

Needham Channel Production Report

August 2021

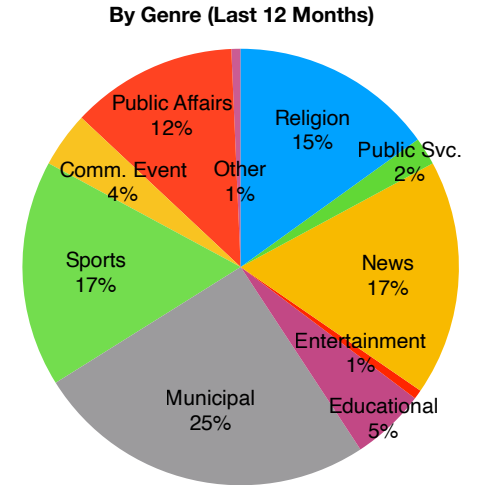
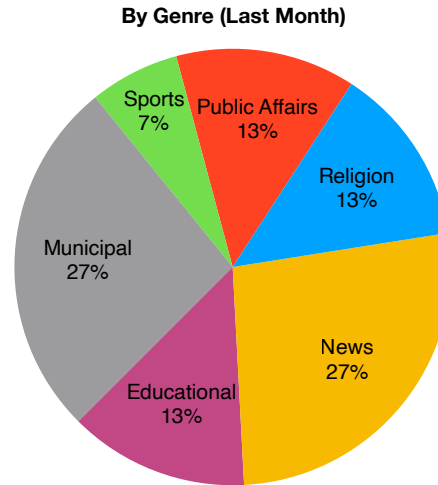
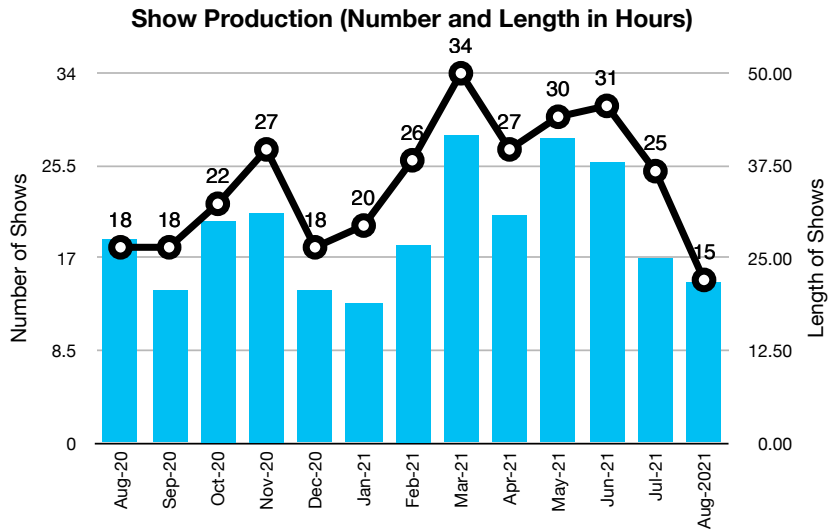
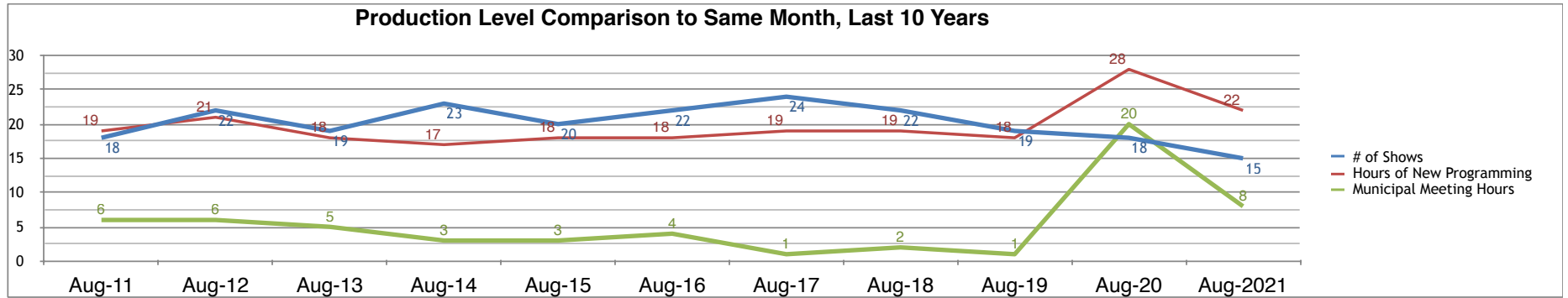
Show Headlines: News begins "Live to Tape" format, with plans for live broadcasts on the horizon • NHS Student Documentaries dominate summer programming, and kick off fall • "Moving Forward Together" continues strong monthly streak with summer episodes • Football games return beginning 9/10 ...LIVE! • September Tuesdays will be epic with Muni Meetings and More!

| Type | Title | # | Avg. Length in Minutes | Category |
|-----------|--|---|------------------------|--------------------------------|
| Series: | Carter Church Service | 2 | 59.89 | Access Series - Religion |
| | First Baptist Church | 0 | 90 | Access Series - Religion |
| | Moving Forward Together | 0 | 30 | Access Series - Public Affairs |
| | Needham Channel News | 4 | 30 | News |
| | Needham Channel Sports/Rockets Classics | 1 | 134.32 | Sports |
| | Needham School Committee | 1 | 132.12 | Municipal Meeting |
| | Needham School Spotlight | 0 | 30 | Access Series - Public Affairs |
| | Needham Select Board | 1 | 268.12 | Municipal Meeting |
| | Rockets Report | 0 | 30 | Sports |
| | The Writer's Block | 0 | 30 | Educational |
| | Zoning Board of Appeals | 1 | 29.07 | Municipal Meeting |
| Specials: | 2021 NHS Student Documentaries | 2 | 157.58 | Educational |
| | Planning Board, 8/17/21 | 1 | 75.83 | Municipal Meeting |
| | Needham Public Schools Family Meeting, 8/23/21 | 1 | 81.38 | Public Affairs |
| | Needham Public Communications Forum, 8/18/21 | 1 | 31.52 | Public Affairs |
| | | | | |

Production Pipeline:

| Proposal | Pre-Production | In Production | Post- Production | Due: |
|---|--|--------------------------------------|---|-----------|
| Writer's Block Ep 5 | Rockets Report - Radley on Revs Unified Team | News - "Live to Tape" | Making Meals with Mike - Taigles | Sept 3 |
| Your Key to Healthy Living (moving in-house?) | Fall Sports - Live Football Home Games 9/10 | Derick's newest School Houses Shorts | Community Crisis Intervention Team - 1 hr | Sept 15 |
| Needham School Spotlight - In Studio? | Public Information Officer Forum - 9/13 | Moving Forward Together - Sept Ep | Rockets Report - Fall Sports after Covid | Late Sept |
| Making Meals with Mike - Pumpkin Spread | Select Board/SC/Constitution Series - 9/114 | | Making Meals with Mike - Veggie Burgers | October |
| | School Comm/Planning Board - 9/21 | | | |

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Accuracy/Error Incidents:

| Community Channel | | Municipal Channel | | Education Channel | | TNC-HD | |
|-----------------------------|--------------|-----------------------------|---------------|-----------------------------|---------------|-----------------------------|--------------|
| Playback Accuracy(%) | 99.91 | Playback Accuracy(%) | 100.00 | Playback Accuracy(%) | 100.00 | Playback Accuracy(%) | 99.52 |
| Scheduled Events | 1086 | Scheduled Events | 446 | Scheduled Events | 405 | Scheduled Events | 831 |
| Errors | 1 | Errors | 0 | Errors | 0 | Errors | 4 |

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Social Media Follower Count:

| Number | Change | Account |
|--------|--------|---------------------------------------|
| 1,396 | +20 | YouTube |
| 1,052 | +3 | TNC Twitter (The Needham Channel) |
| 970 | +4 | NCS Twitter (Needham Channel Sports) |
| 932 | +7 | Instagram (The Needham Channel) |
| 675 | +4 | NCN Twitter (Needham Channel News) |
| 577 | +4 | TNC Facebook (The Needham Channel) |
| 540 | +6 | NCN Facebook (Needham Channel News) |
| 321 | +9 | NCS Facebook (Needham Channel Sports) |

Closer Look: Football Media Day - 6 posts on FB/Twitter
 As per usual, this annual event triggered good movement in August:
 69 likes, 3,918 impressions (Avg 11.5 likes, 653 impressions per post)
 Also, the top 6 posts on TNC & NCN Facebook pulled in some big numbers:
 6 posts: 43 likes, 8,440 impressions (Avg 11.83 likes, 1,406 impressions per post)
 The TNC FB post updating the 8/17 Planning Board alone had 3k impressions!

YouTube Statistics

Total Views This Month: 7,323

Total Views (Lifetime): 1,545,317

Top 10 (August)

| | |
|-------|---|
| 1,704 | Your World, Bringing it Home: Building a Clothesline (2009) |
| 664 | A Brief History of Radio (2013) |
| 197 | NCN: Storytime Crafts (8/2/21) |
| 144 | Your World, Bringing it Home: Crabapple Jelly (2009) |
| 122 | 2021 Football Season Preview (8/27/21) |
| 110 | NCN: Stop Soldier Suicide (4/30/21) |
| 100 | NCN: Quiet Zone Petition (8/5/21) |
| 90 | NCN: Foraging Locally (8/13/21) |
| 74 | NCN: NHS Profile of Keith Ford (9/30/16) |
| 74 | NCN: Newton-Needham Regional Chamber Rebranding (8/20/21) |

Top 12 Social Media Posts

| Likes | Re-Tweets | Account | Post |
|-------|-----------|-------------|--|
| 29 | | Instagram | 8/24 Sunny Day Building Pics |
| 24 | | IGTV | Football Media Day Video: Part 1 |
| 17 | 3 | NCN FB | NCN PKG: Quiet Zone Petition |
| 15 | 3 | TNC FB | Select Board 8/17: On Demand |
| 14 | 1 | NCS Twitter | Rockets Classics TZ: Baseball Title 2018 |
| 12 | 1 | TNC FB | Select Board 8/17: Setup Pic |
| 11 | 5 | NCN FB | NCN PKG: Conflict of Interest 1688 Central |
| 11 | | IGTV | Football Media Day Video: Coach Kopsco |
| 9 | 3 | NCS Twitter | Football Media Day Video: Part 1 |
| 9 | 1 | TNC FB | Planning Board 9/17: Update w/Pic |
| 9 | | NCS Twitter | Football Media Day Video: Part 2 |
| 9 | | Instagram | Select Board 8/17: Setup Pic |

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 294

Lifetime Views: Cloudcast/Connect/Archive.org: 162,111

Top 13 Connect (August)

| | |
|-----|--|
| 106 | Needham Select Board, 8/17/21 |
| 20 | Needham HD Channel Stream |
| 10 | Needham High School Graduation 2021 |
| 9 | Town Meeting: Making Your Voice Count (2015) |
| 8 | Thanksgiving Football 2017 |
| 7 | METCO: Yesterday. Today. Tomorrow (2018) |
| 6 | Needham LWV: Elected Boards (2015) |
| 6 | Rockets Report (Oct 2018) |
| 5 | Big Little Town: The Story of Needham |
| 5 | Needham High School Graduation 2018 |
| 5 | Needham School Houses - Harris School (10/18) |
| 5 | Thanksgiving Football, 11/22/18 |
| 5 | The Needham-Wellesley Rivalry - Three Decades of Turkey Day TV |