

Needham Channel Production Report

April 2021

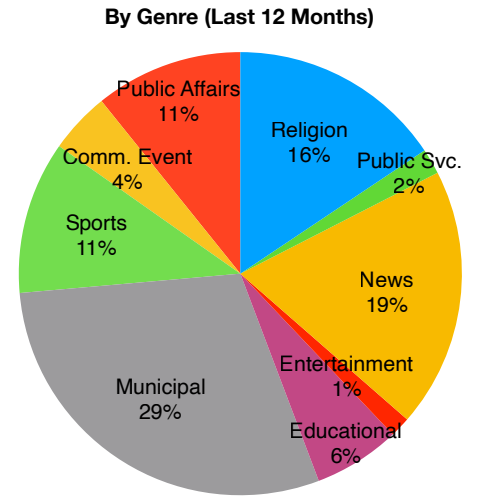
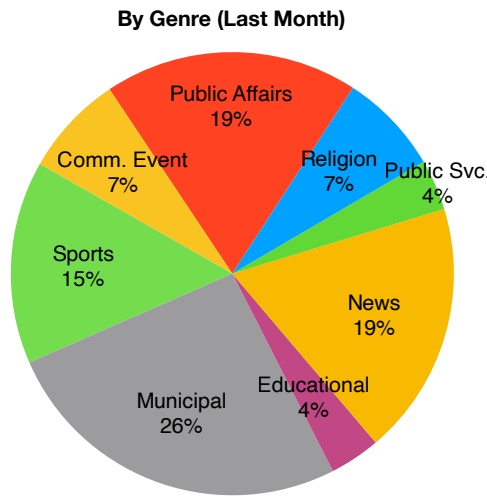
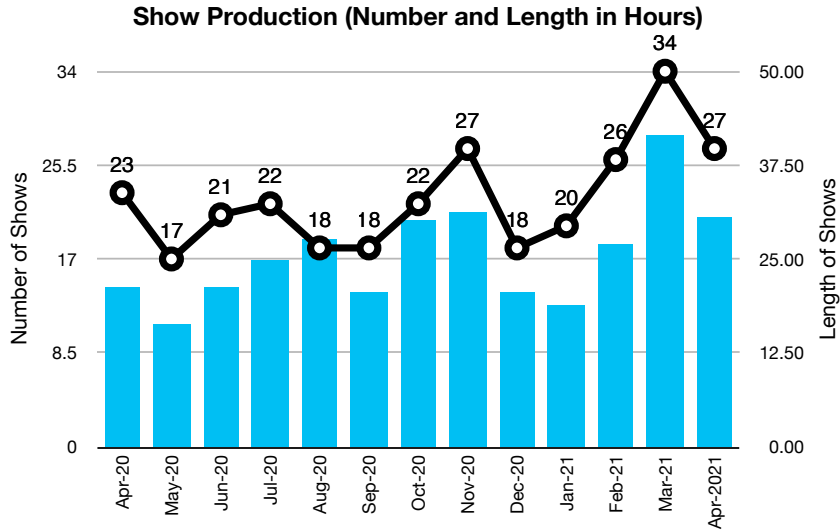
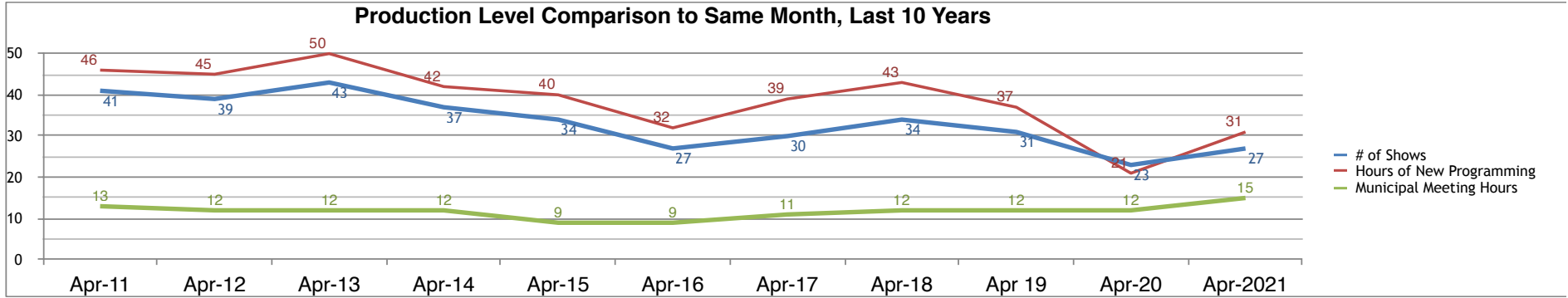
Show Headlines: Thursday Premiere Nights stack new shows on 1st, 15th, 22nd, 29th • Live Sports coverage spikes Live Stream • Equal Justice in Needham shares series & forum • Marathon Muni Meeting Draws Viewers Post-Election • Writer's Block Puts New Episode on the Books • The Original Anchor-Man Returns as Arnold Goldstein Comes Back to NCN May 6th

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	2	60.13	Access Series - Religion
	First Baptist Church	0	90	Access Series - Religion
	Moving Forward Together	1	28.52	Access Series - Public Affairs
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	4	99.51	Sports
	Needham School Committee	2	133.6	Municipal Meeting
	Needham School Spotlight	1	30	Access Series - Public Affairs
	Needham Select Board	3	177.6	Municipal Meeting
	Rockets Report	0	30	Sports
	The Writer's Block	1	27.45	Educational
	Zoning Board of Appeals	1	23.6	Municipal Meeting
Specials:	2021 Election Get Out The Vote PSA Series (shorts)	1	6.35	Public Affairs
	2021 Election Results (short)	1	5.33	Public Affairs
	2021 NEF Trivia Night, March 2021	1	51.97	Community Event
	DVAC REACH Event (short)	1	11.4	Public Service
	Equal Justice in Needham - Race and Policing Forum, 3/18/21	1	78.87	Access - Public Affairs
	Needham Community Council Anniversary	1	26.63	Community Event
	Needham Unite Against Racism Initiative, 4/12/21	1	80.77	Municipal Meeting

Production Pipeline:

Proposal	Pre-Production	In Production	Post- Production	Due:
NHS Commencement Ceremony - LIVE	Town Meeting (5/1/21)	Moving Forward Together - Episode 3	Moving Forward Together Episode 2	May 6
Pollard Closing Ceremony - LIVE	Area Immigration Task Force Forum (5/10/21)	2 NHS Student Projects	Taylor Documentary Project	May
Hybrid Muni Meetings at Powers Hall	Spring Sports Coverage (May/June)	Mike Levin's Cooking Shorts	Writer's Block, Episode 3	May
	Writer's Block, Episode 4			
	Memorial Day Ceremony (5/31/21)			

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Accuracy/Error Incidents:

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	98.89	Playback Accuracy(%)	99.45	Playback Accuracy(%)	99.41	Playback Accuracy(%)	98.69
Scheduled Events	992	Scheduled Events	366	Scheduled Events	506	Scheduled Events	765
Errors	11	Errors	2	Errors	3	Errors	10

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Social Media Follower Count:

Number	Change	Account
1,317	+21	YouTube
1,024	+1	TNC Twitter (The Needham Channel)
958	+6	NCS Twitter (Needham Channel Sports)
867	+13	Instagram (The Needham Channel)
669	+2	NCN Twitter (Needham Channel News)
564	+14	TNC Facebook (The Needham Channel)
533	+2	NCN Facebook (Needham Channel News)
301	+5	NCS Facebook (Needham Channel Sports)

Top 11 Social Media Posts

Likes	Re-Tweets	Account	Post
59	35	TNC FB	Voting PSA Video: "Less Than a Week Away"
46		Instagram	Girls Volleyball vs. Milton: Huddle Pic
41	19	TNC FB	Voting PSA Video: "Thank You For Voting"
34	23	TNC FB	Voting PSA Video: "Tiles"
26	19	TNC FB	Voting PSA Video: "Just Over a Week Away"
24	17	TNC FB	Voting PSA Video: "Family Voting"
21		Instagram	Football vs. Milton: Pregame Pic
17		Instagram	April 1st Debut Block Banner
17		Instagram	Girls Volleyball vs. Milton: Pregame Pic
15		Instagram	Voting PSA Video: "Less Than a Week Away"
15		Instagram	Voting PSA Video: "Thank You For Voting"

Closer Look: Voting PSAs in April (TNC FB, Insta & Twitter)

15 video posts: 243 likes/reactions, 146 shares/retweets, 11,500 impressions

Avg per post: 16.2 likes, 9.73 shares, 766.67 impressions

5 FB Posts: 184 likes (36.8 avg), 113 shares (22.6 avg), 8,375 imp (1,675 avg)

YouTube Statistics

Total Views This Month: 10,116

Total Views (Lifetime): 1,514,492

Top 10 (April)

2,429	Your World, Bringing it Home: Building a Clothesline (2009)
993	A Brief History of Radio (2013)
337	The Language of Business: International Communications (2016)
174	2021 Needham Select Board Candidate Marcus Nelson
149	NHS Baseball D1 State Champions (2018)
148	2021 Needham Select Board Candidate Lakshmi Balachandra
139	2021 Needham Select Board Candidate Moe Handel
134	2021 Needham School Committee Candidate Elizabeth Lee
132	2021 Needham Select Board Candidate Serge Zdanovich
113	2021 Needham School Committee Candidate Rebecca Waber

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 532

Lifetime Views: Cloudcast/Connect/Archive.org: 145,687

Top 10 Connect (April)

256	Needham HD Channel Stream
31	Needham Select Board, 4/14/21
30	LWV Select Board and School Committee Candidates Forum, 3/24/21
30	Needham School Committee, 4/6/21
15	Thanksgiving Football, 11/22/18
11	METCO: Yesterday. Today. Tomorrow. (2018)
9	Needham High School Graduation, 6/4/18
9	Pollard Closing Ceremony: June 18, 2018
7	Needham Independence Day Fireworks (2017)
7	Needham School Houses: Avery School