Communications.
Connections.
Consistency.
LETTER FROM THE EXECUTIVE DIRECTOR

Dear Friends,

If 2020 was a dessert, it would be a fruit cake. Here at CTV North Suburbs, we have sliced up that fruit cake and served it with vigor. This was the year of challenges, innovation, and accessibility. We have worked to support our partner cities, our community members, and our own team members through this turbulent year. Leaving 2020 on the dessert buffet table of life, we have had some surprising successes for our organization and the community.

In partnership with TPT Now, CTV North Suburbs has been the media production team behind the Spanish, Somali, and Hmong language translations of the Governors addresses to the state. Through this partnership, we have been able to serve our Spanish, Somali, and Hmong speaking neighbors by providing access to valuable state-wide information.

Beyond the Governors addresses, we were also granted the title of a Trusted Messenger for Ramsey County. We provided Spanish subtitles for the Ramsey County Commission meetings to keep our Spanish speaking neighbors better informed. We are working towards producing more valuable content in Spanish, like additional city meetings or webinars.

Our Engineer, Patrick Cook, began testing the remote capabilities of our City Council video production equipment back in January, before the pandemic. We work to anticipate the needs of our partner cities and innovate to exceed their needs. This planning allowed us to onramp our partner cities lightning fast.

Another bright spot has been Cassandar. Cassandar is our flagship platform that records, streams, and stores public government meetings and packets, into a video library so residents can easily watch. A new addition to the platform is the ability to provide closed captions up to 91% accurate and in 31 different languages. We are excited to make such strong strides in accessibility for our community members.

No, 2020 has not been a piece of cake, but it has brought us fruitful successes. Moving into 2021, we will be sporting a new name, NineNorth. That isn’t the only change. We will also be moving into our newly designed studio space that will be nimble, and modern, just like our organization.

I want to thank the Team, our Commission Members, City Administrators, and City Officials who have worked with us so diligently to make information more accessible to our community. Thank you.

Social Distantly Yours,

Dana Healy
Executive Director

WHO WE ARE

CTV North Suburbs is part of a Joint Powers Authority that represents nine cities: Arden Hills, Falcon Heights, Lauderdale, Little Canada, Mounds View, New Brighton, North Oaks, Roseville, and St. Anthony. CTV North Suburbs is a digital media production partner that serves our partner cities and stakeholders looking to connect and engage with their communities.

OUR MISSION

We produce community focused digital media that educates and engages our residents.

TEAM MEMBERS

Maureen Anderson
Municipal Meeting Coordinator
Misha Ardichvili
Municipal Operator
Wade Arendsee
Assistant Technical Engineer
Ted Aspes
Truck Technician
Calvin Beetz
Production Assistant
Sydney Bertun
Communications Coordinator
Sam Bostrom
Municipal Operator
John Camitsch
Digital Media Specialist
Joe Conlon
Truck Technician
Patrick Cook
Technical Services Manager
Sean Cook
Municipal Operator
Zach Dalton
Municipal Operator
Tim Domke
Marketing Manager
Dana Healy
Executive Director
Ku Hser
Production Assistant
Dale Irving
Community Media Manager
Scott Krueger
Production Assistant
Darian Leddy
Communications Assistant
D Luck
Municipal Operator
Dan Merika
Municipal Operator
Joe O’Brien
Production Assistant
Mike Peden
Municipal Operator
Teresa Renneke
Programming Coordinator
Teresa Renneke
Programming Coordinator
Teresa Renneke
Programming Coordinator
Alex Suszko
Digital Media Producer
Blong Thao
IT Assistant
Aaron Thomas
Municipal Operator
Dave Washburn
Municipal Operator
Jared Wiedmeyer
Municipal Media Producer

“Last year has thrown our organization for a loop in so many different ways. But all along it has been nice not having to worry about our meetings being held virtually because of the great work CTV did in getting us up and running so quickly. Nice job and thank you.”

— Devin Massopust, New Brighton City Manager
City Meeting Coverage
Capture and share important information with municipal meeting coverage. We handle the entire process, from shooting the footage to editing and posting your final videos on TV or via our online communities—helping you communicate your most important news, while saving you time, money and hassle.

Social Media Coordination
Experience the benefits of social media engagement without the full-time commitment it requires. CTV North Suburbs builds your entire social strategy—from developing a calendar of topics to creating content and visuals—we’re your dedicated social media partner.

Webcasting
Broaden your exposure and keep your communities informed with our webcasting services. We can stream your important meetings and events online, and make them available for download—keeping all of your audiences up to date.

Video Production Services
CTV North Suburbs has the expertise to produce videos that communicate your goals and keep residents up to date on what matters most to them. We leverage our local presence and built-in social audiences to ensure broad reach, and monitor analytics to track engagement.

Cassandar
Provide residents with instant access to city meetings with Cassandar. Engineered by CTV North Suburbs, this platform was designed with you in mind—stream your meetings live, post past meetings and engage with community members, all in one spot.

SERVICES
City Meeting Coverage
96 businesses highlighted on chamber check in

Social Media Coordination
840 city meetings recorded

Webcasting
906 social media posts with cumulative reach

Video Production Services
459 projects completed

Cassandar
76,503 website visits

2,100 city staff hours saved on city meeting coverage

Cassandar
52 Cities Speak Interviews

906 social media posts with cumulative reach

Virtual studios built out

459 projects completed

City Meeting Coverage
459 projects completed

Cassandar
52 Cities Speak Interviews

906 social media posts with cumulative reach

Virtual studios built out

City Meeting Coverage
459 projects completed

Cassandar
52 Cities Speak Interviews

906 social media posts with cumulative reach

Virtual studios built out
CONNECTING COMMUNITY

Awaken the Suburbs was a student organized protest attended by Irondale and Mounds View students. CTV North Suburbs captured the energy and passion of the students in a video piece watched thousands of times.

The Spring Lake Park-Blaine-Mounds View Fire Department uses a cheeky video of Sparky the dog to educate residents.

Ralph Reeder Food Shelf saw a 35% increase of patrons during the pandemic. This public service announcement encouraged people to give.

St. Anthony-New Brighton School District 282 was physically closed due to COVID, but not their services. The district provided meals, childcare, masks and ongoing remote education. Communication of commitment to the school community was the purpose of the St. Anthony-New Brighton School District’s video.

“I have discovered the powerful use of video in delivering critical messaging and marketing with CTV’s video production being the highest quality and incredibly affordable.”

— Nyle Zikmund, City Administrator

Points of Light highlights local worship organizations in our community. Due to COVID, the live nature of the program needed to be retooled. The CTV team had a multi-week production, safely going on site to each worship group to highlight the powerful work these organizations do for our cities.

City of North Oaks Forester, Mark Rehder, uses video to educate residents about the dangers of the Emerald Ash Borer. He educates the viewers of what the city-wide consequences could be from inaction.
# Financials

## 2020 NSAC Financial Statements | Profit & Loss Summary
For the 12 Months Ending December 31, 2020

<table>
<thead>
<tr>
<th>Year to Date</th>
<th>% Total Budget</th>
<th>Annual Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Operating Revenues</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Operating Grants</td>
<td>$698,302</td>
<td>102.69</td>
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<tr>
<td>Core City Services</td>
<td>$136,207</td>
<td>124.64</td>
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<tr>
<td>Non-Core City Services</td>
<td>$74,217</td>
<td>80.56</td>
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<td>Community Engagement</td>
<td>$5,720</td>
<td>65.37</td>
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<tr>
<td>Miscellaneous Operating Income</td>
<td>$5,443</td>
<td>98.97</td>
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<tr>
<td><strong>Total Operating Revenues</strong></td>
<td>$919,889</td>
<td>102.71</td>
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<tr>
<td><strong>Operating Expenses</strong></td>
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<tr>
<td>Personnel</td>
<td>$580,302</td>
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<td>Facilities</td>
<td>$186,950</td>
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<td>Business Insurance</td>
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<td>Professional Services</td>
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<tr>
<td>General Operations</td>
<td>$89,248</td>
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<td>Capital Uses</td>
<td>$37,091</td>
<td>74.18</td>
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<td><strong>Total Operating Expenses</strong></td>
<td>$1,014,468</td>
<td>102.84</td>
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<tr>
<td>Operating Income (Loss)</td>
<td>($94,578)</td>
<td>104.21</td>
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<tr>
<td><strong>Non-Operating Cash Flows</strong></td>
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<td></td>
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<tr>
<td>Dividends and Interest Income</td>
<td>$4,520</td>
<td>23.93</td>
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<tr>
<td>Income (Loss) before Transfers</td>
<td>($94,578)</td>
<td>125.31</td>
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<tr>
<td><strong>Transfers</strong></td>
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<tr>
<td>Transfers in</td>
<td>$14,174</td>
<td>31.50</td>
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<tr>
<td>Transfers out</td>
<td>$0</td>
<td>–</td>
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<tr>
<td>Change in Net Position</td>
<td>($75,884)</td>
<td>282.41</td>
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<tr>
<td><strong>Depreciation</strong></td>
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<tr>
<td>Net of Depreciation</td>
<td>($274,784)</td>
<td>121.71</td>
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<tr>
<td>YTD Exp, New Space Project</td>
<td>$19,366</td>
<td>5.21</td>
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<tr>
<td><strong>Overall Total</strong></td>
<td>($294,750)</td>
<td>48.39</td>
</tr>
</tbody>
</table>

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"CTV did an outstanding job assisting the City of Arden Hills since the start of the pandemic; a lot of work went into transitioning to virtual meetings with little notice, and the transition was seamless to the viewing public. A big thanks to all and keep up the good work."

— Dave Perrault, City Administrator

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Thanks to our Sponsor of the Year

washburn-mcrealy.com
Funeral Chapels, Cremation and Cremation Services

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CASH FLOWS IN (PERCENTAGE OF TOTAL)

- General Operating Grants: 74%
- Core City Services: 15%
- Non-Core City Services: 8%
- Transfers In: 2%
- Community Engagement: 4%
- Miscellaneous Operating Income: 11%
- Dividends and Interest Income: 0%

CASH FLOWS OUT (PERCENTAGE OF TOTAL)

- Personnel: 56%
- Facilities: 18%
- Professional Services: 11%
- General Operations: 9%
- Capital Uses: 2%
- YTD Exp, New Space Project: 6%
- Business Insurance: 0%
**PROVEN IMPACT**

**REMOTE PUBLIC MEETINGS: A ZOOM CASE STUDY**

**The Challenge**
Local governments needed to pivot from in-person to remote meetings quickly. Our cities needed to have the flexibility to host in-person, hybrid, or remote public meetings.

**The Solution**
We loaned and installed temporary equipment into city council chambers while we devised a more permanent plan. Within a week we were ready to host live virtual meetings. Our cities didn’t have to worry about overbooked installers or backordered equipment.

We repurposed equipment our cities already had to keep costs down.

Next, working with Roseville IT and using their relationship with our cities, Zoom PC’s were purchased. Also, a curated list of the best equipment for each city’s set-up was created. Ultimately, for the video interface an AJA U-TAP was chosen. It connects to the computer with USB. The USB aspect makes it a simple interface to install, no drivers needed.

The first virtual meeting took place on April 8th with the loaned equipment in place. We installed 9 virtual studios, including our own, during the pandemic. During 2020, we have surpassed over 2,300 hours of city meeting recordings via these new zoom studios.

**The Results**
During 2020, we surpassed over 2,100 hours of city meeting recordings.

“**What was most helpful to us this year was the adaptation to hybrid in-person/Zoom meetings for City Council and Commissions. CTV staff had a plan and was moving forward before we even picked-up the phone to talk about how it could be done.”**

— Charlie Yunker, Interim City Manager

**SAINT ANTHONY-NEW BRIGHTON SCHOOL DISTRICT 282 VIRTUAL TOWN HALL**

**The Challenge**
The pandemic left parents desperate for answers around virtual learning. School leadership needed to answer questions in a transparent and safe way.

**The Solution**
The solution was a virtual town hall event, with multiple ways for stakeholders to participate. To advertise, we created a social media campaign.

We then set up a virtual town hall meeting with a capacity of 500. Then we webcasted a zoom call between the Superintendent and other school administration on our website, Facebook page, and cable channels. Viewers were able to tune into either live or watch a recorded version later. There, they answered questions and had guest speakers talk about local COVID-19 data and safety.

**The Results**
We reached over 5,000 people on social media. At any given moment, we had over 100 in the live meeting.

**GOVERNOR ADDRESSES AND LANGUAGE TRANSLATIONS**

**The Challenge**
When COVID-19 hit Minnesota, there were a lot of questions from the public. The Minnesota government responded with a series of press conferences, but needed to reach 500,000 non-English speaking residents.

**The Solution**
CTV North Suburbs partnered up with TPT Now to provide simultaneous translations of our Governor addresses in Spanish, Hmong, and Somali in a LIVE atmosphere.

TPT Now brought three translators for the Spanish, Hmong, and Somali translations. In their separate rooms, each translator had a teleprompter and ear piece. As they translated the speech, it was broadcasted to our Somali, Latinx, and Hmong partners, and our social media.

**The Results**
We translated 9 videos in 2020. We reached a total of 99,987 people. Over 500 people shared the videos which resulted in 39,327 total engagements.

Our highest performing video reached 40,843 people with 11,332 engagements.
New year, new look. 
CTV North Suburbs is now

www.NineNorth.org

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651-792-7515  |  info@ninenorth.org