

## Needham Channel Production Report January 2021

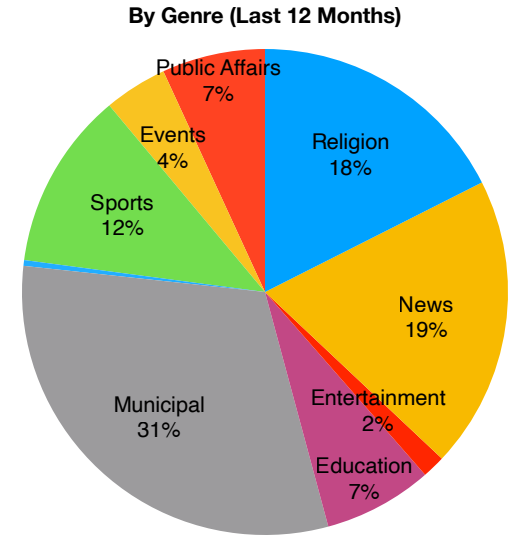
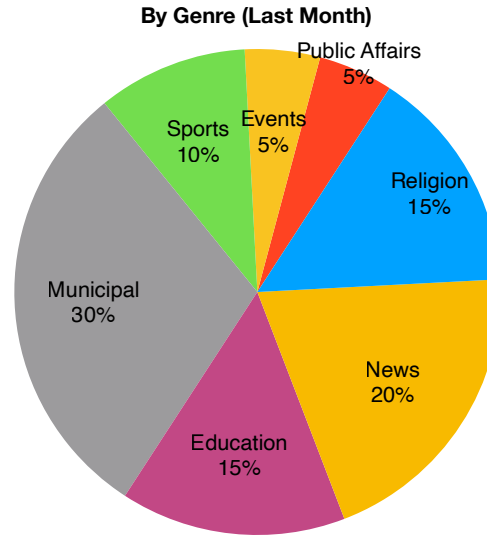
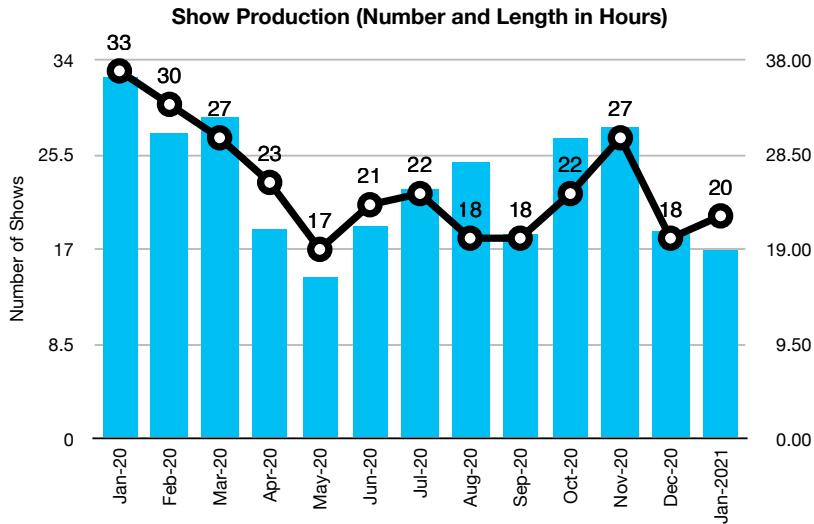
Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	3	63.02	Access Series - Religion
	First Baptist Church	0	90	Access Series - Religion
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	2	68.57	Sports
	Needham School Committee	3	88.77	Municipal Meeting
	Needham School Spotlight	0	30	Access Series - Public Affairs
	Needham Select Board	2	96.43	Municipal Meeting
	Rockets Report	0	30	Sports
	Zoning Board of Appeals	1	41.02	Municipal Meeting
Specials:	2021 Town Election (short)	1	3.4	Public Affairs
	Martin Luther King Jr. Day Celebration, 1/18/21	1	48.53	Community Event
	NHCM: Pirates and Patriots	1	48.53	Educational
	NHCM: The Fuller Bird Journals	1	38	Educational
	NHCM: Women's Suffrage in Needham	1	41.6	Educational
Remixed:				

**Accuracy/Error Incidents:** 1/5/21: Possible Livestream issue with School Committee meeting. Audio may not have streamed on website.

1/26/21: Zoom feed failures on Select Board. First 6 minutes of audio absent from stream, computer crash 50 minutes in. Flawed production aired until re-edited Friday, 1/29/21.

Community Channel		Municipal Channel		Education Channel		TNC-HD	
<b>Playback Accuracy(%)</b>	<b>99.91</b>	<b>Playback Accuracy(%)</b>	<b>98.38</b>	<b>Playback Accuracy(%)</b>	<b>99.65</b>	<b>Playback Accuracy(%)</b>	<b>99.80</b>
Scheduled Events	1071	Scheduled Events	247	Scheduled Events	578	Scheduled Events	982
Errors	1	Errors	4	Errors	2	Errors	2

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## Category Breakdown: What types of programs have we had?

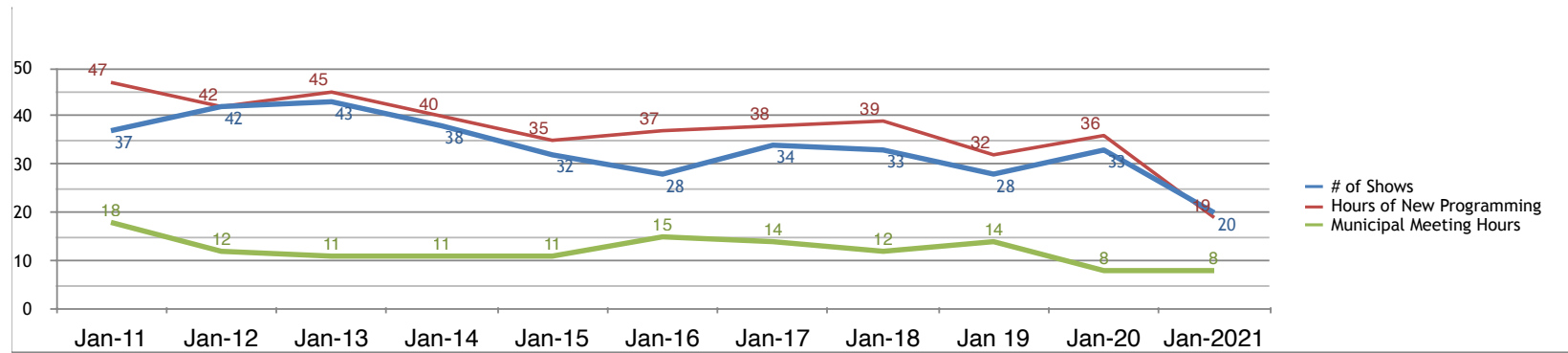
	Religion	Public Svc.	News	Entertainment	Educational	Municipal	Business	Sports	Comm. Event	Public Affairs	Other
Current Series	3	0	4	0	0	6	0	2	0	0	0
Current Specials					3				1	1	
Last 12	46	0	51	4	19	81	1	31	11	18	0
<b>January</b>	<b>3</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>3</b>	<b>6</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>0</b>
February	8	0	4	0	1	5	1	10	0	1	0
March	4	0	4	0	2	9	0	6	0	2	0
April	3	0	5	0	3	10	0	0	2	0	0
May	2	0	4	0	4	6	0	0	0	1	0
June	3	0	4	1	3	7	0	0	3	0	0
July	5	0	5	1	1	4	0	3	2	1	0
August	1	0	4	0	1	10	0	1	0	1	0
September	4	0	4	1	0	8	0	0	0	1	0
October	4	0	5	1	0	5	0	5	0	2	0
November	4	0	3	0	1	6	0	4	3	5	0
December	5	0	5	0	0	5	0	0	0	3	0

# Needham Channel Production Report January 2021

**New Programs over the Past Year:**

Date:	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-2021
Shows:	<b>33</b>	<b>30</b>	<b>27</b>	<b>23</b>	<b>17</b>	<b>21</b>	<b>22</b>	<b>18</b>	<b>18</b>	<b>22</b>	<b>27</b>	<b>18</b>	<b>20</b>
Total Hours	36.14	30.71	32.27	21.14	16.36	21.29	25.01	27.62	20.50	30.16	31.26	20.76	18.77
Municipal Meeting Hours	8.10	7.64	9.68	12.11	10.12	11.60	8.66	19.87	12.89	14.18	12.37	9.33	8.46

Number of New Programs (Year to Date): **20**



**Community Bulletin Board Usage**

Notices Placed Last Month: 0\*

Individuals & Groups Utilizing the CBB

\* Not tracked since bulletin board was changed to reflect cancellations and emergency announcements due to the COVID-19 Pandemic.

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## Social Media Follower Count:

Number	Change	Account
1,249	+18	YouTube
1,000	+15	TNC Twitter (The Needham Channel)
955	-3	NCS Twitter (Needham Channel Sports)
799	+36	Instagram (The Needham Channel)
665	+6	NCN Twitter (Needham Channel News)
531	-1	NCN Facebook (Needham Channel News)
534	+63	TNC Facebook (The Needham Channel)
288	+4	NCS Facebook (Needham Channel Sports)

**Closer Look: Dan Gutekanst Statement on Covid Spike**  
 TNC FB: 12,547 Reach, 556 reactions, 30 shares, 156 comments  
 370 emoji likes (317 like, 14 love, 1 laugh, 23 wow, 15 sad)  
 \*\*\*\*NEW TNC SOCIAL MEDIA RECORD FOR LIKES\*\*\*\*

## YouTube Statistics

Total Views This Month: 7,553  
 Total Views (Lifetime): 1,487,642

### Top 10 (January)

1,322	A Brief History of Radio (2013)
879	Your World, Bringing it Home: Building a Clothesline (2009)
140	NCN: Sports Update - January 14, 2021
135	NCN: Post Office Careers (Jun 2018)
131	NHS Baseball D1 State Champions (2018)
95	NCN: Tour of the Needham Fire Department (Oct 2020)
77	NCN Book Looks: One Second After (2012)
76	NCN: Sports Update - January 21, 2021
65	NCN: Sunita Williams Dedication (2019)
62	NCN: Dr. Gilda Barabino's Priorities (2021)

## Top 11 Social Media Posts

Likes	Re-Tweets	Account	Post
370	30	TNC FB	1/19 SC Video: Dan Gutekanst Statement on Covid Spike
39		Instagram	1/19 SC Video: Dan Gutekanst Statement on Covid Spike
24		Instagram	Kristen new Sports Producer Pic
21		Instagram	Town of Needham PSA: Needham Mask Challenge
10	3	NCS Twitter	Good luck to Chris on new job
7	3	NCS Twitter	NCN Highlights 1/21: Boys Hoops & Girls Hockey
7	3	NCS Twitter	Kristen new Sports Producer Pic
7		Instagram	School Committee 1/19 Agenda Pic
6	2	NCS Twitter	Boys Hockey vs. Walpole Final Score
5		YouTube	NCN Highlights 1/14: Boys Hockey vs. Walpole
5		Instagram	TNC Trivia Reunion Announcement

## Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 553  
 Lifetime Views: Cloudcast/Connect/Archive.org: 134,646

### Top 15 Connect (January)

101	Needham HD Channel Stream
82	Needham School Committee, 1/19/21
17	LWV Forum: Making Needham Senior-Friendly, 2/9/18
17	Town Meeting: Making Your Voice Count (2015)
13	Gun Violence: A Public Health Crisis, 9/27/20
9	Needham LWV: Elected Boards (2015)
8	Celebrating Francis Perkins, 4/8/18
8	Community Conversation on Transgender Equality (2018)
8	Fighting Climate Change on the State Level, 11/10/18
8	LWV Forum: Lawn Alternatives, 9/15/17
8	LWV Forum: Questions 1-3 (2018)
8	METCO: Yesterday. Today. Tomorrow.
8	Needham Civics Bee 2017
8	LWV Friday Forum: 11/21/14
8	Needham School Committee, 1/26/21