

Needham Channel Production Report February 2021

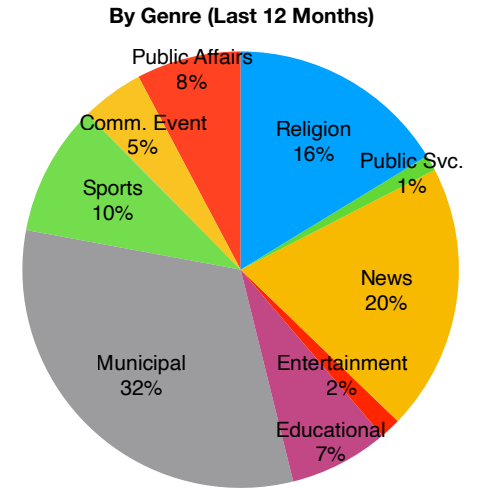
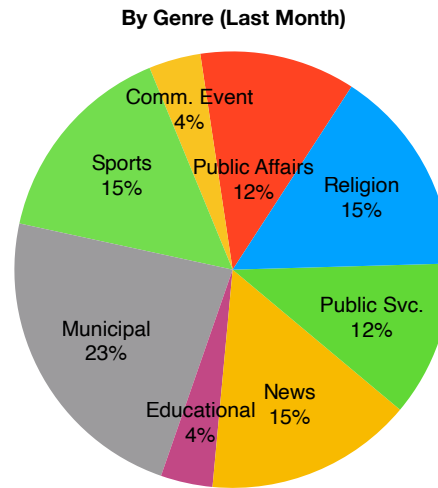
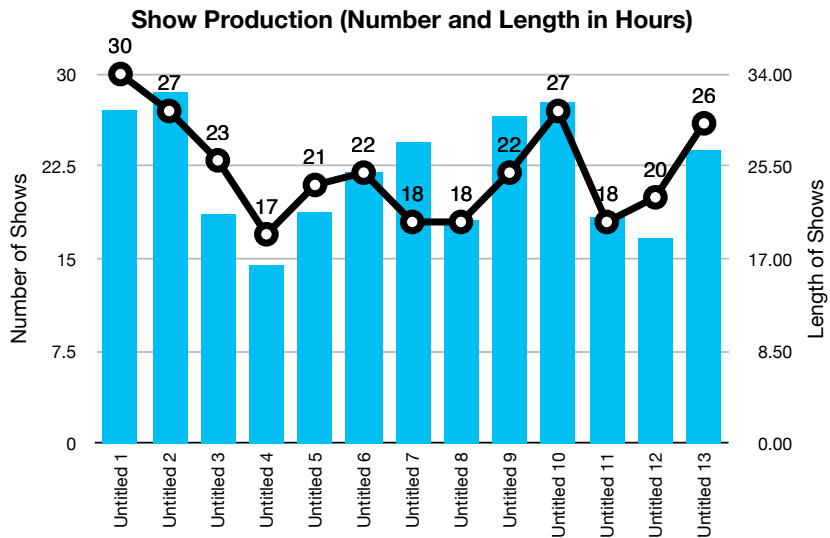
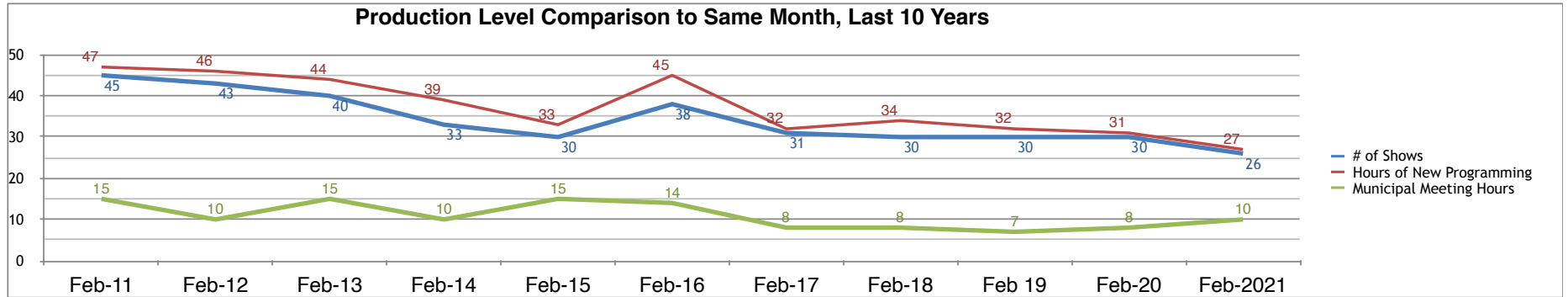
Show Headlines: Community Preservation Public Hearing schedules Hearing to prep for Town Meeting • Writer's Block schedules episode 2 • Equal Justice in Needham proposes TV Series • Spring sports includes LIVE Football coverage in March • Election Specials from LWV and Needham Channel expected mid-month • "Spotlight" returns after three month hiatus

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	56.19	Access Series - Religion
	First Baptist Church	0	90	Access Series - Religion
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	4	66.13	Sports
	Needham School Committee	2	123.72	Municipal Meeting
	Needham School Spotlight	0	30	Access Series - Public Affairs
	Needham Select Board	2	106.93	Municipal Meeting
	Rockets Report	0	30	Sports
	Zoning Board of Appeals	1	33.73	Municipal Meeting
Specials:	Community Report: Representative's Report to the Community, 2/1/21	1	60	Public Affairs
	Enslavement in Needham: Reckoning with a Difficult Past, 2/21/21	1	64.68	Educational
	Forde Award Ceremony 2021	1	24.48	Community Event
	Needham Planning Board, 2/3/21	1	125.02	Municipal Meeting
	Needham Public Schools Open House, 2/25/21	1	63.03	Public Service
	Needham Unite Against Racism Meeting, 1/26/21	1	87.35	Public Affairs
	Supporting Survivors of Domestic Violence	1	56.8	Public Service
	What is it Like to Be a School Committee Member?	1	30	Public Affairs
	NEF Trivia Bee Promotional Spot (Short)	1	0.82	Public Service

Production Pipeline:

Proposal	Pre-Production	In Production	Post- Production	Due:
Moving Forward Together (Eq. Justice in Ndm)	Writer's Block, 3/3	Taylor Project (Derick & Si Si)	VFW Student Essay Contest	March 1
Domestic Violence Short Subject	Girls Volleyball, 3/5	2 NHS Student Projects	Needham School Spotlight	March 15
Pollard Graduation LIVE Coverage - June	NEF Trivia Bee, 3/11	Needham Channel Election Specials (2 shows)	Your Key to Healthy Living (outside series)	March
Hybrid Municipal Mtg Coverage in Powers Hall	LWV Candidate Nights (3/22 & 3/24)		Agnes Paglia (outside series - 3 shows)	April
	Community Preservation Committee, 3/17			

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Accuracy/Error Incidents:

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	100.00	Playback Accuracy(%)	100.00	Playback Accuracy(%)	99.78	Playback Accuracy(%)	99.63
Scheduled Events	980	Scheduled Events	437	Scheduled Events	456	Scheduled Events	815
Errors	0	Errors	0	Errors	1	Errors	3

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Social Media Follower Count:

Number	Change	Account
1,271	+22	YouTube
1,009	+9	TNC Twitter (The Needham Channel)
952	-3	NCS Twitter (Needham Channel Sports)
815	+16	Instagram (The Needham Channel)
664	-1	NCN Twitter (Needham Channel News)
540	+6	TNC Facebook (The Needham Channel)
530	-1	NCN Facebook (Needham Channel News)
291	+3	NCS Facebook (Needham Channel Sports)

Closer Look: NEF Trivia Bee Promo w/Mike Riley:

2 video posts on TNC Facebook & Instagram:

2,520 impressions, 60 likes, 11 shares

****Program to air on TNC in April****

YouTube Statistics

Total Views This Month: 6,912

Total Views (Lifetime): 1,494,554

Top 10 (February)

1,270	A Brief History of Radio (2013)
962	Your World, Bringing it Home: Building a Clothesline (2009)
206	NCN: Needham Public Health Vaccine Clinics (2/14/21)
137	NHS Baseball D1 State Champions (2018)
132	NCN: Post Office Careers (Jun 2018)
86	NCN Book Looks: One Second After (2012)
80	NCN: Tour of the Needham Fire Department (Oct 2020)
68	NCN: Sunita Williams Dedication (2019)
64	Language of Business: International Communications (2016)
58	NCN: Boys Basketball vs. Newton North, 2/14/14

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
39	11	TNC FB	NEF Trivia Bee Promo With Mike Riley
21		Instagram	NEF Trivia Bee Promo With Mike Riley
21		Instagram	Mike & Kristen Announcing from different rooms
10		Instagram	TNC Trivia Reunion Draft Board
9		Instagram	Denise Garlick Community Report Graphic
6	1	NCS Twitter	Boys Hockey vs Newton North 2 goals video
6		NCS Twitter	Girls Hockey vs. Milton pregame pic
5	3	NCN FB	NCN PKG: VFW Essay Contest
5		Instagram	Planning Board Setup in Control Room Pic
4	1	NCS Twitter	Girls Hockey vs. Milton: Maddie Ledbury Goal Video

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 409

Lifetime Views: Cloudcast/Connect/Archive.org: 134,646

Top 14 Connect (February)

50	Needham HD Channel Stream
47	Needham Planning Board, 2/3/21
12	Gun Violence: A Public Health Crisis, 9/27/20
11	Thanksgiving Football, 11/22/18
10	Celebrating Francis Perkins, 4/8/18
9	Exploring 21st Century Voting, 1/24/18
9	Stopping the Hate, 12/2/17
9	Forde Award Ceremony 2021
8	LWV Forum, 2/12/16
7	Needham School Houses: Harris School
7	Immigration Detainers and the Safe Communities Act (10/22/17)
7	LWV: Money in Politics 2015
7	Needham Civics Bee 2017
7	Town Meeting: Making Your Voice Count (2015)