

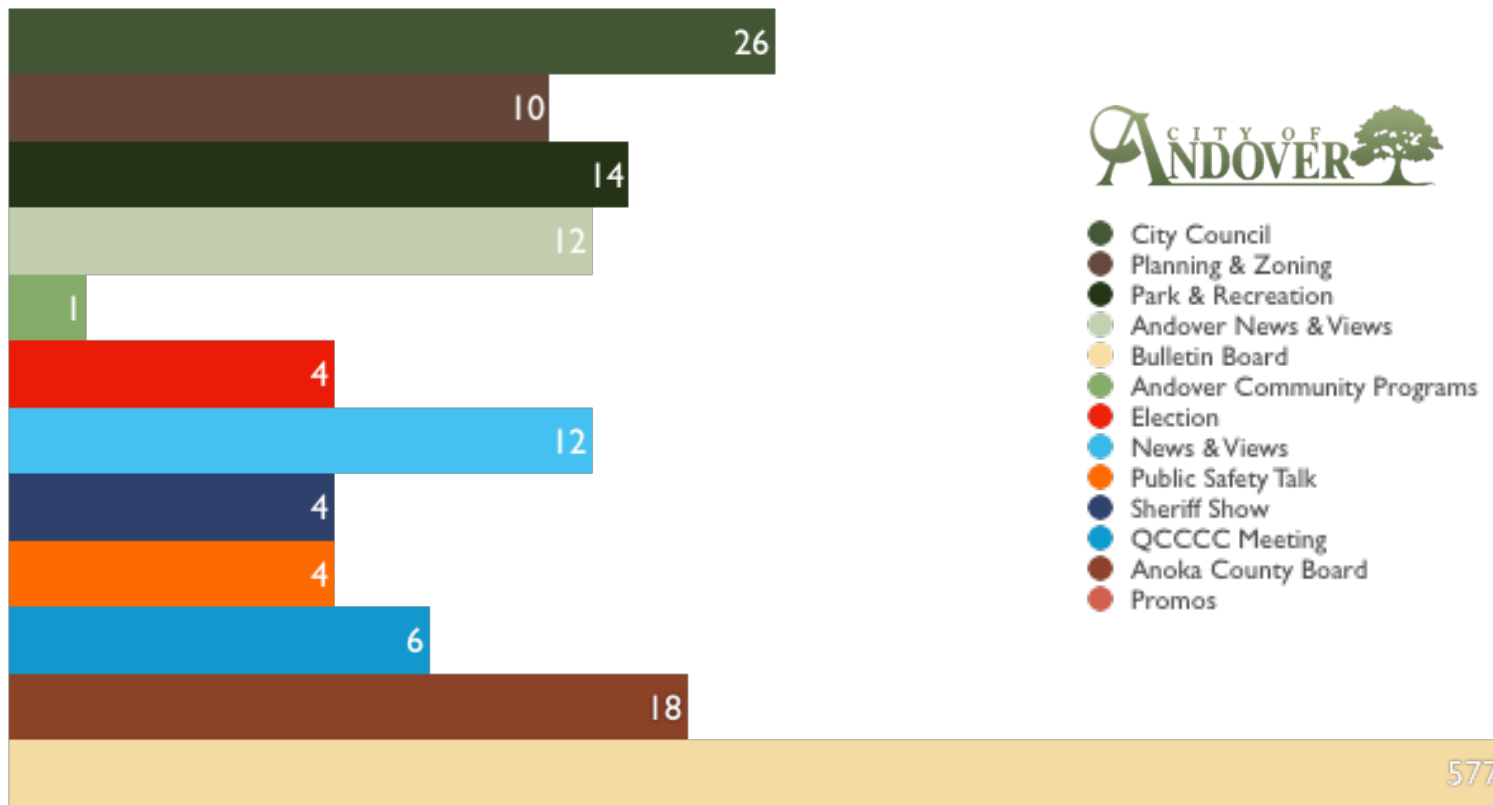


2018 PROGRAM REVIEW

PRESENTED BY: KATHERINE LENABURG

Anoka Andover Champlin Ramsey 763.427.1411 qctv.org

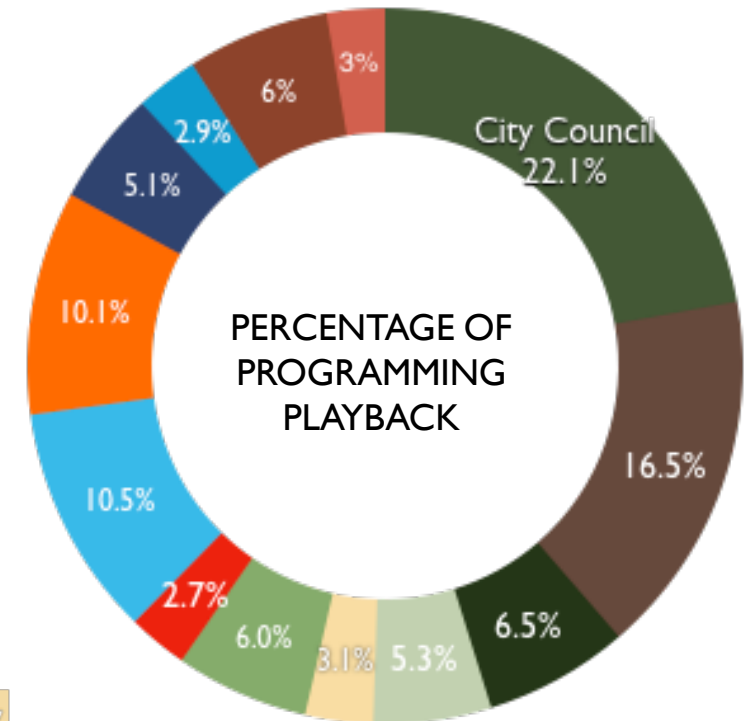
2018 CITY OF ANDOVER CHANNEL PROGRAMMING STATS



NUMBER OF NEW SHOWS (111)

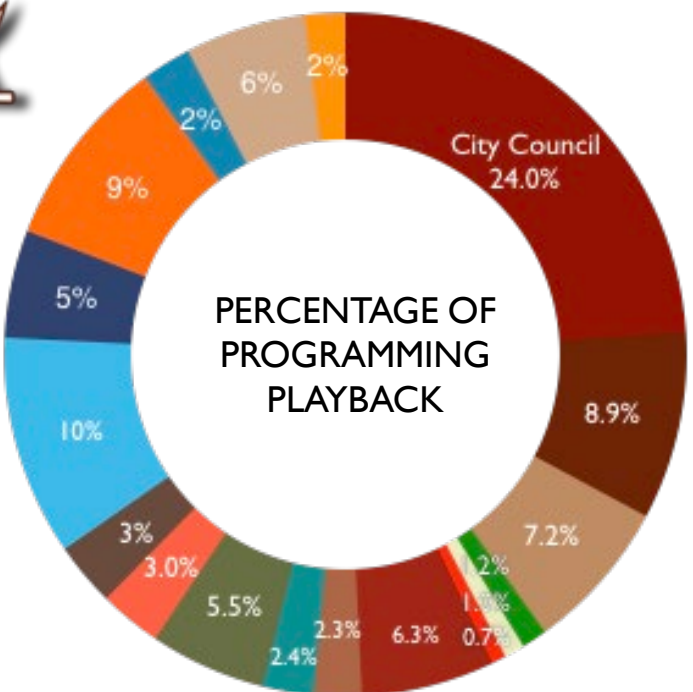
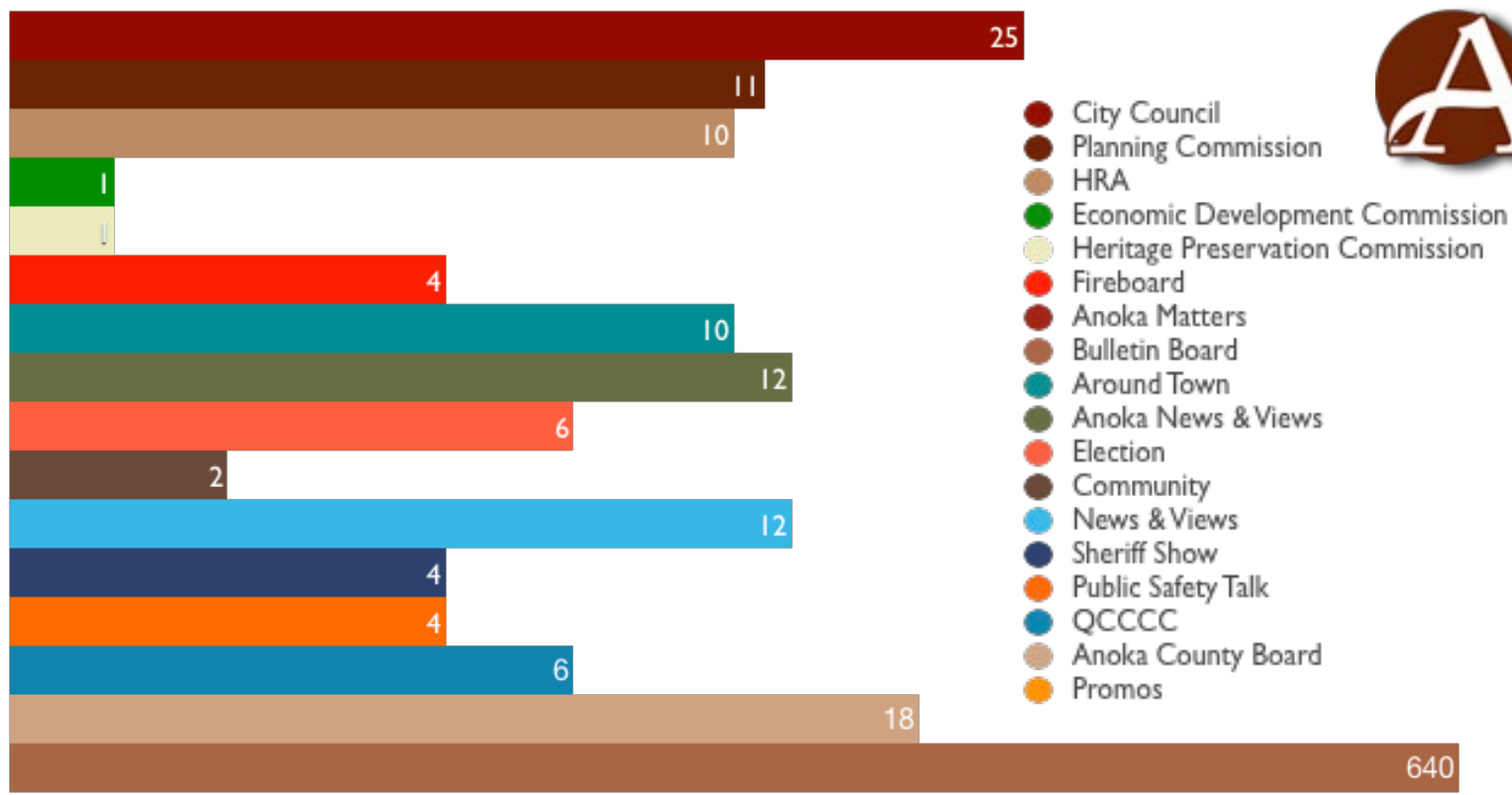


- City Council
- Planning & Zoning
- Park & Recreation
- Andover News & Views
- Bulletin Board
- Andover Community Programs
- Election
- News & Views
- Public Safety Talk
- Sheriff Show
- QCCCC Meeting
- Anoka County Board
- Promos



PERCENTAGE OF PROGRAMMING PLAYBACK

2018 CITY OF ANOKA CHANNEL PROGRAMMING STATS

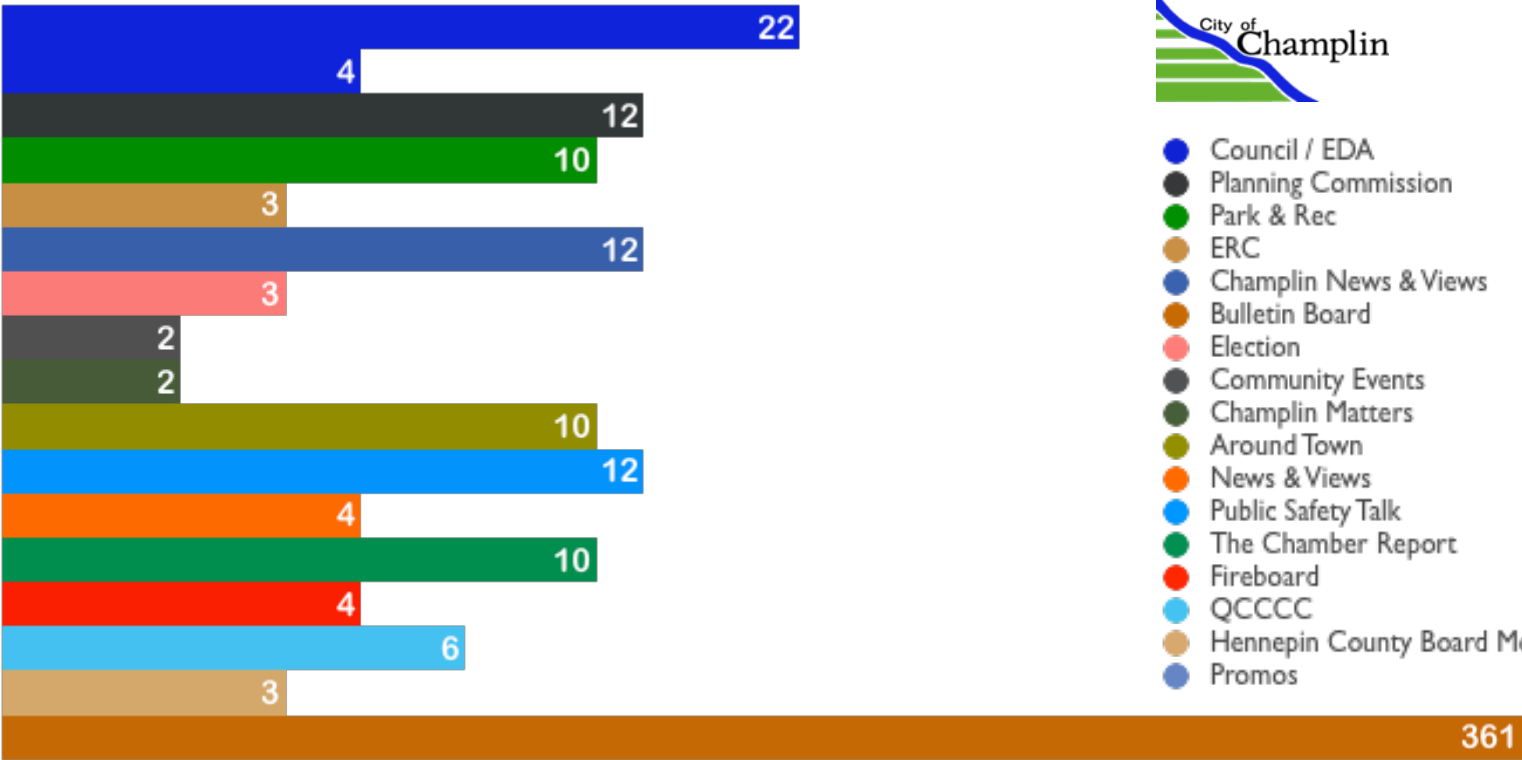


NUMBER OF NEW SHOWS (126)

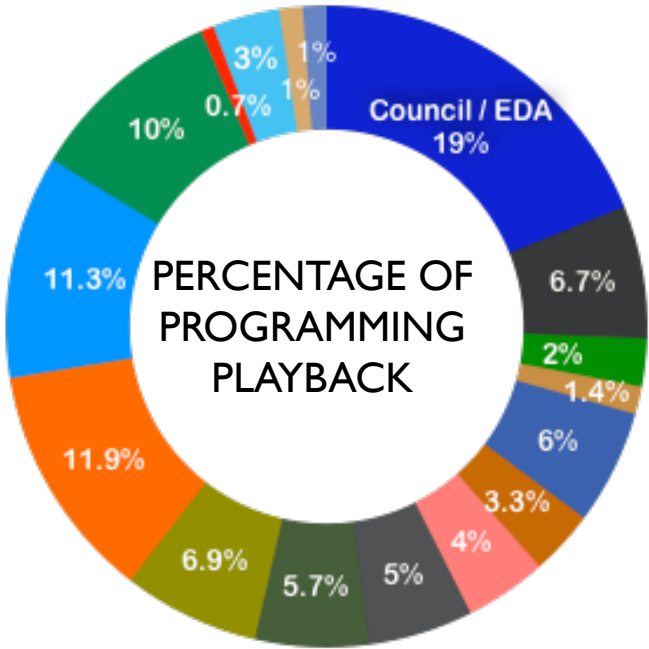
2018 CITY OF CHAMPLIN CHANNEL PROGRAMMING STATS



- Council / EDA
- Planning Commission
- Park & Rec
- ERC
- Champlin News & Views
- Bulletin Board
- Election
- Community Events
- Champlin Matters
- Around Town
- News & Views
- Public Safety Talk
- The Chamber Report
- Fireboard
- QCCCC
- Hennepin County Board Meeting
- Promos

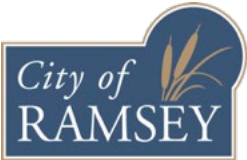


NUMBER OF NEW SHOWS (119)

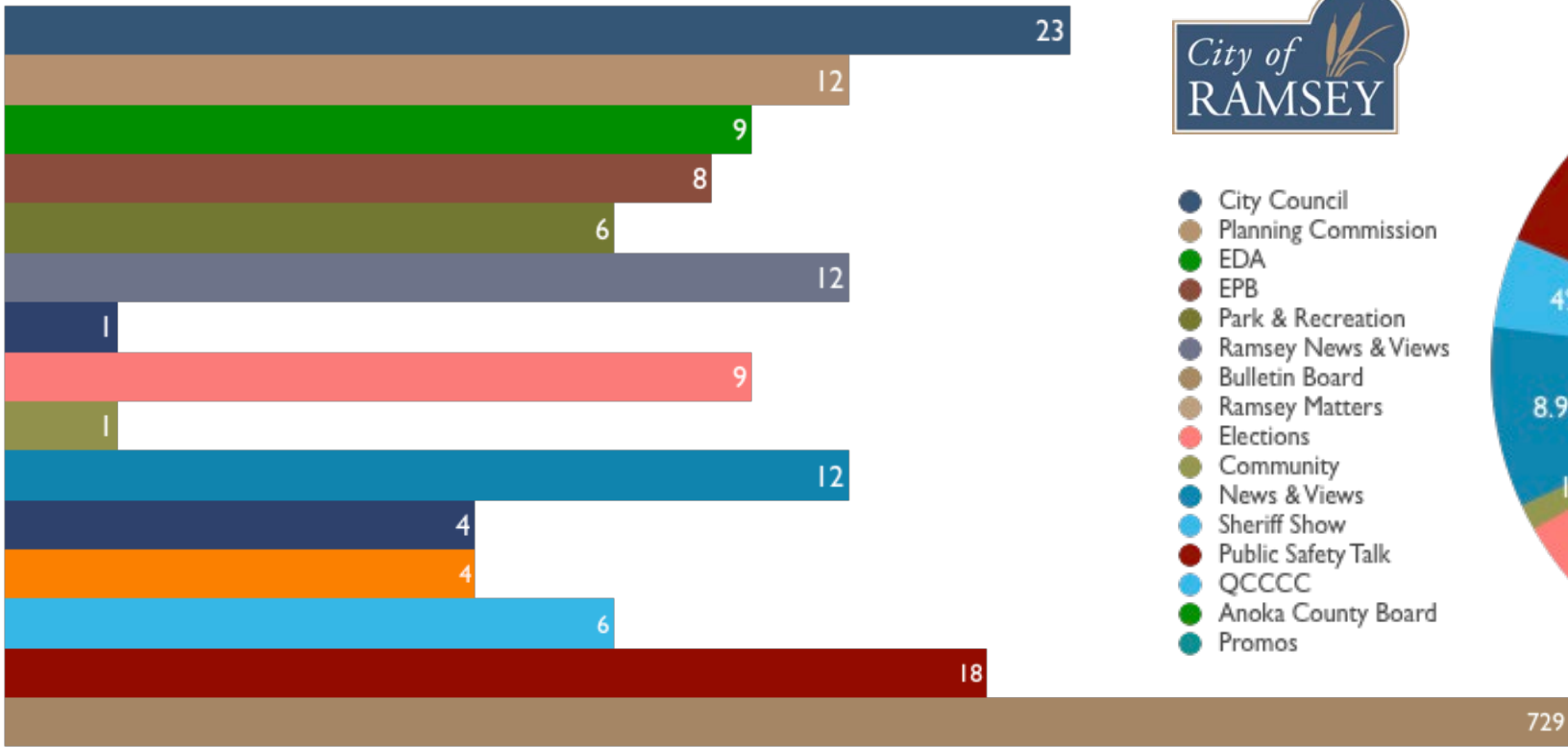


PERCENTAGE OF PROGRAMMING PLAYBACK

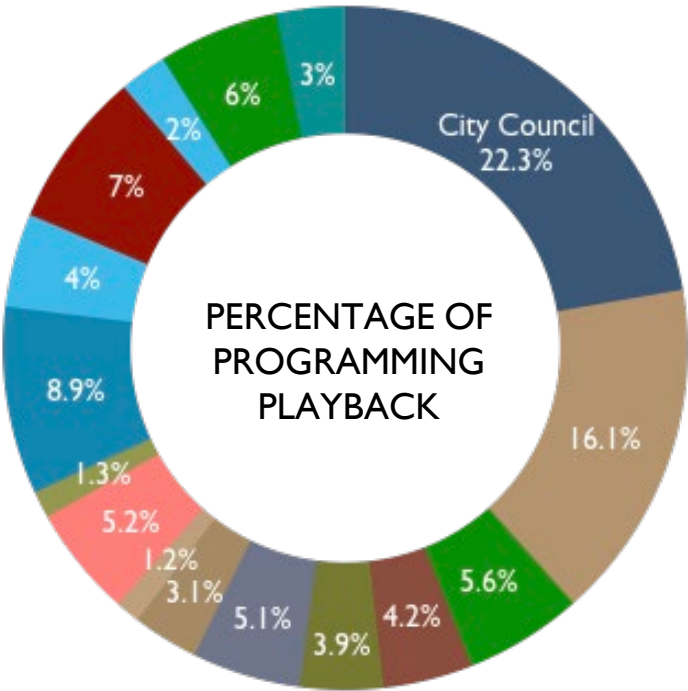
2018 CITY OF RAMSEY CHANNEL PROGRAMMING STATS



- City Council
- Planning Commission
- EDA
- EPB
- Park & Recreation
- Ramsey News & Views
- Bulletin Board
- Ramsey Matters
- Elections
- Community
- News & Views
- Sheriff Show
- Public Safety Talk
- QCCCC
- Anoka County Board
- Promos

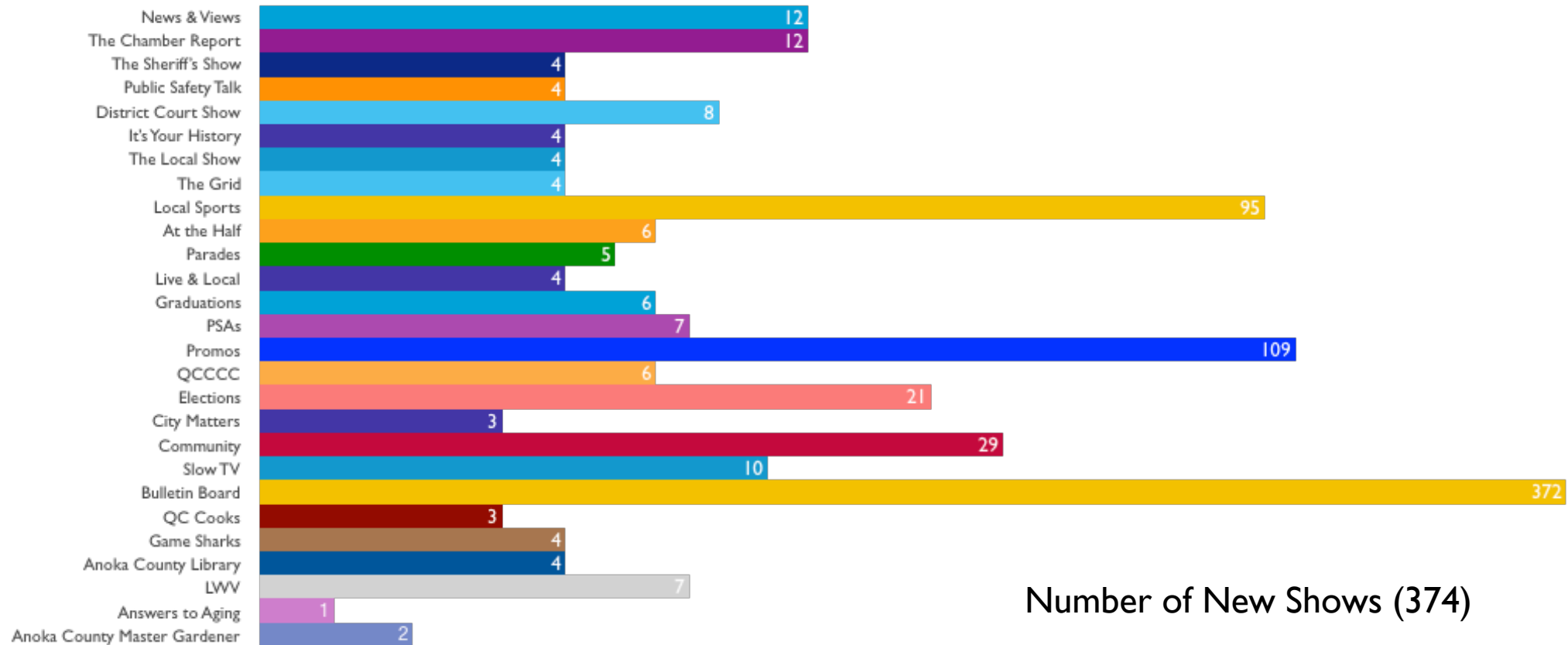


NUMBER OF NEW SHOWS (126)



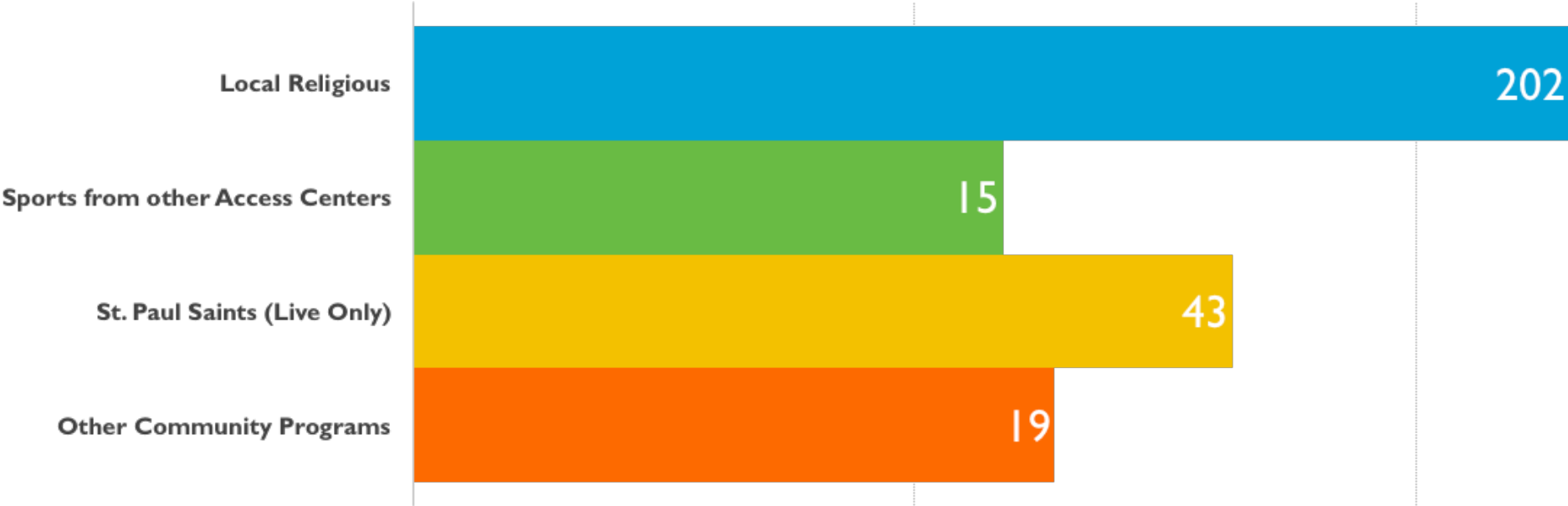
PERCENTAGE OF PROGRAMMING PLAYBACK

2018 QCTV COMMUNITY CHANNEL PROGRAMMING STATS



Number of New Shows (374)

2018 QCTV SUBMITTED PROGRAMMING STATS



Number of New Shows (279)

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

TESTIMONIALS:



- “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!”

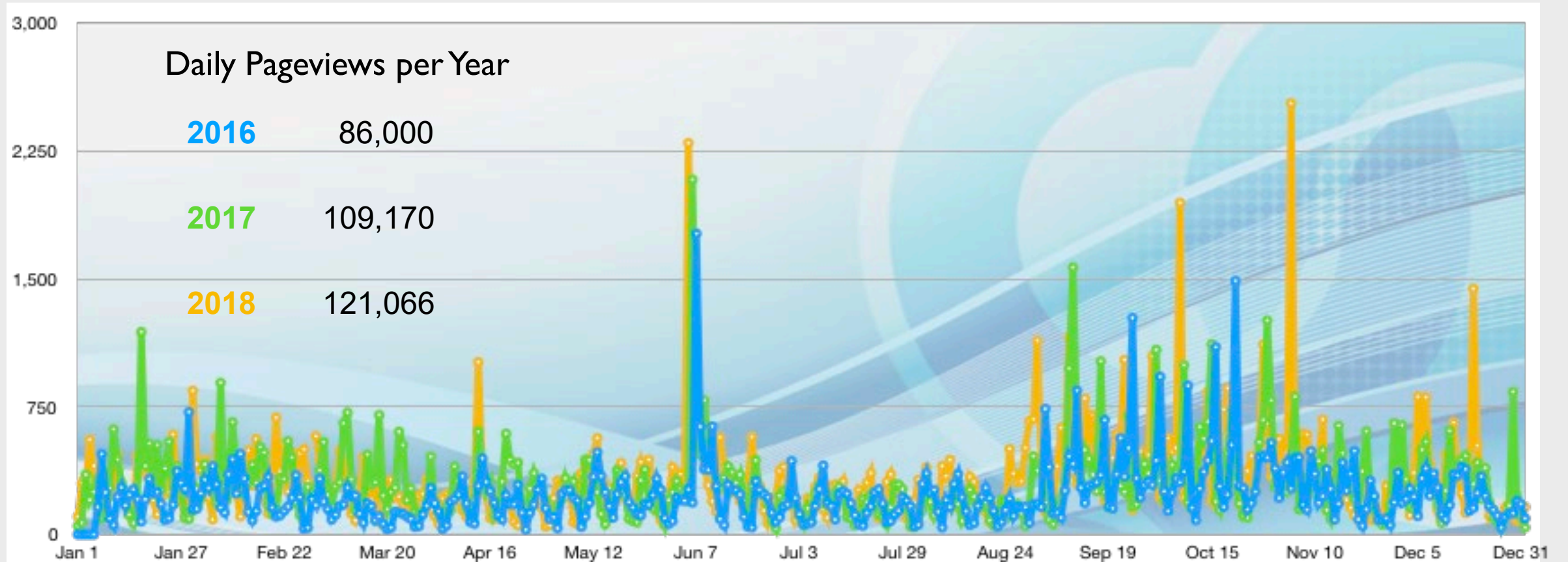
– Rachell Bohnsack

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



2016 - 2018 ARCHIVED VIDEO VIEWS



	2016	2017	2018
Andover	1,147	1,004	1,768
Anoka	1,657	2,059	2,516
Champlin	1,189	2,214	1,895
Ramsey	1,107	1,338	2,045

2018 TOP TEN WEB PAGES



Page Title
QCTV Homepage
Sports
Live Page – Community Channel
Program Guide – General
Anoka
Andover
Champlin
Ramsey
Program Guide – Community Channel
Elections

2018 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.



FOUNDATION OF QUALITY:

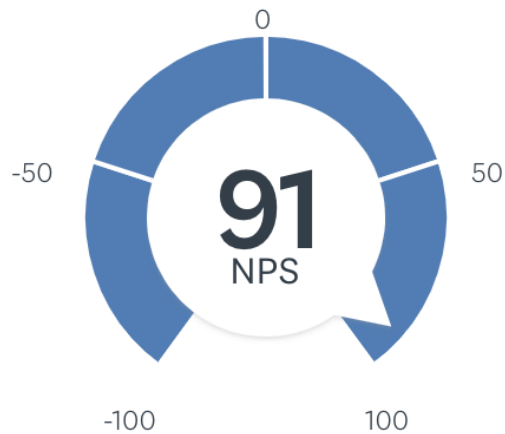


- Changes
- Improvements
- Staff Training
- Collaboration
- Make New Friends

2018 (NPS®) NET PROMOTER SCORE

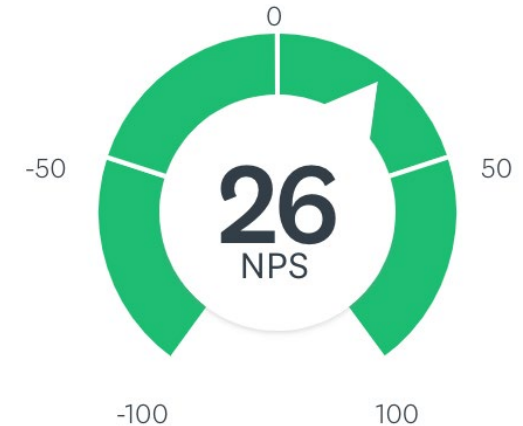


Your Net Promoter® Score



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

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 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.

OUR AMAZING STAFF





- Comments Regarding Presentation
 - Strategic Planning