

Needham Channel Production Report July 2021

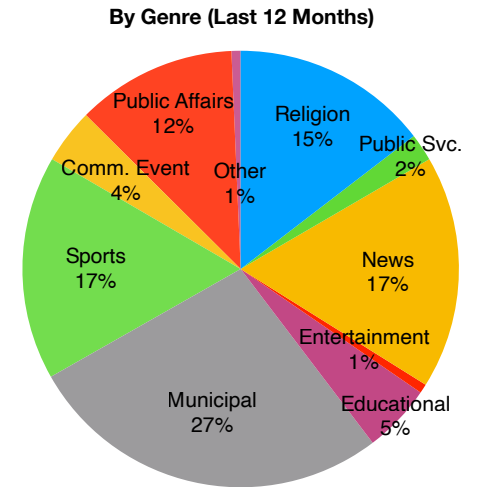
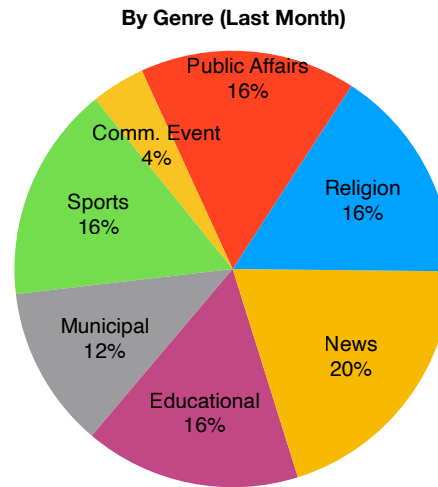
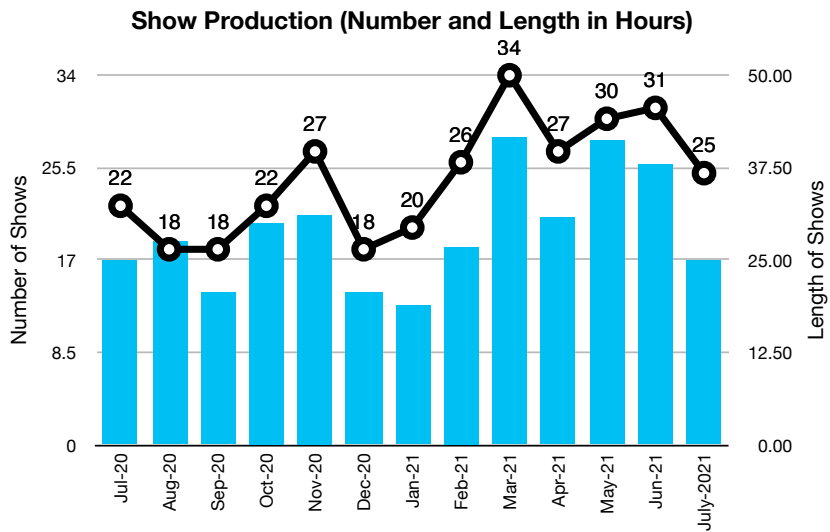
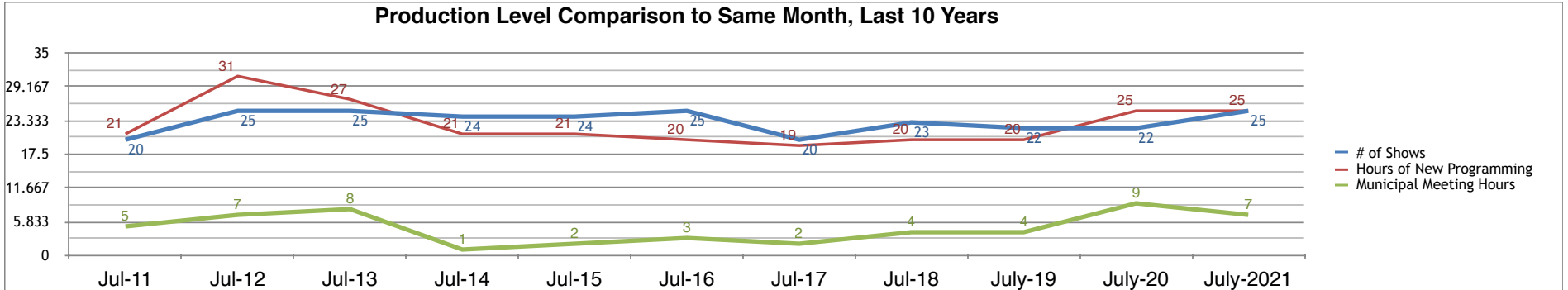
Show Headlines: Needham Independence Day Parade: LIVE and in-person! • Boys Volleyball starts July with state title • 2021 NHS Student Documentaries kick off with 16 total to air by the end of August • “Moving Forward...” cranks out 2 new episodes, plus a short subject piece • New Rockets Classics on Baseball 2018 title run nears completion, scheduled to debut in August

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	58.49	Access Series - Religion
	First Baptist Church	0	90	Access Series - Religion
	Moving Forward Together	2	29.47	Access Series - Public Affairs
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	4	91.4	Sports
	Needham School Committee	0	144.57	Municipal Meeting
	Needham School Spotlight	0	30	Access Series - Public Affairs
	Needham Select Board	1	121.25	Municipal Meeting
	Rockets Report	0	30	Sports
	The Writer's Block	1	29.63	Educational
	Zoning Board of Appeals	1	91.63	Municipal Meeting
Specials:	2021 NHS Student Documentaries	2	53.07	Educational
	EJN: Marvin Henry (Short)	1	6.82	Public Affairs
	Independence Day Parade, 7/5/21	1	65.42	Community Event
	Needham Planning Board, 7/20/21	1	218.03	Municipal Meeting
	NEF Collaborative Initiative (Short)	1	13	Public Affairs
	NHS Student Documentary Previews, 7/1/21	1	40.05	Educational

Production Pipeline:

Proposal	Pre-Production	In Production	Post- Production	Due:
Hybrid Mtg Coverage in Select Board Cmbrs.	Mike's Cooking Shorts - Jewish New Year	Moving Forward Together - Aug Ep	HS Student Docs - Part 3	Aug 5
Your Key to Healthy Living (moving in-house?)	Writer's Block Ep 5	News - "Live to Tape" 8/12	Rockets Classics - Baseball State Title 2018	Aug 12
Needham School Spotlight - In Studio?	Public Information Officer Forum - 8/18	Select Board/Planning Board - 8/17	HS Student Docs - Part 4	Aug 26
Fall Sports - Live Football Home Games?	School Committee Mask Meeting - 8/26	Derick's newest School Houses Shorts	Community Crisis Intervention Short Subject	Sept
			Mike's Cooking Shorts - Veggie Burgers	Late Sept

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Accuracy/Error Incidents:

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	99.82	Playback Accuracy(%)	99.78	Playback Accuracy(%)	99.79	Playback Accuracy(%)	99.88
Scheduled Events	1099	Scheduled Events	453	Scheduled Events	485	Scheduled Events	865
Errors	2	Errors	1	Errors	1	Errors	1

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Social Media Follower Count:

Number	Change	Account
1,376	+14	YouTube
1,049	+9	TNC Twitter (The Needham Channel)
966	+2	NCS Twitter (Needham Channel Sports)
925	+23	Instagram (The Needham Channel)
671	+1	NCN Twitter (Needham Channel News)
573	+5	TNC Facebook (The Needham Channel)
534	+2	NCN Facebook (Needham Channel News)
312	+7	NCS Facebook (Needham Channel Sports)

Closer Look: [Boys Volleyball on Twitter](#)
 In July, the Needham Rockets Boys Volleyball team gave people reasons to check the TNC Sports Twitter feed. We shared 15 posts, resulting in 106 likes and 31,696 impressions. That's an average of 7 likes per post and 2,113 impressions.

Top 12 Social Media Posts

Likes	Re-Tweets	Account	Post
44		Instagram	July 4th Parade: Videos & Pics Part 2
32		Instagram	Needham Carnival: Videos & Pics
29		Instagram	July 4th Parade: Videos & Pics Part 1
25		Instagram	July 4th Parade: Crew Pregame Pic
22	9	NCS Twitter	Boys Volleyball State Title: Nolan Leary Video
21	2	TNC FB	NCN PKG: Grace Kelley Feature
17	7	NCS Twitter	Boys Volleyball State Title: Eli Blumstein Video
17	6	NCS Twitter	Boys Volleyball State Title: Dave Powell Video
14	1	TNC Twitter	July 4th Parade: Hosts Pic
13	2	NCS FB	Boys Volleyball State Title: Highlights PKG
13	2	NCS Twitter	Boys Volleyball State Title: Final Score
13		Instagram	July 4th Parade: Dan Matthews Video

YouTube Statistics

Total Views This Month: 7,632
 Total Views (Lifetime): 1,538,001

Top 10 (July)

1,799	Your World, Bringing it Home: Building a Clothesline (2009)
1,025	NCN: Needham Carnival 2021 Preview (7/16/21)
292	A Brief History of Radio (2013)
174	NCN: Draft Report on Alleged Racial Profiling Incident by Police (3/19/21)
156	NCN: Sports Update (7/8/21)
150	NHS Baseball D1 State Champions (2018)
114	NCN: Grace Kelley's Rockets Career Accomplishments (7/23/21)
111	NCN: Project Pop-up (7/2/21)
98	NCN: Sports Update (7/2/21)
88	NCN: Fourth of July 2021 Preview (7/2/21)

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 258
 Lifetime Views: Cloudcast/Connect/Archive.org: 158831

Top 10 Connect (July)

45	Independence Day Parade 2021
20	Needham HD Channel Stream
10	Town Meeting: Making Your Voice Count (2015)
10	Kay & Clark: Because They Said Yes
9	Big Little Town: The Story of Needham
8	Geen Needham: Greening Your Electricity, 3/2/15
7	METCO: Yesterday. Today. Tomorrow (2018)
7	Needham LWV: Elected Boards (2015)
6	Gun Violence: A Public Health Crisis, 9/27/21
6	Thanksgiving Football, 11/22/18