

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



"This past 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."

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 Aspnes

Truck Technician

Calvin Bentz

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

CJ Luck

Municipal Operator

Dan Mariska

Municipal Operator

Joe O'Brien

Production Assistant

Mike Peden

Municipal Operator

Teresa Renneke

Programming Coordinator

Kenny Ronnan

Municipal Operator

David Rosenbloom

Business Manager

Alex Suszko

Digital Media Producer

Blong Thao

IT Assistant

Aaron Thomas

Municipal Operator

Dave Washburn

Municipal Operator

Jared Wiedmeyer

Municipal Media Producer

COMMISSION MEMBERS



BILL BERGERON
MOUNDS VIEW



KELLY DOLPHIN
LAUDERDALE



EMILY DUNSWORTH
NEW BRIGHTON



SUSAN MAJERUS
FALCON HEIGHTS



RICK MONTOUR
LITTLE CANADA



KARA RIES
NORTH OAKS



DAN ROE
ROSEVILLE



BERNARD WALKER
ST. ANTHONY



CRAIG WILSON
ARDEN HILLS

— Devin Massopust, New Brighton City Manager

SERVICES

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.

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

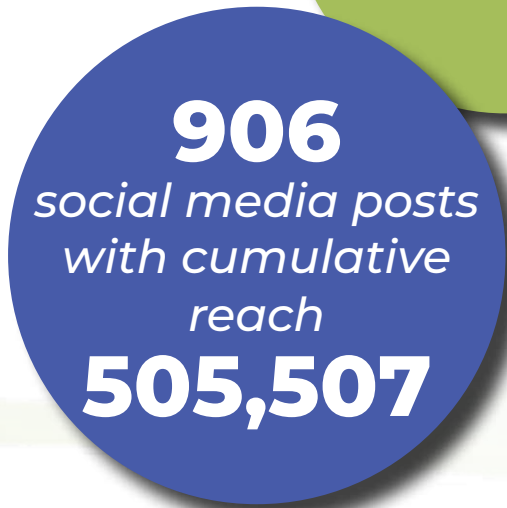
CTV North Suburbs has the expertise to produce videos that communicate your goals and keep residents up to date on what matters most to them. We leverage our local presence and built-in social audiences to ensure broad reach, and monitor analytics to track engagement.

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.

Cassandra

Provide residents with instant access to city meetings with Cassandra. 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.



CONNECTING COMMUNITY



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



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*

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.



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



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

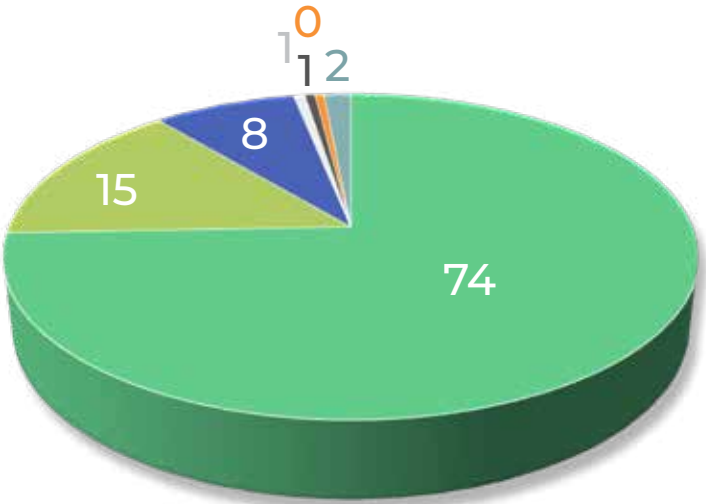
2020 NSAC Financial Statements | Profit & Loss Summary
For the 12 Months Ending December 31, 2020

	Year to Date	% Total Budget	Annual Budget
OPERATING REVENUES			
General Operating Grants	\$698,302	102.69	\$680,000
Core City Services	\$136,207	124.64	\$109,284
Non-Core City Services	\$74,217	80.56	\$92,125
Community Engagement	\$5,720	65.37	\$8,750
Miscellaneous Operating Income	\$5,443	98.97	\$5,500
Total Operating Revenues	\$919,889	102.71	\$895,659
OPERATING EXPENSES			
Personnel	\$580,302	95.23	\$609,345
Facilities	\$186,950	92.71	\$201,660
Business Insurance	\$3,959	98.98	\$4,000
Professional Services	\$116,917	284.58	\$41,084
General Operations	\$89,248	111.10	\$80,330
Capital Uses	\$37,091	74.18	\$50,000
Total Operating Expenses	\$1,014,468	102.84	\$986,419
Operating Income (Loss)	(\$94,578)	104.21	(\$90,760)
NON-OPERATING CASH FLOWS			
Dividends and Interest Income	\$4,520	23.93	\$18,890
Income (Loss) before Transfers	(\$90,058)	125.31	(\$71,870)
TRANSFERS			
Transfers in	\$14,174	31.50	\$45,000
Transfers out	\$0	–	\$0
Change in Net Position	(\$75,884)	282.41	(\$26,870)
DEPRECIATION			
Net of Depreciation	(\$274,784)	121.71	(\$225,770)
YTD Exp, New Space Project	\$19,966	5.21	\$383,401
OVERALL TOTAL			
	(\$294,750)	48.39	(\$609,171)

“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.”

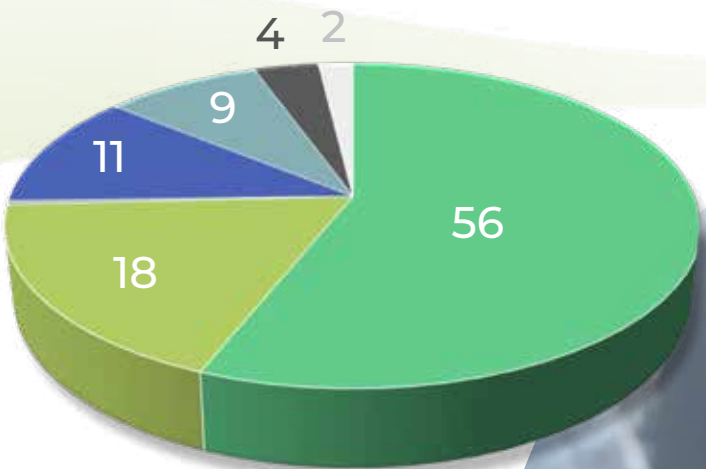
— Dave Perrault, City Administrator

CASH FLOWS IN (PERCENTAGE OF TOTAL)



- General Operating Grants
- Core City Services
- Non-Core City Services
- Transfers In
- Community Engagement
- Miscellaneous Operating Income
- Dividends and Interest Income 0%

CASH FLOWS OUT (PERCENTAGE OF TOTAL)



- Personnel
- Facilities
- Professional Services
- General Operations
- Capital Uses
- YTD Exp. New Space Project
- Business Insurance 0%

Thanks to our Sponsor of the Year



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 Results

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 2,100 hours of city meeting recordings via these new zoom studios.



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

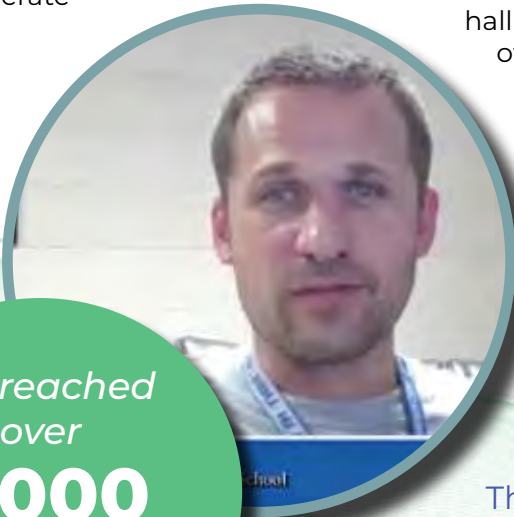
SAINT ANTHONY-NEW BRIGHTON SCHOOL DISTRICT 282 VIRTUAL TOWN HALL

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 reached over **5,000** people on social media.

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 our 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 highest performing video reached **40,843** people with **11,332** engagements.

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.



New year, new look.
CTV North Suburbs is now



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