

Needham Channel Production Report

March 2021

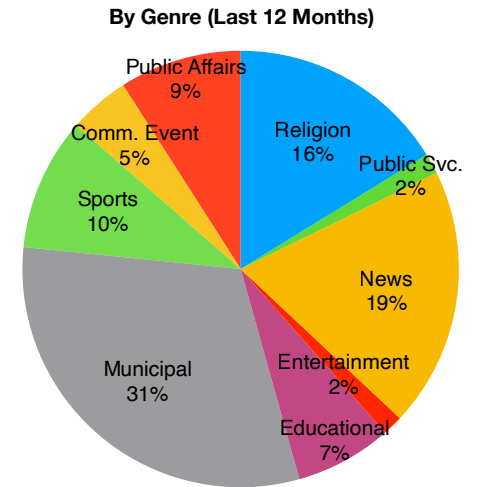
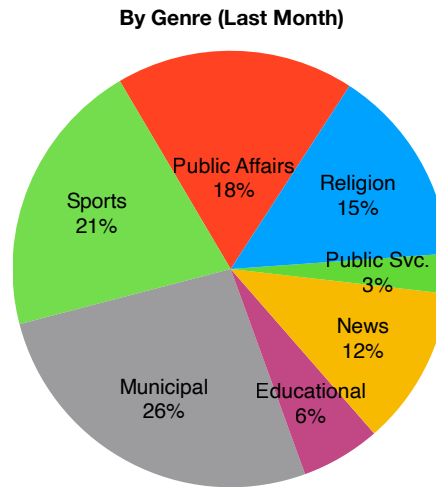
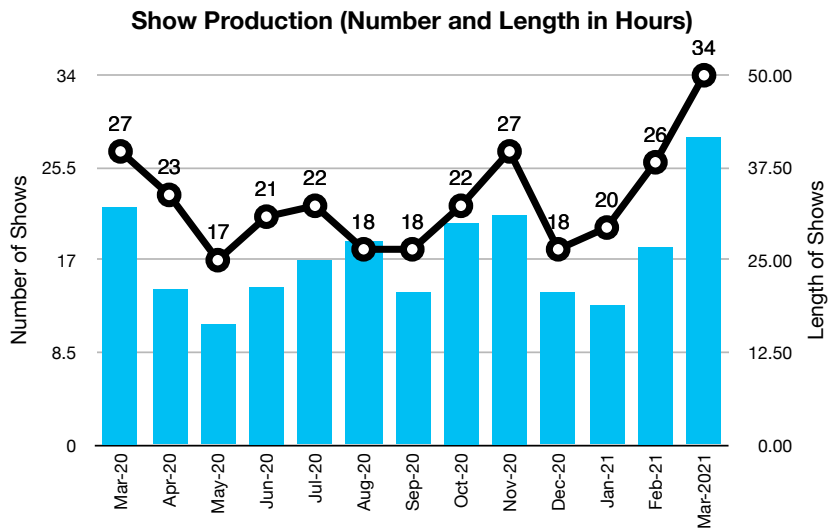
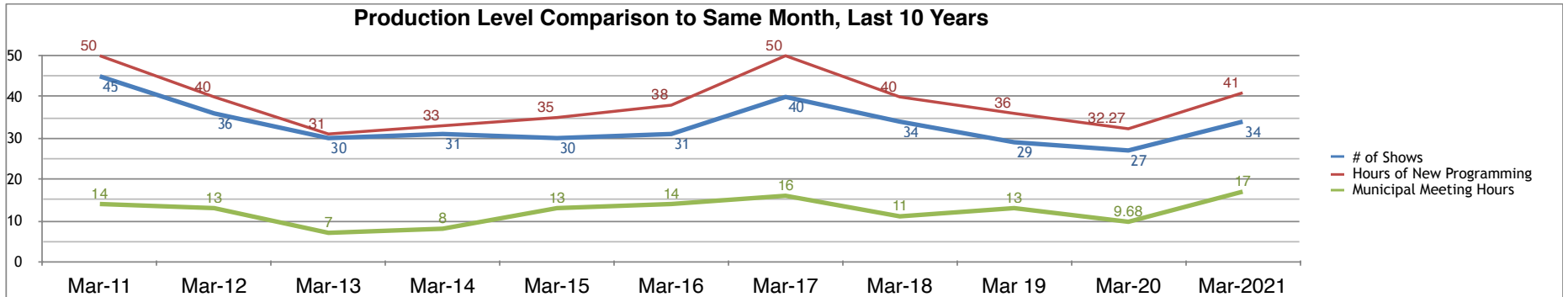
Show Headlines: Voter Specials highlight Town Election Races • Football coverage introduces LIVE sports to TNC, brings back volunteers • Activity up as April 1st set for 4 debuts
Girls Volleyball domination nets TNC engagement • Planning underway for Town Meeting/Spring Sports • 2 new outside series from Norfolk County: Sheriff's Department - Registry of Deeds

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	5	57.56	Access Series - Religion
	First Baptist Church	0	90	Access Series - Religion
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	7	93.50	Sports
	Needham School Committee	3	125.92	Municipal Meeting
	Needham School Spotlight	1	30	Access Series - Public Affairs
	Needham Select Board	3	91.37	Municipal Meeting
	Rockets Report	0	30	Sports
	Zoning Board of Appeals	1	83.48	Municipal Meeting
Specials:	2020 VFW Student Essay Contest	1	30	Educational
	At My Neighbor's Table: Segregation in our Schools, 3/30/21	1	58.63	Public Affairs
	Community Preservation Act Committee Public Hearing, 3/17/21	1	181.43	Municipal Meeting
	LWV Candidates' Forum, 3/24/21	1	97.95	Public Affairs
	LWV Meet the Candidates Forum, 3/22/21	1	34.83	Public Affairs
	Needham's Choice of 2021: The School Committee	1	30.7	Public Affairs
	Needham's Choice of 2021: The Select Board	1	42.32	Public Affairs
	Needham Planning Board, 3/16/21	1	127.37	Municipal Meeting
	NHCM - Fireworks! Illuminations! Cheers!	1	49.32	Educational
	Recycle Better (short)	1	3.08	Public Service

Production Pipeline:

Proposal	Pre-Production	In Production	Post- Production	Due:
Moving Forward Together (Eq. Justice in Ndm)	Writer's Block - Late April	Girls Volleyball - 5 games in Mar, 1 in Apr	Writer's Block Ep 2/NEF Trivia Bee	April 1
Domestic Violence Short Subject	Spring Sports - May/June	LIVE Football - 3 games in Mar, 2 in Apr	Community Council Anniversary	April 5
Pollard Graduation LIVE Coverage - June	Town Meeting - Begins May 1	Taylor Project (Derick & Si Si)	Your Key to Healthy Living (outside series)	April
Hybrid Municipal Mtg Coverage in Powers Hall		2 HS Student Projects	Agnes Paglia: 3 shows	April
Good Deeds/In the Know (outside series)			Equal Justice Needham Policing Event	April

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Accuracy/Error Incidents:

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	99.90	Playback Accuracy(%)	100.00	Playback Accuracy(%)	100.00	Playback Accuracy(%)	99.88
Scheduled Events	1016	Scheduled Events	441	Scheduled Events	558	Scheduled Events	840
Errors	1	Errors	0	Errors	0	Errors	1

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Social Media Follower Count:

Number	Change	Account
1,296	+25	YouTube
1,023	+14	TNC Twitter (The Needham Channel)
952	—	NCS Twitter (Needham Channel Sports)
854	+39	Instagram (The Needham Channel)
667	+3	NCN Twitter (Needham Channel News)
552	+12	TNC Facebook (The Needham Channel)
531	+1	NCN Facebook (Needham Channel News)
296	+5	NCS Facebook (Needham Channel Sports)

Closer Look: Voting PSAs on TNC Facebook

5 video posts: 102 likes, 74 shares, 6,563 impressions

Avg per post: 20.4 likes, 14.8 shares, 1,312.6 impressions

Extra: Instagram 3/21 - 21 posts, 271 likes (12.9 likes per post)

YouTube Statistics

Total Views This Month: 9,824

Total Views (Lifetime): 1,504,376

Top 10 (March)

2,010	Your World, Bringing it Home: Building a Clothesline (2009)
916	A Brief History of Radio (2013)
532	Recycle Better (2021)
142	2021 Needham School Committee Candidate Elizabeth Lee
129	2021 Needham School Committee Candidate Rebecca Waber
121	Needham Principals Share Challenges of Returning Students to the Classroom
119	NHS Baseball D1 State Champions (2018)
115	2021 Needham School Committee Candidate Michael O'Brien
98	NCN Book Looks: One Second After (2012)
94	Needham Rape Aggression Defense System Class (2013)

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
35		Instagram	Sun pic atop the hill for Needham-Wellesley Football
34	8	TNC FB	School Committee Candidates YouTube Playlist
32	19	TNC FB	Voting PSA Video: MLK
31		Instagram	Football Warmup pic vs. Wellesley
28	26	TNC FB	Voting PSA Video: Get to Know the Candidates
26		Instagram	Superintendent's Timeline Pic for Reopening
21		Instagram	Football vs. Wellesley Highlights Video
20		Instagram	Football vs. Brookline Highlights Video
20		Instagram	Football Warmup pic vs. Brookline
19	16	TNC FB	Voting PSA Video: Participate

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 616

Lifetime Views: Cloudcast/Connect/Archive.org: 142,130

Top 13 Connect (March)

213	Needham HD Channel Stream
42	School Committee Workshop, 3/9/21
31	Thanksgiving Football, 11/22/18
27	2020 VFW Student Essay Contest
17	LWV Select Board and School Committee Candidates Forum, 3/24/21
11	Beautiful and Bizarre: William Baker's Ridge Hill Farms
11	LWV Meet the Candidates, 3/22/21
10	LWV Civics Bee 2018
9	Needham High School Graduation, 6/4/18
8	LWV: Lawn Alternatives, 9/15/17
8	Pollard Closing Ceremony: June 18, 2018
8	Needham Wellesley Football: Three Decades of Turkey Day TV (2017)
8	Town Meeting: Making Your Voice Count (2015)