



Dear Volunteers, Friends, and Supporters;

In my short tenure at CTV, one thing I have noticed: throughout the staff and the volunteers, there is no shortage of passion. To have a passion for what you do is the strongest catalyst for mobilization for a common goal. The common goal we have established, is our new mission statement. The vehicle we will use to reach that mission, is our core values.

Our new mission is the following:

We produced community focused digital media for the purpose of educating and engaging our citizens.

Our new core values are the following:

Always Add Value – Approach every opportunity as a chance to give knowledge, make a beneficial connection, or enhance the customer experience.

Mentorship – Develop each other as leaders by bolstering strengths, identifying weaknesses, developing accountability plans, and celebrating milestones.

Empathy – Recognize emotions in other teammates and clients, and intentionally give value to their perspective. Always examine your own motives.

On October 25 the North Suburban Communications Commission approved the new mission statement, opening up a new chapter for the community and this organization.

We would like to invite you to our Community Forum to ask questions about this new direction. We have developed the mission, yes, but we are still developing our updated policies and procedures. We hope to incorporate feedback from our volunteers and community members from the Community Forum into these documents.

***The Community Forum will be on Wednesday, December 5th,
from 6:30 pm to 7:30 pm in the CTV studio.***

We understand this is a drastic shift, enclosed are some talking points that will help you answer your questions regarding volunteering and producing as well as some additional resources.

Please understand this is a time of transition. We do not have all the answers, but we are excited to incorporate your feedback into this new direction so we can all better serve our communities.

Sincerely,

Dana Healy
Executive Director, CTV North Suburbs and NSCC



New Mission Talking Points

Will I still be able to produce my show?

Although we respect the creative outlets of many past producers, we are moving away from the traditional public access model. You will not be able to produce your show in the traditional sense, but we encourage you to submit ideas to the staff that may become CTV lead shows in the future. We will not have cameras available for check-out or the edit bays available for utilization.

Can I still volunteer?

Yes! We have a strong need for our volunteers. We would love for you to volunteer on our studio shows or truck productions. However, we will not be utilizing volunteers for field productions. There are no restrictions on who can volunteer. Each volunteer position will have a description of duties as to not displace staff. CTV will retain creative control as the producer on all productions. We are currently working on a volunteer handbook to act as a guide moving forward. Please know there is a space for our current and incoming volunteers in the fabric of CTV and we hope to continue to work with veteran volunteers into the future.

What is the timeline for this change?

The new mission will be adopted for January 3, 2019 for all new programming. However, we are viewing 2019 as a transition year. We respect the work that our volunteers do, and will be working with them during this transition. We do not view January as hard deadline for this change.

Why are you doing this?

Public access was originally built on giving everyone access to professional media technology. The media landscape has changed. Technology to create content is available with the download of an app on a smartphone. Our mission was not filling a strong enough need in the community because technology has changed its relevance. We feel this new direction will help more people.

How does CTV decide what to cover?

CTV is hyper focused on delivering digital media content to our 9 Joint Power Authorities cities. We receive requests and if we believe the content falls within the mission and affects one or more of our 9 cities, we will try to cover it. Some programming may be excellent candidates for local sponsors to fund and some may be candidates for a fee, depending on the nature of the program.

How can you afford all this with a reduction of franchise fees?

CTV has a balanced budget for 2019. We may have to reduce the amount of content we develop until our funding diversifies. The key is staying focused and true to the mission, and understanding when CTV needs to say 'no' to certain opportunities.

Why are you reducing your reliance of volunteers?

Every well-run organization has a mission. We need to deliver on our mission whether we have volunteers or not. For example, a hospital uses volunteers, but if those volunteers don't show up, surgeons are still performing surgery. If we completely relied on a volunteer as a "surgeon", we wouldn't be able to meet our mission.

How can I continue to produce my show?

We have provided resources of other community media centers in the area that are using the traditional public access model. We have also included a list of inexpensive equipment and applications that will be able to replace many of the tools you used at CTV.

Can I submit a finished program?

We are working on policies related to submitting finished programming for playback.

How will this mission shift affect the cities?

We expect to cover more city-centric events to create and deliver content that citizens find engaging. If anything, the cities may experience an enhancement of communications through dynamic content that CTV is producing.

Can I still submit cable concerns?

There will be no changes in regards to the regulatory side of the NSCC. If there is a complaint or concern regarding cable, please continue to contact the Cable Commission.

I have a community event that needs to be covered, will CTV do it?

CTV is taking submissions of programming ideas, but we do not have any guarantee of free coverage for events. If you want to have guarantee coverage of your event, you will need to pay for services. Services that fall within the mission and the audience of our 9 cities are quoted at cost.

I have more questions, who can I speak to?

Dana Healy is the Executive Director of CTV. She can be reached at dhealy@ctvnorthsuburbs.org.



Metro Public Access Facilities

[SPNN] St. Paul Neighborhood Network

www.spnn.org

550 Vandalia Street, Suite 170, Saint Paul, MN; 651.224.5153 info@spnn.org

Mon-Thu 2-9pm; Fri Noon-7pm; Sat 10a-5p; Sun 11a-6pm

Membership required: St. Paul resident \$50; Minnesota resident \$75

[MTN] Minneapolis Telecommunications Network

www.mtn.org

820 18th Ave. NE, Minneapolis, MN; 612.331.8575 info@mtn.org

Tue - Thu 2-9pm; Mon & Fri – by appointment; Sat 10a-6pm

Individual Membership (no Minneapolis residency requirement) - \$52.00/year

Town Square TV

www.townsquare.tv

5845 Blaine Ave., Inver Grove Heights, MN; 651.451.7834

Mon-Thu 1-9pm; Fri-Sat 9a-5p;

Membership required: Town Square resident \$25; Non-resident \$50

Valley Access TV

www.vactv.org

1492 Frontage Road W, Stillwater, MN; 651.430.2921

Mon-Thu 9a-8pm; Fri 9a-6p; Sat 10a-4pm

No residency requirement or membership fee but certification is needed.

North Metro TV

www.northmetrotv.com

12520 Polk Ave., Blaine, MN; 763.780.8241

Mon-Thu 10am-9pm ; Fri-Sat 10am-6pm;

Producer Membership required: Non-resident \$50 for 1st year; \$75 annual after
eric@northmetrotv.com



Inexpensive Equipment & Software

DSLR Kits:

Canon EOS Rebel T6i DSLR Camera with 18-55mm Lens Video Kit – \$869.95

https://www.bhphotovideo.com/c/product/1373665-REG/canon_eos_rebel_t6i_dslr.html

Canon EOS 80D DSLR Camera with 18-135mm Lens Video Kit – \$1,726.50

https://www.bhphotovideo.com/c/product/1264865-REG/canon_eos_80d_dslr_camera.html

Camcorders:

Canon VIXIA HF R800 Camcorder – \$159

https://www.bhphotovideo.com/c/product/1308395-REG/canon_1960c002_vixia_hf_r800_camcorder.html

JVC GY-HM170UA 4KCAM Compact Professional Camcorder with Top Handle Audio Unit – \$1,245.00

https://www.bhphotovideo.com/c/product/1194106-REG/jvc_gy_hm170ua_4kcam_compact_professional.html

Tripod:

Magnus VT-4000 Tripod System with Fluid Head – 159.95

https://www.bhphotovideo.com/c/product/842086-REG/Magnus_VT_4000_VT_4000_Tripod_System.html

Video Editing Software:

Shotcut

<https://shotcut.org/>

DaVinci Resolve 15

<https://www.blackmagicdesign.com/products/davinciresolve/>

HitFilm Express

<https://fxhome.com/express>

Resources:

The 15 Best Cameras for YouTube Videos in 2018

<https://www.borrowlenses.com/blog/best-camera-for-youtube>

What cheap HD cameras can I use to shoot my YouTube video?

<https://www.quora.com/What-cheap-HD-cameras-can-I-use-to-shoot-my-YouTube-video>

Camera Buying Guide – How to Find the Right Camera

<https://www.consumerreports.org/cro/cameras/buying-guide/index.htm>

20 Best Free Video Editing Software Programs in 2018

<https://www.oberlo.com/blog/best-free-video-editing-software>