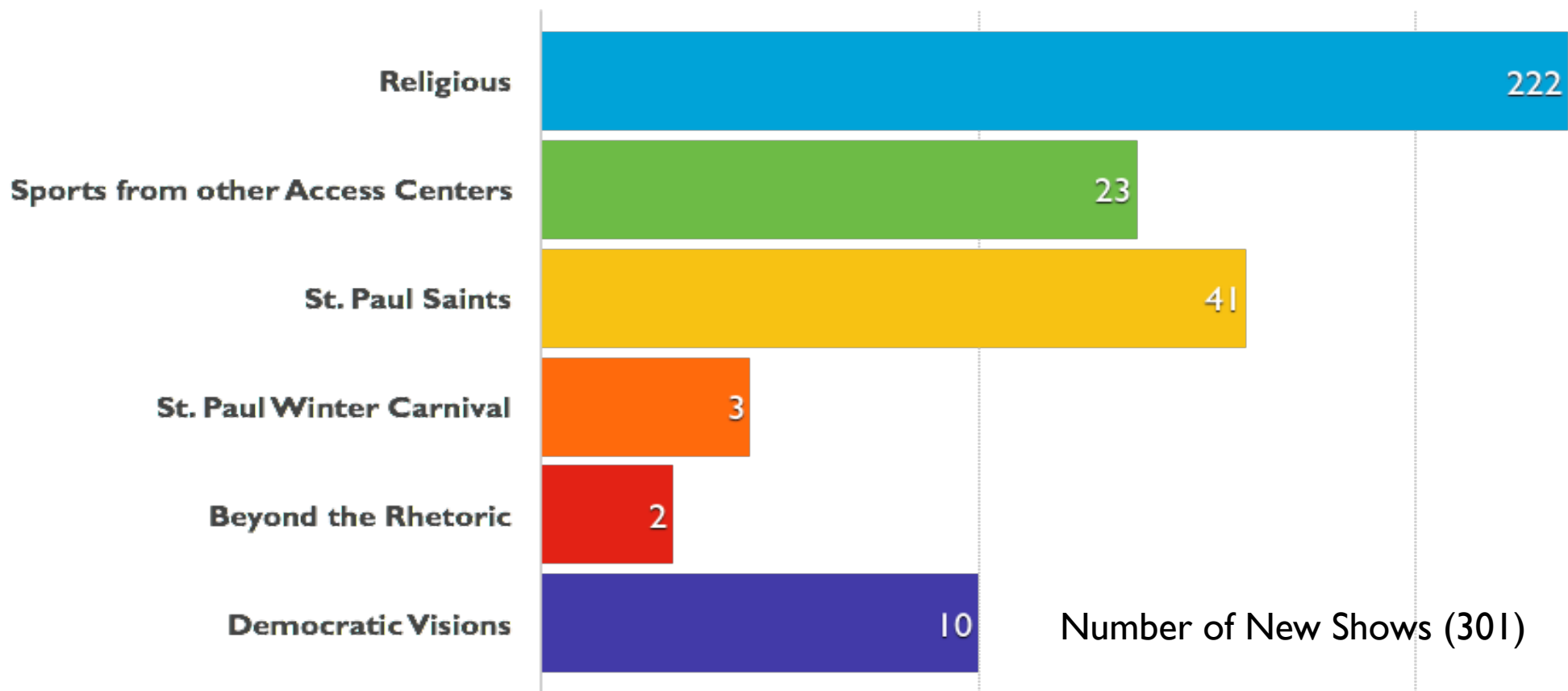


# 2017 QCTV COMMUNITY CHANNEL PROGRAMMING STATS





## 2017 QCTV SUBMITTED PROGRAMMING STATS



## 2017 ELECTION COVERAGE

- “Fit for the Future”- Hosted by the League of Women Voters ABC Geri Nelson and guests Superintendent David Law and Chief Operations Officer Chuck Holden to discuss the referendum for the Anoka-Hennepin School District.
- Anoka- Hennepin School Board Candidate Forum. Three of the six school board seats were up for election.





## TESTIMONIALS:

- “Just watched “The Local Show” and am very impressed Leslie. Professional, accurate, great! It captures what Bikes 4 Kids is all about!” Dave Bonthius
- “I can’t thank you enough Winter. You have no idea how this positively impacts the Ramsey Police Department. Thank you for covering Storytime with a Cop!” Drew Moldenhauer
- Thank you Katherine for your time and talent on the STEP Advisory Board. We appreciate your support and advice. I would like to schedule a field trip to QCTV soon!” Steve Yeager
- “The story you did on Walk a Mile in Her Shoes is great. We are very happy with how this turned out. You are all very talented over there at QCTV. Wonderful!” Kellie Schmidt
- Thanks Katherine. It looks great! Thank you for helping us get our news out to the community.” John Cox



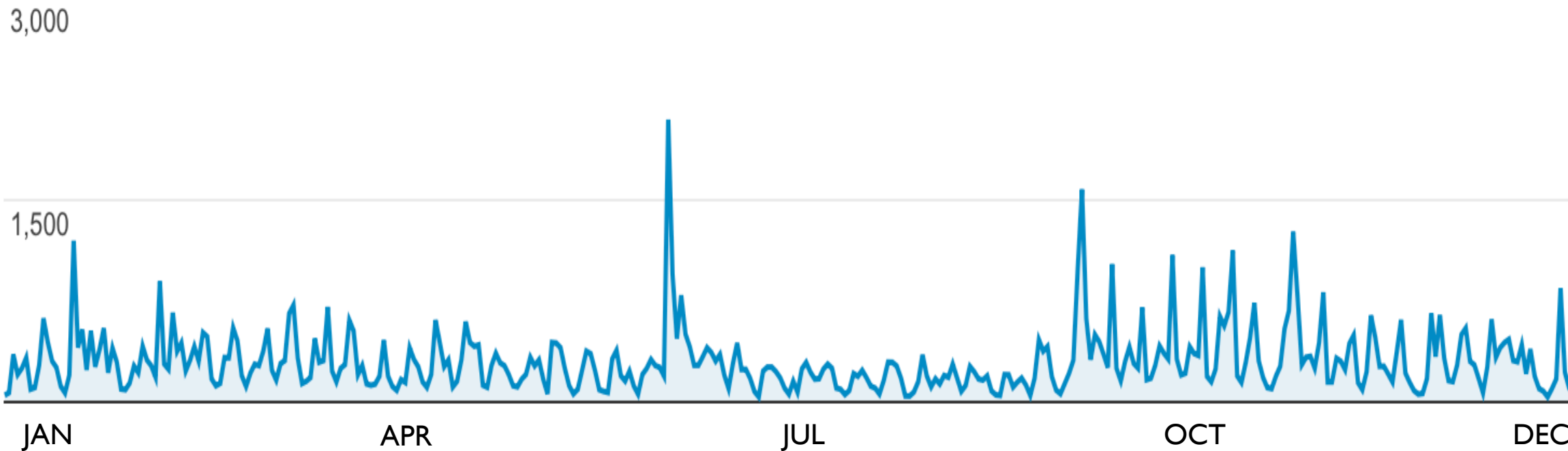
## TESTIMONIALS:

- “Awesome! Thanks for the continued great work in Ramsey” Tim Gladhill
- “Having just completed the 101<sup>st</sup> episode of The District Court Show on QCTV, I want to thank the commission and 4 cities for the great service QCTV has offered us since 2004. Episode 101 was taped at the Minnesota Supreme Court Chamber where we interviewed Justice David Lillehaug. The editing was superb and I think it’s the best show yet. Judge Stephen Halsey
- “We would like to thank all the staff at QCTV for inviting us to be on your show Answers to Aging. You all made us feel comfortable and a little bit like movie stars at the same time!” Sarah Anderson
- “Wonderful Jim! The PSA you produced turned out great!” Nichole Wenberg
- “Thank you for coming to Paint and Pallet- the story turned out great!” Chayna Hamre



# 2017 WEB STATISTICS

Pageviews per Day





## 2017 ARCHIVED VIDEO VIEWS

Andover	1,047
Anoka	2,181
Champlin	2,270
Ramsey	1,446



## 2017 TOP TEN WEB PAGES

Page Title
QCTV Homepage
Sports Page
QCTV Program Guide
Champlin
Live Page – Community Channel
Anoka
Andover
Ramsey
Anoka City Meetings Page
Champlin City Meetings Page



## 2017 SOCIAL MEDIA

QCTV has been experimenting with ways to increase their social media visibility. Our goal through our social media efforts have been to increase the recognition of QCTV within our local communities, as well as to provide another platform to share the content of QCTV.



Follow

Buzzer-beater to win the game in the Minnesota state quarterfinals? Sam Dubois, welcome to the [#SCtop10](#).



11:26 PM - 22 Mar 2017

4,915 Retweets 12,880 Likes



55 4.9K 13K



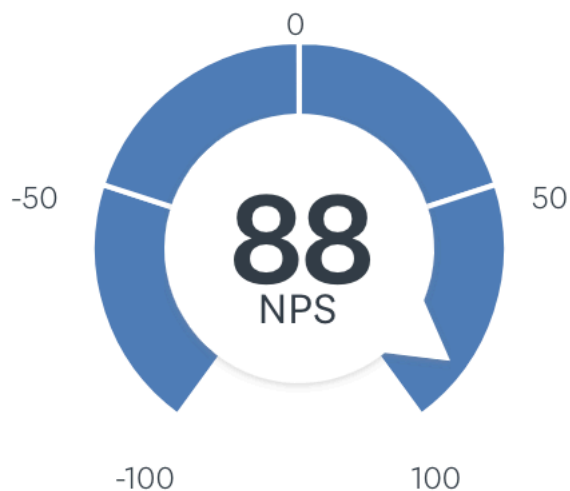
## FOUNDATION OF QUALITY:

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



# 2017 (NPS®) NET PROMOTER SCORE

Your Net Promoter® Score



2017: 88

How likely is it that you  
would recommend  
QCTV to a friend or a  
colleague?

SurveyMonkey Global Benchmark



Average from 191,878 Organizations  
1/1/2017 - 12/31/2017





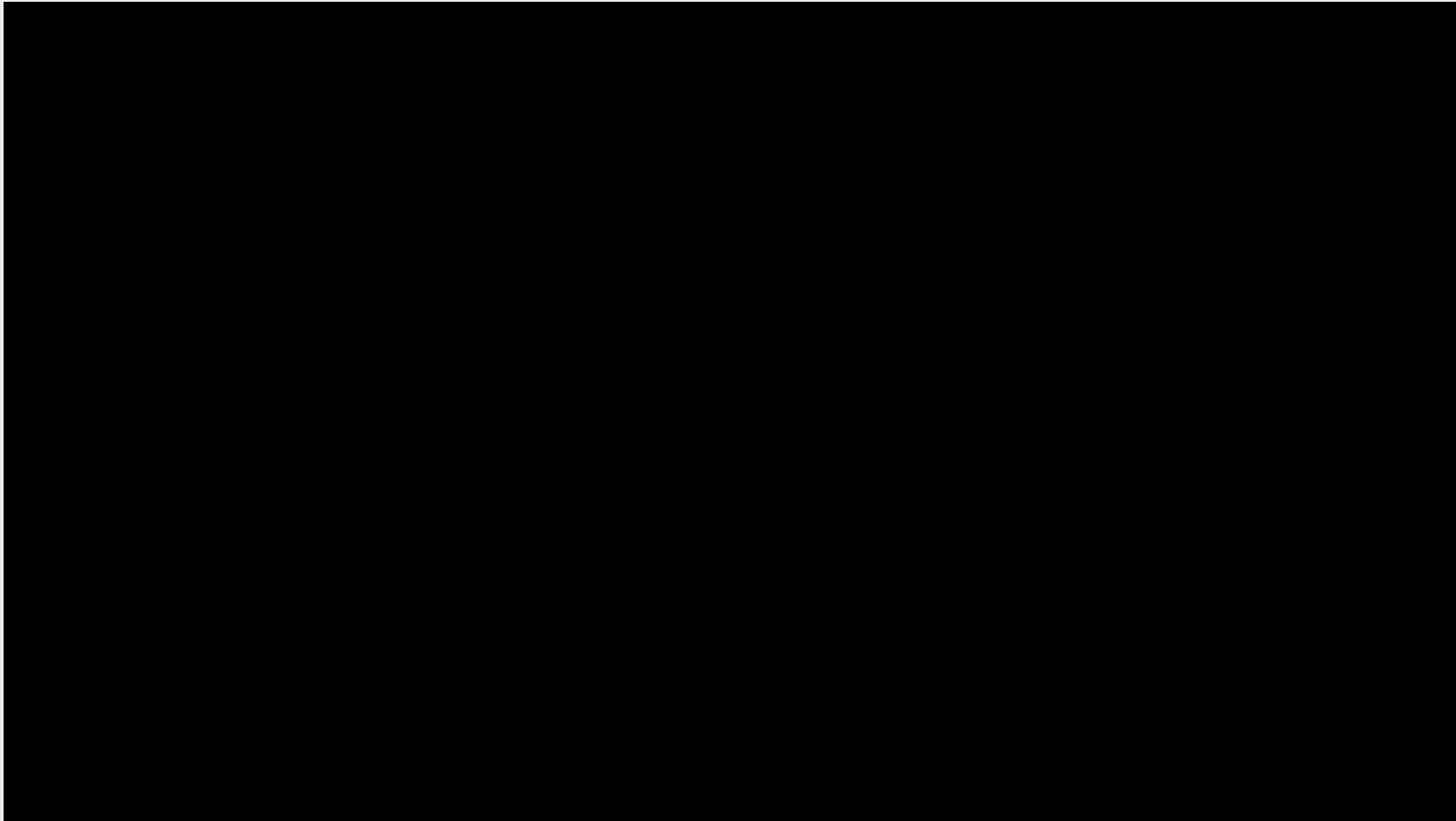
## 2017 AWARD WINNING PROGRAMS:

- Bronze Award- General Entertainment- Como Zoo segment for The Grid- Presented by the 38<sup>th</sup> Annual Telly Awards
- Bronze Award- People's Telly- Como Zoo Segment for The Grid- Presented by the 38<sup>th</sup> Annual Telly Awards
- Bronze Award- Live Events- Rosemount vs. Champlin Park 6A MSHSL State Quarter Final Football Game- Presented by the 38<sup>th</sup> Annual Telly Awards
- Bronze Award- Sports- Rosemount vs. Champlin Park 6A MSHSL State Quarter Final Football Game- Presented by the 38<sup>th</sup> Annual Telly Awards
- Winner of Hometown Media Award- Presented by the Alliance for Community Media for Anoka-Hennepin School District:Active Shooter Training Video
- Third Place- Live Sports Event- Champlin Park State Football Quarter Finals- Presented by NATOA
- Honorable Mention- Overall Programming Excellence for QCTV- Presented by NATOA
- The Gary Levine Community Partner of the Year Award presented to QCTV by Impact Services

# OUR AMAZING STAFF



WE ARE QCTV!





## FEEDBACK:

- “Oh my gosh-You and Cory did such a nice job on the Jellybean and Julia’s story.Thank you so much!” Koli Fyten
- “Thank you for the wonderful experience and excellent result.” Noel Labine
- “We are very pleased with the show.You and your team did a wonderful job and made the experience very nice for us and the friends who came to your studio for the recording.We will be in touch about the Ukulele show!” Rocky Mjos
- “Thank you so much for your help with our first PSA.This was such a fun and cool opportunity. Looking forward to working with you in the future!” Alyse Snyder
- “Very nice PSA. Excellent tie in with pictures and music.Thanks QCTV! Kevin Bittner
- “Thank you for the wonderful PSA you produced to help us promote our mission! Aaron had a terrific time and hasn’t stopped talking about his “big commercial.” We really enjoyed this opportunity and appreciate everything you do for the community.” Alex Carlson



## MARKETING MEMBER CITIES

- Links to News & Views
- Razuna
- Smartphone Video Bootcamp
- Respond to Requests
- Website



## 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.



## COMMISSION DISCUSSION

- Comments Regarding Presentation
  - Local Elections



## 2016 ELECTION COVERAGE

- LWV Candidate Forum Senate District 35 Special Election
- LWV Anoka County Commissioner Forum District 1
- LWV Anoka County Commissioner Forum District 2
- LWV Anoka Conservation District Candidate Forum 2016
- LWV Andover Mayor and City Council Candidate Forum
- LWV Candidate Forum State Senate District 36
- LWV Candidate Forum House of Representatives 36A
- North Metro Mayors Association House District 35A
- North Metro Mayors Association House District 35B
- North Metro Mayors Association Senate District 35
- North Metro Mayors Association Candidate Forum Senate District 36
- North Metro Mayors Association Candidate Forum House District 36A
- North Metro Mayors Association Candidate Forum House District 36B
- LWV House D36A
- LWV Senate D35
- LWV House District 31B Candidate Forum
- LWV House District 35B Candidate Forum
- LWV Senate District 31 Candidate Forum
- LWV Candidate Forum Champlin Mayor 2016
- LWV Meet the Candidates for Minnesota Supreme Court
- LWV Meet the Candidates Forum Connexus Energy Board Elections
- LWV Get Ready to Vote!
- LWV Caucus Power Up Your Vote