

# Needham Channel Production Report September 2021

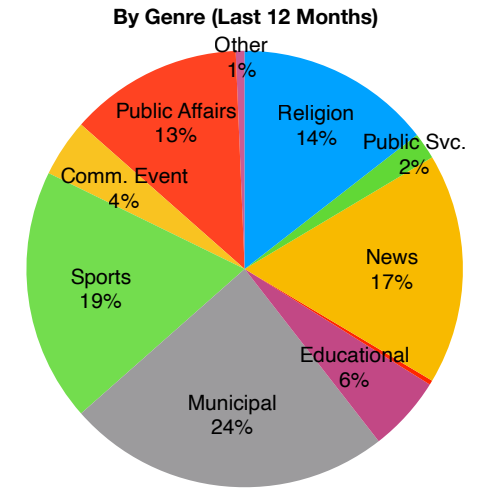
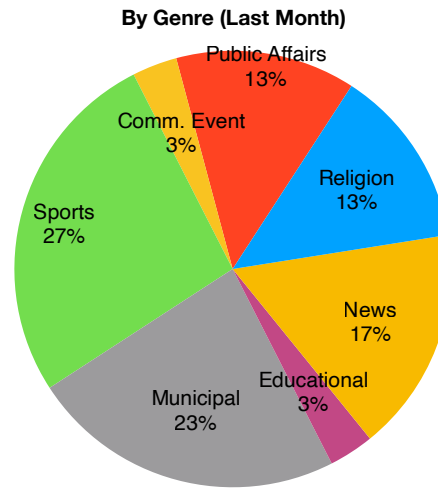
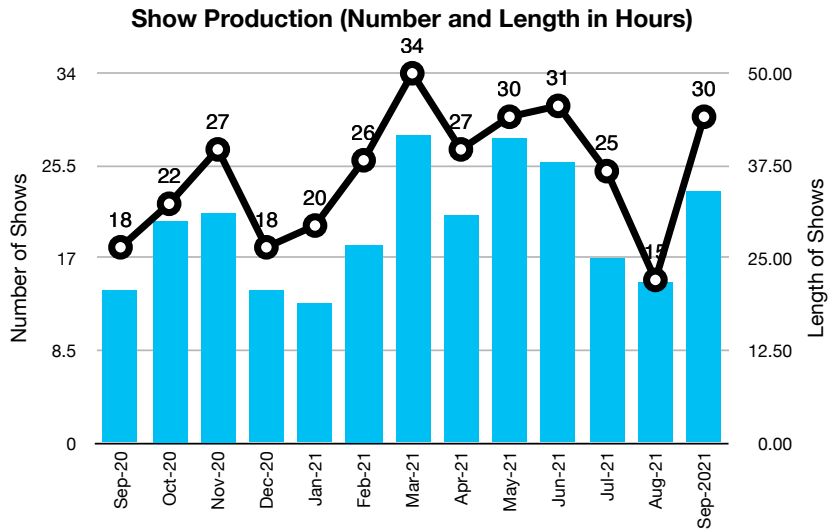
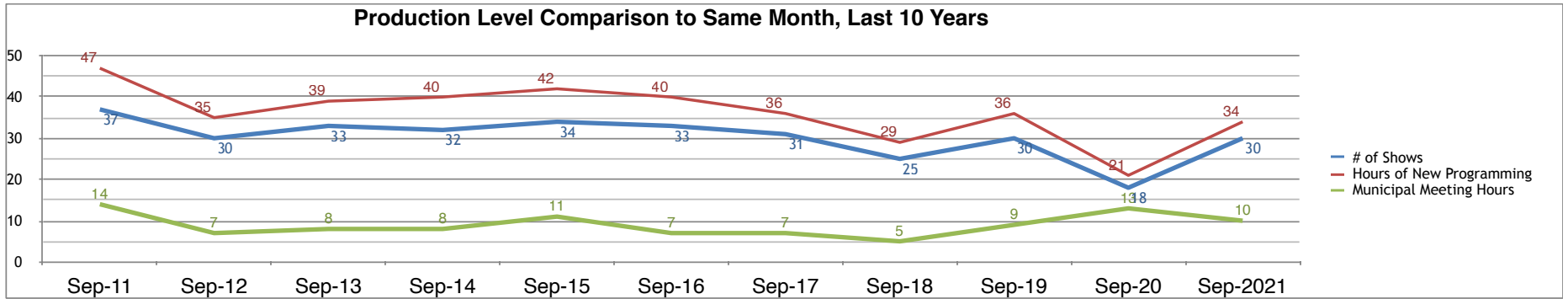
**Show Headlines:** Fall Sports take the lead in September programming, including live football • “Making Meals with Mike debuts first cooking segment short • 20th Anniversary of 9/11 commemorated in Needham • Two new episodes of ‘Moving Forward Together’ bookend September • New Rockets Report, School House episodes, and Town Meeting coming in October!

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	53.58	Access Series - Religion
	First Baptist Church	0	90	Access Series - Religion
	Moving Forward Together	2	27.35	Access Series - Public Affairs
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	8	94.13	Sports
	Needham School Committee	2	88.33	Municipal Meeting
	Needham School Spotlight	0	30	Access Series - Public Affairs
	Needham Select Board	2	190.92	Municipal Meeting
	Rockets Report	0	30	Sports
	The Writer's Block	0	30	Educational
	Zoning Board of Appeals	1	16.18	Municipal Meeting
Specials:	Community Crisis Intervention Team	1	32.98	Public Affairs
	Making Meals with Mike - Taiglach (Short)	1	5.55	Educational
	Needham Planning Board	2	93.07	Municipal Meeting
	Needham's September 11 Remembrance Ceremony	1	20.37	Community Event
	Needham Public Communications Forum, 9/13/21	1	45.68	Public Affairs

## Production Pipeline:

Proposal	Pre-Production	In Production	Post- Production	Due:
Rep. Denise Garlick Short Videos	Making Meals with Mike - Pumpkin Spread	Fall Sports/Live Football Home Games	Rockets Report - Covid/Radley	Oct 1
Discover Your Potential Video Podcast	NUARI Needham Program (Yuxiao Yuan)	News - “Live to Tape”	School Houses - Pollard	Oct 7
Superintendent's Weekly School Updates	Denise Garlick Forum - 10/19	Needham School Spotlight - Early Oct	Writer's Block Ep 5 - Tricia Silverman	Mid Oct
Anti-Racism Special Project	In Person Town Meeting - 10/25	NCE/ LWV Constitution Series	School Houses - Riverside	Mid Oct
	LWV Affordable Housing Forum - 10/28	Harvest Fair Short Program	Making Meals with Mike - Veggie Burgers	October?

# Needham Channel Production Report September 2021



**Accuracy/Error Incidents:**

Community Channel		Municipal Channel		Education Channel		TNC-HD	
<b>Playback Accuracy(%)</b>	<b>99.61</b>	<b>Playback Accuracy(%)</b>	<b>98.61</b>	<b>Playback Accuracy(%)</b>	<b>99.72</b>	<b>Playback Accuracy(%)</b>	<b>99.48</b>
Scheduled Events	1036	Scheduled Events	360	Scheduled Events	361	Scheduled Events	771
Errors	4	Errors	5	Errors	1	Errors	4

# Needham Channel Production Report

## September 2021

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### Social Media Follower Count:

Number	Change	Account
1,422	+26	YouTube
1,067	+15	TNC Twitter (The Needham Channel)
1,002	+32	NCS Twitter (Needham Channel Sports)
961	+29	Instagram (The Needham Channel)
680	+5	NCN Twitter (Needham Channel News)
588	+11	TNC Facebook (The Needham Channel)
548	+8	NCN Facebook (Needham Channel News)
339	+18	NCS Facebook (Needham Channel Sports)

**Closer Look: It's a September Insta-buzz!**  
 This month, we posted to *Instagram* **19** times, mostly sports-related.  
 We received **354** total likes (18.6 per post) & **6,128** impressions (322.5 per post).  
 Top two posts: **9/11 Ceremony Pictures**  
**Cookie Monstah/Verano Free Food Night content**  
*Also of note, a TNC FB 9/8 Planning Board video reached 5,313 people!*

### YouTube Statistics

Total Views This Month: 7,542

Total Views (Lifetime): 1,552,856

#### Top 10 (September)

1,313	Your World, Bringing it Home: Building a Clothesline (2009)
634	A Brief History of Radio (2013)
290	Conflict of Interest Discussed at Planning Board (2021)
282	Your World, Bringing it Home: Crabapple Jelly (2009)
157	2021 Football Season Preview (8/27/21)
135	NCN: Sports Update (9/16/21)
125	2021 Field Hockey Preview
122	Alleged Conflict of Interest Concerns over Central Avenue Project
101	NCN: Storytime with Drag Kings, Queens and Friends (9/9/21)
88	NCN: Post Office Careers (6/22/18)

### Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
44		Instagram	Sept 11th 20th Anniversary Ceremony Pics
41	4	TNC FB	Making Meals with Mike - Taiglach Full Video
39		Instagram	Cookie Monstah Free Food Night Pics 1
32		Instagram	Radley & Revs Unified Team Pics/Video
27		Instagram	Football vs. Natick Live Schedule Pic
22		Instagram	Football vs. Natick: Sunset Pregame Pic
20		Instagram	Cookie Monstah Free Food Night Pics 2
19	2	TNC FB	9/8 Planning Board Video Highlights
19	2	NCS Twitter	Football vs. Newton North Video Highlights
19		Instagram	Football vs. Natick: 1st Quarter Video

### Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 378

Lifetime Views: Cloudcast/Connect/Archive.org: 163,447

#### Top 12 Connect (September)

144	Needham HD Channel Stream
21	Needham Select Board, 9/14/21
19	Independence Day Parade 2021
14	Needham High School Graduation 2021
11	Gun Violence: A Public Health Crisis - 9/27/18
11	METCO: Yesterday. Today. Tomorrow (2018)
9	LWV Forum: Questions 1-3, 10/25/18
9	LWV Forum: Questions 4, 10/19/18
8	Town Government 101, 3/4/20
7	Needham School Committee, 9/21/21
7	Needham School Committee, 8/26/21
7	Needham Select Board, 8/17/21