2018 CITY OF ANDOVER CHANNEL PROGRAMMING STATS

NUMBER OF NEW SHOWS (111)

PERCENTAGE OF PROGRAMMING PLAYBACK

City Council: 22.1%
Planning & Zoning: 5.1%
Park & Recreation: 6.5%
Andover News & Views: 6.0%
Bulletin Board: 8.1%
Andover Community Programs: 5.3%
Election: 16.5%
News & Views: 10.5%
Public Safety Talk: 10.1%
Sheriff Show: 6.0%
QCCC Meeting: 2.7%
Anoka County Board: 2.9%
Promos: 3%
2018 CITY OF ANOKA CHANNEL PROGRAMMING STATS

NUMBER OF NEW SHOWS (126)
2018 CITY OF CHAMPLIN CHANNEL PROGRAMMING STATS

PERCENTAGE OF PROGRAMMING PLAYBACK

NUMBER OF NEW SHOWS (119)
2018 CITY OF RAMSEY CHANNEL PROGRAMMING STATS

NUMBER OF NEW SHOWS (126)

PERCENTAGE OF PROGRAMMING PLAYBACK

- City Council: 22.3%
- Planning Commission: 6%
- EDA: 3%
- EPB: 2%
- Park & Recreation: 6%
- Ramsey News & Views: 7%
- Bulletin Board: 4%
- Ramsey Matters: 4%
- Elections: 16.1%
- Community: 5.6%
- News & Views: 5.2%
- Sheriff Show: 3.1%
- Public Safety Talk: 1.2%
- QCCC: 1.3%
- Anoka County Board: 3.9%
- Freno's: 8.9%
2018 QCTV COMMUNITY CHANNEL PROGRAMMING STATS

Number of New Shows (374)
2018 QCTV SUBMITTED PROGRAMMING STATS

Number of New Shows (279)

- Local Religious: 202
- Sports from other Access Centers: 15
- St. Paul Saints (Live Only): 43
- Other Community Programs: 19
2018 ELECTION COVERAGE

- 10-04-2018 League of Women Voters – Supreme Court and Appeals Court Judges Candidate Forum
- 09-25-2018 North Metro Mayors Association – House District 35B Candidate Forum
- 09-25-2018 North Metro Mayors Association – House District 35A Candidates Forum
- 09-25-2018 North Metro Mayors Association – House District 31B Candidate Forum
- 09-18-2018 League of Women Voters Candidate Forum – Ramsey City Council Wards 1, 3, and 4
- 09-18-2018 League of Women Voters Candidates Forum – Ramsey Mayor At Large Candidate Forum
- 09-12-2018 League of Women Voters – House District 36A Candidate Forum
- 09-12-2018 League of Women Voters – Anoka Mayor Council Candidates Forum
- 09-12-2018 League of Women Voters – Minnesota House of Representative District 35A Candidates Forum
- 09-12-2018 League of Women Voters – Anoka City Council Candidate Forum
- 09-06-2018 League of Women Voters – Anoka County Soil & Water Commission Districts 2, 3 – Candidates Forum
- 09-06-2018 League of Women Voters – Anoka County Commissioners District 4, 5, 7 – Candidate Forum
- 09-05-2018 League of Women Voters – MN House of Representatives Districts 31B, 31A and 35B – Candidate Forum
2018 ELECTION COVERAGE

• 09-05-2018 League of Women Voters – Andover Mayor and 2 City at Large Candidate Forum
• 08-29-2018 League of Women Voters – Champlin Mayoral Candidate Forum, City Council Wards 1 and 2
• 08-29-2018 League of Women Voters – House District 36A Candidate Forum
• 07-23-2018 League of Women Voters Candidates Forum – Anoka Mayoral Candidate Forum
• 06-25-2018 League of Women Voters Candidates Forum – Ramsey Ward 4 Candidate Forum
• 06-25-2018 League of Women Voters Candidates Forum – Ramsey Mayoral Candidate Forum
• 03-06-2018 League of Women Voters Candidates Forum – Ramsey at Large City Council
• 01-10-2018 League of Women Voters Candidates Forum – Ramsey at Large City Council
“I love all the positive energy at QCTV. “An Evening with Jimmy Good is informative, well thought out, and a great way to showcase small businesses in the area!”

-Survey result comment

“I think you guys do an awesome job with local programming.”

-Survey result comment

“I loved “Spooked: An Inside Look into the Halloween Capital of the World!”

-Ronald Nordin

“Just a quick note to say thank you for the wonderful tour of QCTV. I appreciate the time you gave and it was a joy meeting many of your fellow staff members.”

– Mike Johnson, CCX Media

“Thank you so much for the fun and informative tour of your mobile van at the Andover soccer game. Kids and Moms learned a lot and the promo we got to film was great!”

– Alicia Loehlein, Andover/Ramsey Moms Club

“Thank you Jared and the QCTV team for your work on the Penguin Project!”

– Rachell Bohnsack
TESTIMONIALS:

- “Thanks so much for the professional PSA. We greatly appreciate this opportunity.”
  – Donna McDonald

- “Thank you so much for working with us on the “Savvy About Stormwater” show. It turned out great and I will forward to the kids and parents.”
  – Emily Johnson

- “Kudos to all of you who made the Champlin Candidates Forum such a success last night. Fifty eight people attended and all comments from candidates and audience members were enthusiastically positive.”
  – Geri Nelson

- “Katherine, You were so amazing to help me feel calmer. Well, calmer than going crazy. I really appreciate your coaching. Thank you!”
  – Veronica Johnson

- “Thank you so much Cory! The story on HOPE 4 Youth is great! Love it!”
  – Lisa Jacobson

- “I have been watching “News and Views” for over a year now and love it. I appreciate all that you do and I look forward to working with you.”
  – Elizabeth Barnett
2016 - 2018 WEB STATISTICS

Daily Pageviews per Year

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<thead>
<tr>
<th>Year</th>
<th>Pageviews</th>
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<tbody>
<tr>
<td>2016</td>
<td>86,000</td>
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<tr>
<td>2017</td>
<td>109,170</td>
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<tr>
<td>2018</td>
<td>121,066</td>
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## 2016 - 2018 Archived Video Views

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<tr>
<th>Location</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
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<tbody>
<tr>
<td>Andover</td>
<td>1,147</td>
<td>1,004</td>
<td>1,768</td>
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<tr>
<td>Anoka</td>
<td>1,657</td>
<td>2,059</td>
<td>2,516</td>
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<tr>
<td>Champlin</td>
<td>1,189</td>
<td>2,214</td>
<td>1,895</td>
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<tr>
<td>Ramsey</td>
<td>1,107</td>
<td>1,338</td>
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<tr>
<td>QCTV Homepage</td>
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<tr>
<td>Sports</td>
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<tr>
<td>Live Page – Community Channel</td>
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<tr>
<td>Program Guide – General</td>
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<tr>
<td>Anoka</td>
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<td>Andover</td>
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<td>Ramsey</td>
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<tr>
<td>Program Guide – Community Channel</td>
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<tr>
<td>Elections</td>
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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.
FOUNDATION OF QUALITY:

- Changes
- Improvements
- Staff Training
- Collaboration
- Make New Friends
2018 (NPS®) NET PROMOTER SCORE

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

Your Net Promoter® Score

SurveyMonkey Global Benchmark

Average from 179,898 Organizations
1/1/2018 - 12/31/2018
2018 AWARD WINNING PROGRAMS:

- Winner of the Hometown Media Award- Presented by the Alliance for Community Media for Overall Excellence
- Bronze Award- Live Events- Chaska vs. Champlin Park MSHSL State Quarter Final Boys Basketball- Presented by the 39th Annual Telly Awards
- Bronze Award- Government Relations- “Net Neutrality”- Presented by the 39th Annual Telly Awards
- 1st Place- Public Education category- “Net Neutrality”- Presented by NATOA
- 1st Place- Live Sports Event category- “Champlin Park Buzzer Beater”- Presented by NATOA
- Honorable Mention- Programming Excellence- “Best of QCTV” – Presented by NATOA
MARKETING MEMBER CITIES

- Links to News & Views
- Razuna
- Elections
- Live and Local series
- Public Safety Talk
- Respond to Requests
- Website
Our appreciation to the commission for their vision and strategic plan. Staff is committed to delivering quality programming for our member cities.
Comments Regarding Presentation

Strategic Planning