

# Needham Channel Production Report October 2021

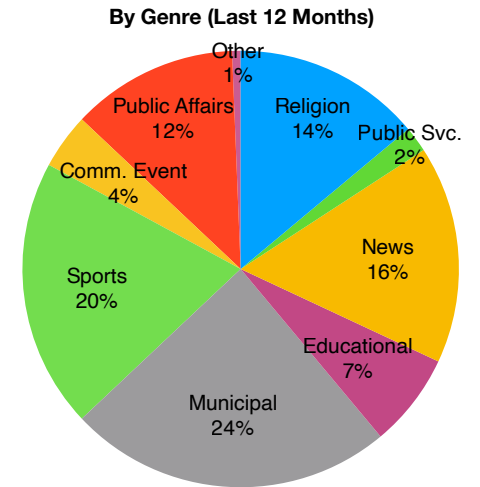
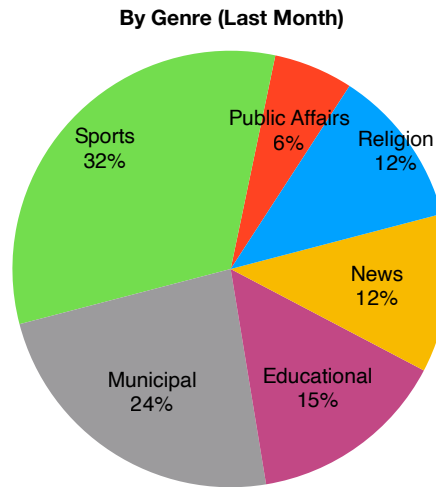
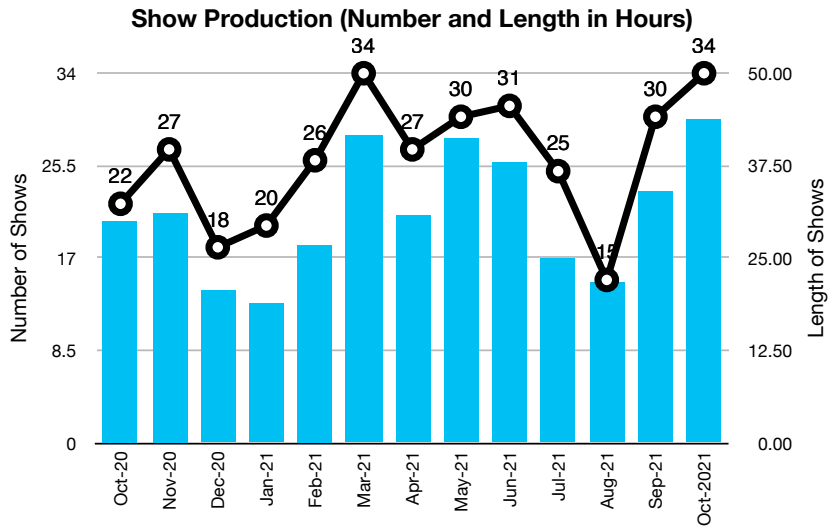
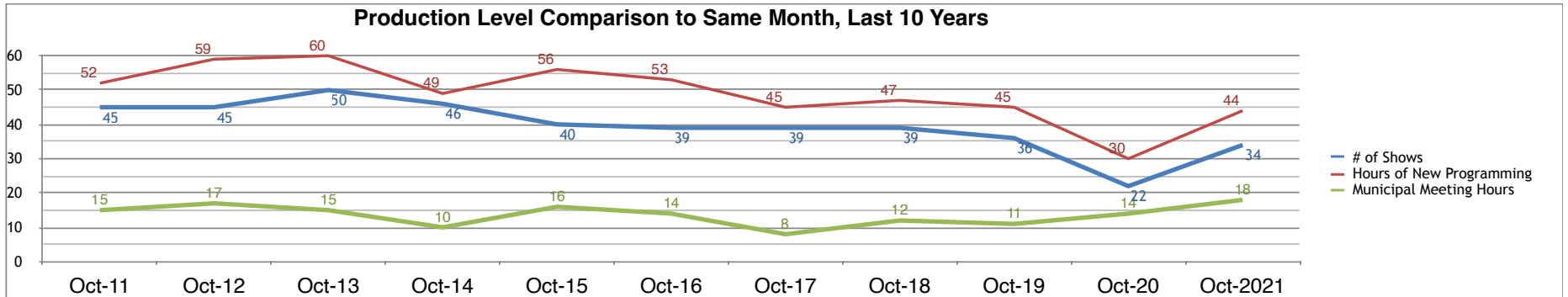
**Show Headlines:** Active final week of October featured four live events including first indoor Town Meeting in two years • Mike Levin airs second cooking segment in his new series Schools are back with Superintendent shorts, new 'Spotlight' and Pollard documentary • Exchange Club to restart series after nearly a decade • Fall Sports Playoffs, Thanksgiving Football coming up!

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	59.18	Access Series - Religion
	First Baptist Church	0	90	Access Series - Religion
	Moving Forward Together	0	27.35	Access Series - Public Affairs
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	10	96.55	Sports
	Needham Planning Board	2	181.06	Municipal Meeting
	Needham School Committee	2	143.28	Municipal Meeting
	Needham School Spotlight	1	28.83	Access Series - Public Affairs
	Needham Select Board	2	114.02	Municipal Meeting
	Rockets Report	1	36.12	Sports
	The Writer's Block	1	28.87	Educational
	Zoning Board of Appeals	1	18.35	Municipal Meeting
Specials:	10 Minutes with... (short)	2	9.91	Educational
	LWV - Affordable Housing in Needham	1	91.43	Public Affairs
	Making Meals with Mike - Canolini Bean Burgers (Short)	1	2.43	Educational
	Needham School Houses: Pollard Middle School	1	16.27	Educational
	Special Town Meeting, 10/25/21	1	180	Municipal Meeting

## Production Pipeline:

Proposal	Pre-Production	In Production	Post- Production	Due:
Denise Garlick Short Videos	LWV Select Board Candidates Night - 11/17	Select Board Candidate Profiles Special	School Houses - Riverside Short	Nov?
New Rockets Report	New Exchange Club Show - Pilot Shoots 11/1	Fall Sports Playoffs	Making Meals with Mike - Pumpkin Spread	Late Nov
Boston Toastmasters Program	Veterans Day Ceremony 11/11	Discover Your Potential (outside series)	NHS National Honor Society	Late Nov?
New Rockets Report	Thanksgiving Football Game - 11/25	Writer's Block Ep 6 - Tom Keating	NCE Constitution Series	December
	Winter Sports - Basketball/Hockey	Moving Forward Together - Nov/Dec Episode		

# Needham Channel Production Report October 2021



**Accuracy/Error Incidents:**

Community Channel		Municipal Channel		Education Channel		TNC-HD	
<b>Playback Accuracy(%)</b>	<b>99.90</b>	<b>Playback Accuracy(%)</b>	<b>99.20</b>	<b>Playback Accuracy(%)</b>	<b>100.00</b>	<b>Playback Accuracy(%)</b>	<b>100.00</b>
Scheduled Events	1016	Scheduled Events	375	Scheduled Events	459	Scheduled Events	805
Errors	1	Errors	3	Errors	0	Errors	0

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## Social Media Follower Count:

Number	Change	Account
1,435	+13	YouTube
1,079	+12	TNC Twitter (The Needham Channel)
1,017	+15	NCS Twitter (Needham Channel Sports)
980	+19	Instagram (The Needham Channel)
688	+8	NCN Twitter (Needham Channel News)
598	+10	TNC Facebook (The Needham Channel)
556	+8	NCN Facebook (Needham Channel News)
349	+10	NCS Facebook (Needham Channel Sports)

### Clouser Look: TNC Sports Makes Quite an "Impression"

This October, our Sports Twitter was busy, posting 74 times, from various games, And for videos of games & other sports stories. The 74 posts received 54,122 total impressions, an average of over 731 impressions per post! The Top 15 received an average of nearly 1,175 impressions per post and 61 likes. Also, our top post of Oct, the Girls VBall post from Instagram, received 612 total impressions!

## YouTube Statistics

Total Views This Month: 6,938

Total Views (Lifetime): 1,559,793

### Top 10 (October)

864	Your World, Bringing it Home: Building a Clothesline (2009)
730	A Brief History of Radio (2013)
134	NCN: Traffic Discussion...
111	Your World, Bringing it Home: Crabapple Jelly (2009)
102	NCN Sports Update, 9/30/21
86	NCN Sports Update, 10/14/21
86	NCN: Masonic Lodge Open House (2011)
82	NCN Book Looks: "One Second After" (2012)
74	Needham Community Crisis Intervention Team
73	NCN: Crisis Intervention Training

## Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
50	5	Instagram	GVB Vid/Pics - Coach Courtney Tedesco's 100th win
22		Instagram	TNC Outside of Office Landscaping Pics
22		Instagram	Harvest Fair Pics - Maureen, Mike etc.
16	2	TNC FB	Planning Board 10/5 Report YT Video - 1688 Central
16	1	Instagram	Carter Church Pumpkin Patch Pics
16		Instagram	Town Meeting In Person Pics w/Bill Dermody
14		Instagram	Kristen & Arnie Halloween NCN Show Pic
13		Instagram	NHS Volunteer Lily w/Camera on Town Common
12		Instagram	Football at Weymouth: Pregame Sunset Pic
12		Instagram	Football vs. Braintree: Pregame Sunset Pic

## Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 381

Lifetime Views: Cloudcast/Connect/Archive.org: 169,604

### Top 13 Connect (October)

129	Needham HD Channel Stream
15	Needham Select Board, 10/12/21
13	Rockets Report (October 2021)
12	Needham LWV: Elected Boards (2015)
10	Needham Planning Board, 10/5/21
10	LWV: Town Meeting - Making Your Voice Count (2015)
8	LWV Forum: Questions 1-3, 10/25/18
8	Needham Select Board, 9/28/21
7	Green Needham: Too Good To Waste (2015)
7	Gun Violence: A Public Health Crisis - 9/27/18
7	Independence Day Parade 2021
7	LWV Forum: Lawn Alternatives - 9/15/17
7	Needham Select Board, 8/17/21