

Minneapolis Television Network (MTN)

Report to Minneapolis City Council Ways and Means Committee

July 30, 2012

About MTN:

Minneapolis Television Network operates three public access channels on the Comcast system in the City of Minneapolis, and runs a community media center open to public use 51 hours each week. Besides the public access training program and channel operations, the non-profit produces approximately 90 hours of original television programming each year about life, culture, ideas and events in the City of Minneapolis, and works with children and teens in classroom and afterschool programs to teach media production skills and media literacy.

This report includes information about MTN's activities, the use of our facilities and the demographics of the people who directly benefit from our community services.

In the first six months of 2012, MTN's Board of Directors conducted a national search for a new Executive Director. The Board is pleased to announce that Michael Fallon will be starting service as the new Executive Director of the organization starting August 6, 2012. Mr. Fallon has a background in Minnesota arts and arts administration, and will be working with MTN, the City of Minneapolis and the community to better our services, and build a vision for MTN as a strong and vibrant community media service. More about Mr. Fallon is here on our website:

www.mtn.org/Video/news/newdirector.html

Programming

MTN operates Channels 16, 17 and 75 on the Comcast system. Programs include those produced by MTN's production staff for non-profits and government entities in Minneapolis, those produced by our Youth Media classes, those produced by members of MTN who use the production facilities (studios, editing and camera equipment), and those produced or sponsored by residents of the City of Minneapolis. All programs must be non-commercial, and abide by MTN program rules.

Schedules for the program service are listed on the MTN website here:

www.mtn.org/video/tvguide/16/index.html

www.mtn.org/video/tvguide/17/index.html

www.mtn.org/video/tvguide/75/index.html

Listed below are aggregate numbers for the total number of hours of programming played on the channels and the number of different programs played.

All Programming	Hours Played	Number of Plays	Number of Different Programs Played
First Run Programs	2653.87	3722	3722
Repeat Programs	21974.60	32058	4448

Programming By Channel			
Channel 16	Hours Played	Number of Plays	Number of Different Programs Played
First Run Programs	743.93	995	995
Repeat Programs	7504.95	10562	1248
Channel 17	Hours Played	Number of Plays	Number of Different Programs Played
First Run Programs	648.96	1027	1027
Repeat Programs	7586.15	11592	1346
Channel 75	Hours Played	Number of Plays	Number of Different Programs Played
First Run Programs	1305.97	1745	1745
Repeat Programs	6980.50	10001	1922

Programming By Origin			
Produced at MTN	Hours Played	Number of Plays	Number of Different Programs Played
First Run Programs	1252.1	1721	1721
Repeat Programs	11959.85	17292	2085
Produced in the Twin Cities Area, not at MTN	Hours Played	Number of Plays	Number of Different Programs Played
First Run Programs	1021.75	1459	1459
Repeat Programs	6536.43	9967	1690
Produced in Minnesota, out of the Twin Cities area	Hours Played	Number of Plays	Number of Different Programs Played

First Run Programs	33.9	57	57
Repeat Programs	275.22	609	102
Produced Outside of Minnesota	Hours Played	Number of Plays	Number of Different Programs Played
First Run Programs	311.83	424	424
Repeat Programs	2124.11	2936	458
Programs Sponsored by a Member	Hours Played	Number of Plays	Number of Different Programs Played
First Run Programs	79.29	106	106
Repeat Programs	1103.39	1351	158

MTN also features a number of programs produced or sponsored by members of the Minneapolis community who do not speak English as their primary language.

Programming Non-English Language			
Oromo Language	Hours Played	Number of Plays	Number of Different Programs Played
First Run Programs	20.35	21	21
Repeat Programs	162.79	168	28
Somali Language	Hours Played	Number of Plays	Number of Different Programs Played
First Run Programs	179.09	185	185
Repeat Programs	1186.1	1220.57	359
Spanish Language	Hours Played	Number of Plays	Number of Different Programs Played
First Run Programs	15.32	32	32
Repeat Programs	104.02	219	36
Chinese Language	Hours Played	Number of Plays	Number of Different Programs Played
First Run Programs	51.87	52	52
Repeat Programs	156.47	157	41
Hmong Language	Hours Played	Number of Plays	Number of Different Programs Played
First Run Programs	9.82	6	6
Repeat Programs	59.95	34	7

Program Submissions by Origin and Language							
	Total	English	Somali	Spanish	Oromo	Hmong	Chinese
All Programs	3752	3467	174	32	21	6	52
	Total	English	Primary Audio Somali	Primary Audio Spanish	Primary Audio Hmong		
Programs Produced at MTN	1691	1506	174	7	4		
	Total	Primary Audio English	Primary Audio Oromo	Primary Audio Hmong			
Programs Produced in the Twin Cities Area, not at MTN	1459	1437	21	1			
	Total	Primary Audio English					
Programs Produced in Minnesota, out of the Twin Cities Area	57	57					
	Total	English	Spanish	Chinese			
Programs Produced Outside of Minnesota	424	347	25	52			
	Total	English	Hmong				
Programs Sponsored by a Member	121	120	1				

Programs Produced by MTN Staff

Number of programs produced by MTN	119
Number of hours of produced by MTN	87.93
Total number of hours of MTN produced programming ran during the year	2450.32

MTN currently does not have a cost-effective means to gauge viewership of programs on our channels. Other public access entities will engage survey research to gauge viewers and viewer interest, but because of budgetary constraints this has been beyond our means. However, other communities will sometimes conduct such surveys jointly with other channels, and we would welcome the opportunity to do so in the future with the City's channel, and the public school's channel.

Training Information

MTN provides training for members of the public and for youth in the City of Minneapolis on either a free or deeply subsidized basis. Listed below are training classes that have been conducted in the past year, and the number of people who have benefitted from taking those classes.

MTN Class Descriptions

Orientation – This is a prerequisite for classes and program submission.

Studio Workshop: Basic

Certifications: Studios A and B

Video Production Workshop: Basic

Certifications: Sony PDX-10 camera and iMovie

Video Production Workshop: Pro

Certifications: Sony PD-170 camera and Final Cut Pro

Do-It-Yourself Studio

Certification: Studio C

Advanced Final Cut Pro

Certification: Final Cut Laptops

Web Video 2.0

Sony DSR-250 Camera

Certification: Sony DSR-250

Portable Production Unit

Certification: Portable Production Unit

Class Registrations	Totals
Orientation Registrations	184
Video Production: Basic Registrations	57
Video Production: Pro Registrations	21
Studio Workshop: Basic Registrations	52
D.I.Y. Studio Registrations	32
Advanced Final Cut Pro Registrations	3
Web Video 2.0 Registrations	9
DSR-250 Registrations (appt. only)	0
Portable Production Unit Registrations (appt. only)	3
Professional Lighting Techniques Registrations (appt. only)	0
Total Registrations	361

Studio and Equipment Certifications	Totals
Orientation Certifications	193
Studios A & B Certifications	39
D.I.Y. Studio Certifications	27
PDX-10 Camera Certifications	123
PD-170 Camera Certifications	14
DSR-250 Camera Certifications	0
Vixia HD Camera Certifications	60
iMovie Certifications	115
Final Cut Pro Certifications	34
Advanced Final Cut Pro Certifications	3
Portable Production Unit Certifications	3
Total Certifications	611

Certifications come from the completion of MTN's certification classes, completion of a walk-in certification, or participation in a youth program. They insure that members of the public abide by a common set of rules, and treat the equipment with respect so that others may benefit from this shared resource.

MTN Youth Programs serve Minneapolis youth from ages 8-18 in both classroom as well as afterschool programs on a free or reduced cost basis. Below is a list of programs from the past year.

2011 Youth Programs	Total Program Participants
2010-2011 South High Video Voices Class	52
PYC Arts and Tech High School Studio Field Trip	14
Music Mentoring Program	4
NE Middle School Beacons	28
Sheridan Global Arts Magnet School Beacons Program	7
PYC Arts and Tech High School Flash Animation Class	12
PYC Arts and Tech High School Studio Production Field Trip	4
Division of Indian Work Teen Leadership Program	10
.EDU Film Festival Live Production Crew	13
.EDU Film Festival	100
Survivor: Middle School Media Camp	7
Coyle Community Center TV Production Program	15
July Rec Plus Program	80
High School Media Camp	6
Animation Camp	10
2011-2012 South High Video Voices Program	62
November Rec Plus Program	70
Other programs	2

Total Number of Youth Programs	19
Total Number of Youth Program Participants	398

Total Number of People taking Youth and Adult Classes at MTN	2011 Totals
	1006

Use of Equipment and Facilities

Membership Information	2011 Totals
New Paid Members	94
Renewing Paid Members	223
Youth Program Participants	398
Minneapolis Program Sponsors	3
Renewal Mailings	362

Studio and Camera Use	2011 Totals
Camera Checkouts	934
Studio Reservations	1080
Editing and Misc. Equipment Checkouts	2850
Total Checkouts and Reservations	4864

MTN provides use of three studios, 18 cameras, 12 editing stations and one three camera portable production unit to members of the public to produce non-commercial programs for our channels.

Demographics

MTN asks our members to fill out a voluntary demographic survey when they complete the Orientation class. The following is demographic data for people who attended MTN's orientation as of December 2011.

Gender	
Male	207
Female	77
No Answer	100
Total Responses	384

Age Range	
0-13	1
14-17	3
18-20	10
21-30	90
31-40	74
41-50	39
51-60	26
61-100	17
Prefer not to answer	124
Total	384

Race and Ethnicity	
American Indian or Alaska Native	5
Asian	8
Black or African American	113
Native Hawaiian or Other Pacific Islander	0
White	127
Hispanic or Latino	7
Other	13
Prefer not to answer	111
Total Responses	384

Website Statistics

Unfortunately, due to problems with our website host's tracking of MTN's website traffic we do not at this time have accurate data for the use of our website in 2011. We are working with our website host to recover accurate data for 2011 if possible. We have switched to tracking our website to Google Analytics for 2012. This will offer us greater reliability, detail, and data analysis going forward.