

# Needham Channel Production Report

## May 2021

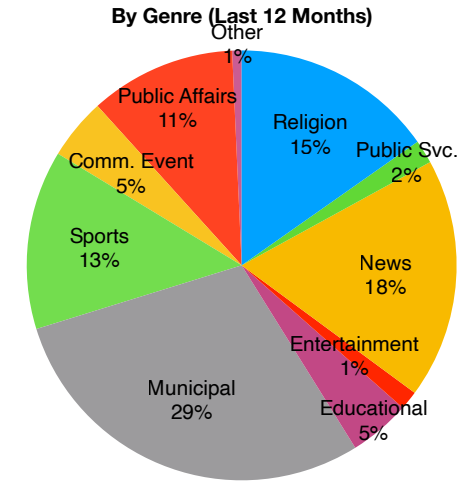
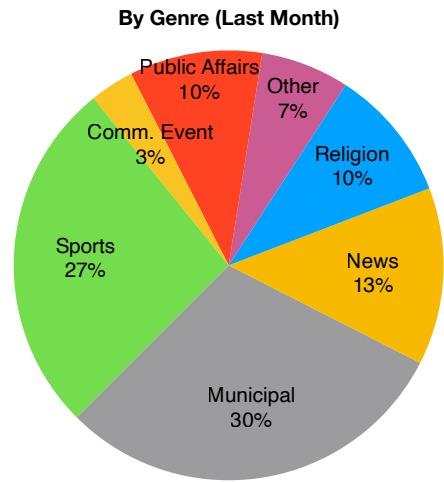
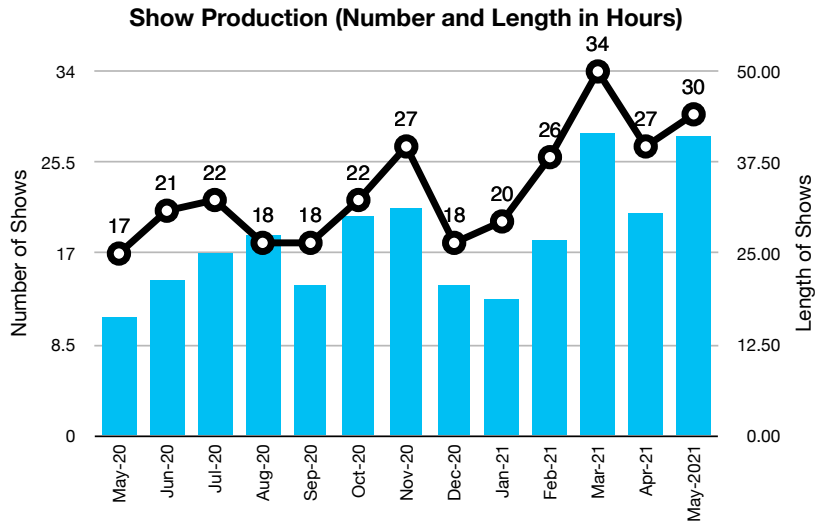
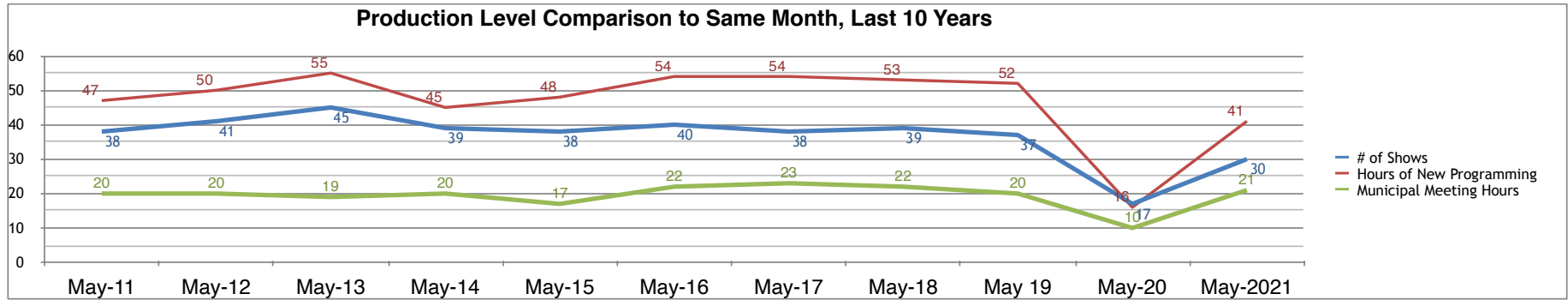
**Show Headlines:**    New 'Kay & Clark' Documentary Debuts • Memorial Park Town Meeting Coverage Successful • Writer's Block Ep. 3 Set for June • Shuffle at 'Your Key' May Turn Series In-House with New Host • LIVE Boys Volleyball Coverage Just Out of Bounds • Hybrid Meetings to Start, But When? • Graduation Coverage Keeps Staff Guessing in June • TNC Starts to Reopen

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	3	59.03	Access Series - Religion
	First Baptist Church	0	90	Access Series - Religion
	Moving Forward Together	2	29.39	Access Series - Public Affairs
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	8	91.99	Sports
	Needham School Committee	2	124.46	Municipal Meeting
	Needham School Spotlight	0	30	Access Series - Public Affairs
	Needham Select Board	3	117.05	Municipal Meeting
	Rockets Report	0	30	Sports
	The Writer's Block	0	30	Educational
Zoning Board of Appeals	1	41.62	Municipal Meeting	
Specials:	Because They Said "Yes" Trailer, (Short)	1	0.68	Other
	Kay and Clark: Because They Said "Yes"	1	42.18	Other
	Immigration and the New Administration, 5/10/21	1	63.35	Public Affairs
	Memorial Day 2021	1	20.87	Community Event
	Town Meeting	3	200.22	Municipal Meeting

**Production Pipeline:**

Proposal	Pre-Production	In Production	Post- Production	Due:
Writer's Block Ep 4	Hybrid Municipal Mtg Coverage in Powers Hall	Moving Forward Together - June Ep	Agnes Paglia - 2 more shows	June/July
Your Key to Healthy Living (moving in-house?)	LIVE HS Graduation Coverage - Early June	Mike's Cooking Shorts	Writer's Block Ep 3	June
Rockets Classics/Legion Baseball - Summer	LIVE Pollard Graduation Coverage - June 17	Select Board, 6/8	HS Student Docs	June/July
4th of July Parade Live Coverage	Spring Sports Playoffs in June		Chalk It Up	June
			The Food Project (short)	June

# Needham Channel Production Report May 2021



**Accuracy/Error Incidents:**

Community Channel		Municipal Channel		Education Channel		TNC-HD	
<b>Playback Accuracy(%)</b>	<b>99.24</b>	<b>Playback Accuracy(%)</b>	<b>98.85</b>	<b>Playback Accuracy(%)</b>	<b>98.14</b>	<b>Playback Accuracy(%)</b>	<b>99.09</b>
Scheduled Events	924	Scheduled Events	261	Scheduled Events	376	Scheduled Events	660
Errors	7	Errors	3	Errors	7	Errors	6

# Needham Channel Production Report

## May 2021

### Social Media Follower Count:

Number	Change	Account
1,337	+20	YouTube
1,023	-1	TNC Twitter (The Needham Channel)
959	+1	NCS Twitter (Needham Channel Sports)
881	+14	Instagram (The Needham Channel)
668	-1	NCN Twitter (Needham Channel News)
560	-4	TNC Facebook (The Needham Channel)
533	—	NCN Facebook (Needham Channel News)
302	+1	NCS Facebook (Needham Channel Sports)

### Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
24		Instagram	Marc & Murphy, the new TNC Mascot, pics
17		Instagram	Boys Lax 5/25 Pic: Cameras & Announcers
16		Instagram	Baseball 5/7 Pic: Cloudy Skies
14		Instagram	Arnie Back on NCN Pics
11		Instagram	Annual Town Meeting Pics
11		Instagram	Boys Lax 5/25 Warmup Pic
11		TNC FB	Marc & Murphy, the new TNC Mascot, pics
10		Instagram	Girls Lax 5/18 Warmup Pic
10		Instagram	Softball 5/10 Warmup Video
9		Instagram	Baseball/Girls Lax 5/7 Warmup Pics

**Closer Look: Instagram Posts in May**  
 17 total posts, 167 likes, 3,617 reach  
 Avg per post: 9.8 likes, 216 impressions

### YouTube Statistics

Total Views This Month: 8,158

Total Views (Lifetime): 1,522,650

#### Top 10 (May)

2,270	Your World, Bringing it Home: Building a Clothesline (2009)
925	A Brief History of Radio (2013)
162	NHS Baseball D1 State Champions (2018)
133	NCN: Bringing Art to Outdoor Dining (4/30/21)
104	NCN: Boys Volleyball Preview 2021 (5/7/21)
97	NCN: Highway Commercial 1 District Rezoning (4/23/21)
76	NCN: 2021 Spring Season Update (5/7/21)
75	NCN: Post Office Careers (6/22/18)
73	NCN: Mental Health First Aid (4/30/21)
73	NCN: Book Looks - One Second After (11/9/12)

### Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 322

Lifetime Views: Cloudcast/Connect/Archive.org: 148,393

#### Top 11 Connect (May)

157	Needham HD Channel Stream
8	Town Meeting: Making Your Voice Count (2015)
8	Celebrating Frances Perkins - 4/8/18
6	Needham LWV: Elected Boards (2015)
6	Beautiful and Bizarre: William Baker's Ridge Hill Farms (2016)
6	METCO: Yesterday. Today. Tomorrow. (2018)
6	Special Town Meeting, 5/1/21 part 2
6	NEF Trivia Bee, March 2021
5	Needham High School Graduation, 6/4/18
5	Needham School Houses: Avery School
5	Thanksgiving Football, 11/22/18