















## Fact Sheet






Roseville City Council Meeting

2/27/2023

### General Information

-  Roseville is part of a 9 City Joint Powers Agreement in the northern suburbs.
-  This JPA operates the North Suburban Communications Commission and the North Suburban Access Corporation.
-  The NSCC handles such matters as Cable Franchise Renewal, Cable Complaints, and Cable Franchise Oversight.
-  The NSCC is funded by a portion of each city's Cable Franchise Fees.
-  The NSAC handles the production of programs, meetings, videos, and distribution of that content.
-  The NSAC is funded by Cable PEG fees as well as earned income.
-  The NSAC, formally known as CTV, now does business as NineNorth.
-  Both are governed by the same board with an appointed member from each city.
-  Your member is Mayor Dan Roe.
-  Both also have the same Executive Director, Jeff Ongstad.
-  The NineNorth Studios are located in Roseville at 2670 Arthur Road.
-  NineNorth's website is [www.ninenorth.org](http://www.ninenorth.org).

### NineNorth and Roseville

-  NineNorth airs over a thousand hours of local programming per year.
-  Of that number, 260 are directly focused on Roseville.
-  NineNorth provides production of all Roseville City Meetings. This totaled 93 meetings in 2022 alone.
-  We also cover major Roseville events such as the Rose Parade, Rosefest festivities, Earth Day, Tapped & Uncorked, and numerous other events.
-  We produce Candidate Forums for Roseville Mayor and Council races, along with applicable State House and Senate races.

- 💧 We offer Candidate Speakouts, where candidates can let their views be known.
- 💧 In a special partnership with Roseville High School, we've aired over 120 hours of local high school sports, concerts, and events this year.
  - 💧 In 2018, we sold our second production truck for just \$1,000 to Roseville High School, which they outfitted with their own equipment, but we continue to partner with them, supplying technical expertise and program distribution.
- 💧 NineNorth also does facility assessments for Roseville facilities, offering suggestions on equipment upgrades and facility efficiency.

## 💧 **2023 and Beyond**

- 💧 As part of the Cable Franchise Agreement, we will be upgrading Roseville's Government Channel to HD.
  - 💧 Everything is already produced in HD, so there will be no additional expense.
  - 💧 Channel placement will be up in the HD range for much better placement than it currently has.
  - 💧 We anticipate this launching in late May.
- 💧 As part of NineNorth's Objectives and Goals for 2023, we are anticipating doubling our coverage of community and civic events for Roseville and the other member cities.
  - 💧 We are hiring an additional producer and converting a part-time position to full-time.
  - 💧 We are making a commitment to tell more of the stories of Roseville and the people who live here.
  - 💧 We're creating weekly and monthly showcase franchises to highlight the uniqueness and accomplishments of your citizens.
  - 💧 We will continue to be a partner and resource for the City of Roseville to tell your stories and help inform your citizens.