

Needham Channel Production Report

June 2021

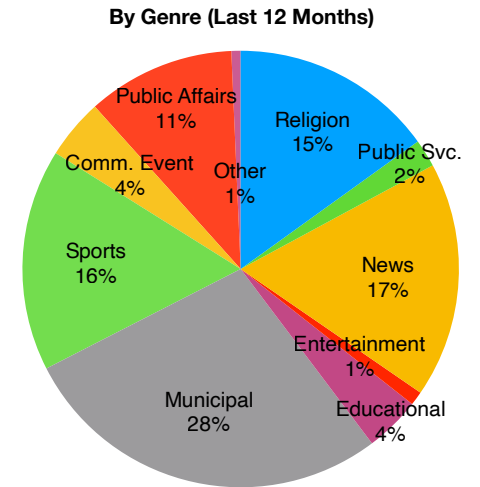
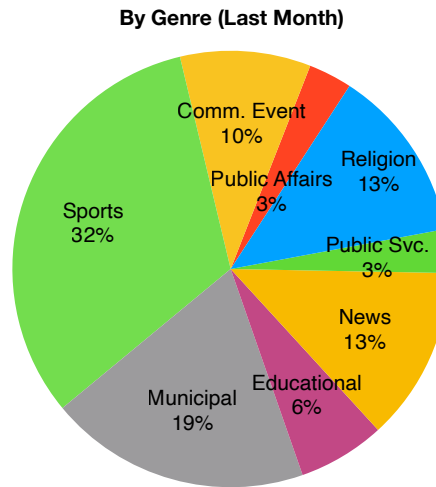
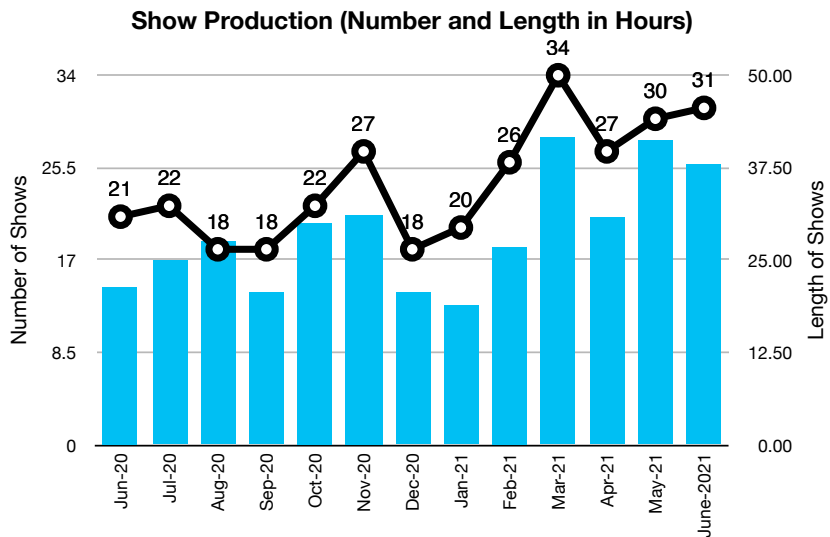
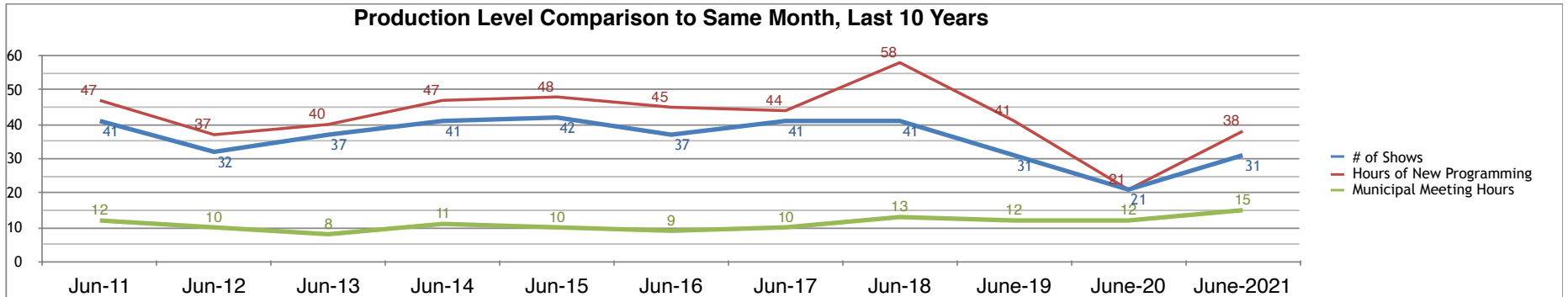
Show Headlines: NHS Graduation Ceremony tops June streaming events • Production difficulties plague live Zoning Board & Planning Board meetings • Sports production represents June shows, Boys Volleyball dominates • Planning the first live broadcast of July 4th Parade in over a decade • Docs Close To Out School Year 2021 • Possible In-Studio Spotlight this Summer

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	56.66	Access Series - Religion
	First Baptist Church	0	90	Access Series - Religion
	Moving Forward Together	0	29.39	Access Series - Public Affairs
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	10	76.89	Sports
	Needham School Committee	2	144.57	Municipal Meeting
	Needham School Spotlight	0	30	Access Series - Public Affairs
	Needham Select Board	2	109.8	Municipal Meeting
	Rockets Report	0	30	Sports
	The Writer's Block	1	28.85	Educational
	Zoning Board of Appeals	1	126.93	Municipal Meeting
Specials:	Chalk it Up 2021	1	20.78	Educational
	Food Project 2021 (Short)	1	14.25	Public Service
	Needham Planning Board, 6/29/21	1	240	Municipal Meeting
	Needham Public Communications Forum, 6/30/21	1	50.18	Public Affairs
	NHS Senior Car Parade 2021, 6/5/21	1	22.6	Community Event
	NHS Graduation Ceremony, 6/6/21	1	100.73	Community Event
	NHS Senior Award Ceremony, 6/3/21	1	41.6	Community Event

Production Pipeline:

Proposal	Pre-Production	In Production	Post- Production	Due:
Rockets Report - Boys Volleyball	July 4th Parade - LIVE	Boys Volleyball - Hosting State Final 7/2	HS Student Doc Previews	July 1
Your Key to Healthy Living (moving in-house?)	Rockets Classics	Mike's Cooking Shorts	Moving Forward Together - July Ep	July
Needham School Spotlight - In Studio?	Legion Baseball		Agnes Paglia - 1 more show	Mid July
Municipal Meetings in Select Board Chamber	Select Board/Planning Board - 7/20		Writer's Block Ep 4	Late July
	Writer's Block Ep 5		HS Student Docs	July/August

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Accuracy/Error Incidents:

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	100.00	Playback Accuracy(%)	99.04	Playback Accuracy(%)	100.00	Playback Accuracy(%)	99.64
Scheduled Events	1014	Scheduled Events	415	Scheduled Events	486	Scheduled Events	831
Errors	0	Errors	4	Errors	0	Errors	3

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Social Media Follower Count:

Number	Change	Account
1,362	+25	YouTube
1,040	+17	TNC Twitter (The Needham Channel)
964	+5	NCS Twitter (Needham Channel Sports)
902	+21	Instagram (The Needham Channel)
670	+2	NCN Twitter (Needham Channel News)
568	+8	TNC Facebook (The Needham Channel)
532	-1	NCN Facebook (Needham Channel News)
305	+3	NCS Facebook (Needham Channel Sports)

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
74		Instagram	NHS Graduation Car Parade: Videos Part 2
69		Instagram	NHS Graduation: Live Coverage Pics
54	3	TNC FB	NHS Graduation Car Parade: Highlights Video
50		Instagram	NHS Graduation: Processional Videos & Pics
47		Instagram	NHS Graduation: Officer Rocket Pics
40		Instagram	Boys Volleyball: Section Champs Pics
36		Instagram	NHS Graduation Car Parade: Videos Part 1
36		Instagram	NHS Graduation Car Parade: Videos Part 3
29		Instagram	NHS Graduation: Wrap Up Pics
28		Instagram	Select Board 6/22: Marcus & Lakshmi

Closer Look: [This June, the TNC Instagram page was on fire!](#)
 There were 23 total posts, receiving 575 likes and leaving 8,274 impressions.
 That's an average of 25 likes and 359.74 impressions per post. If you only include the 7 posts during the Graduation & Car Parade, that's 312 likes, an avg of 44.5!

YouTube Statistics

Total Views This Month: 7,719
 Total Views (Lifetime): 1,530,369

Top 10 (June)

2,082	Your World, Bringing it Home: Building a Clothesline (2009)
436	A Brief History of Radio (2013)
290	NCN: Needham High School Graduation 2021
191	NHS Baseball D1 State Champions (2018)
128	NCN: Yesterday's Soldier (6/4/21)
125	NCN: NCC Little Free Library (6/11/21)
119	NCN: Sports Update (6/24/21)
107	NCN: Packathon for Haiti (6/11/21)
90	NCN: NAA Scholarship (6/11/21)
86	NCN: Sports Update (6/4/21)

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 786
 Lifetime Views: Cloudcast/Connect/Archive.org: 148,393

Top 11 Connect (June)

316	Needham HD Channel Stream
65	2021 Senior Car Parade, 6/5/21
52	2021 High School Graduation, 6/6/21
33	Thanksgiving Football, 11/22/18
32	Kay & Clark: Because They Said Yes
23	2021 Senior Awards Ceremony
21	Town Meeting: Making Your Voice Count (2015)
19	Gun Violence: A Public Health Crisis, 9/27/21
11	Needham School Committee, 5/18/21
10	Needham High School Graduation, 6/4/18
10	Needham High School Graduation, 6/5/20