

Needham Channel Production Report November 2021

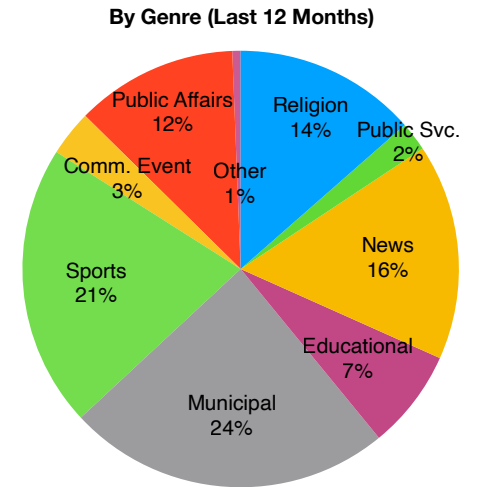
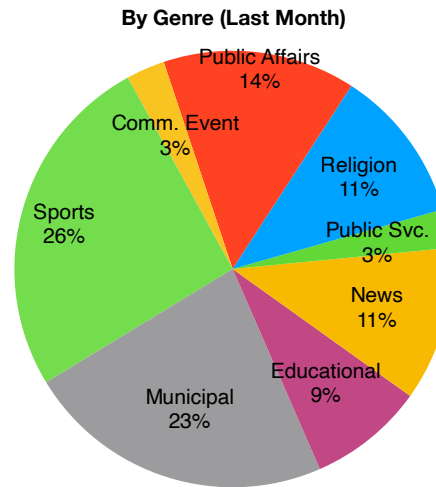
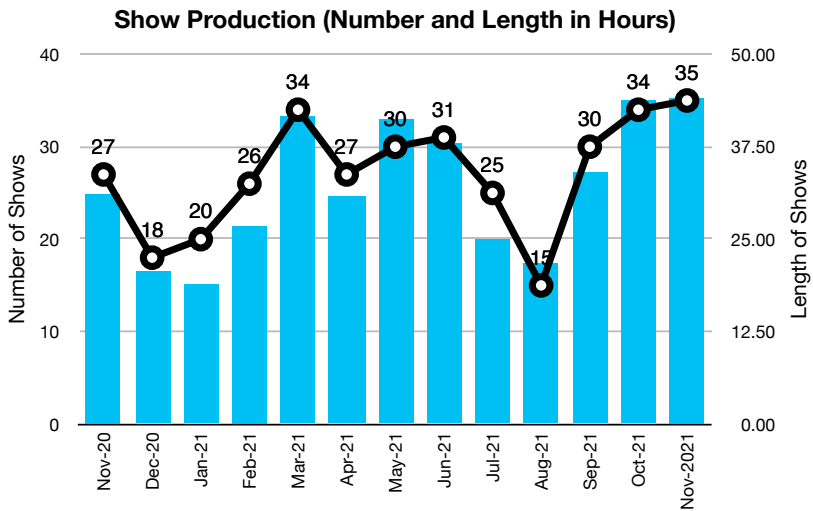
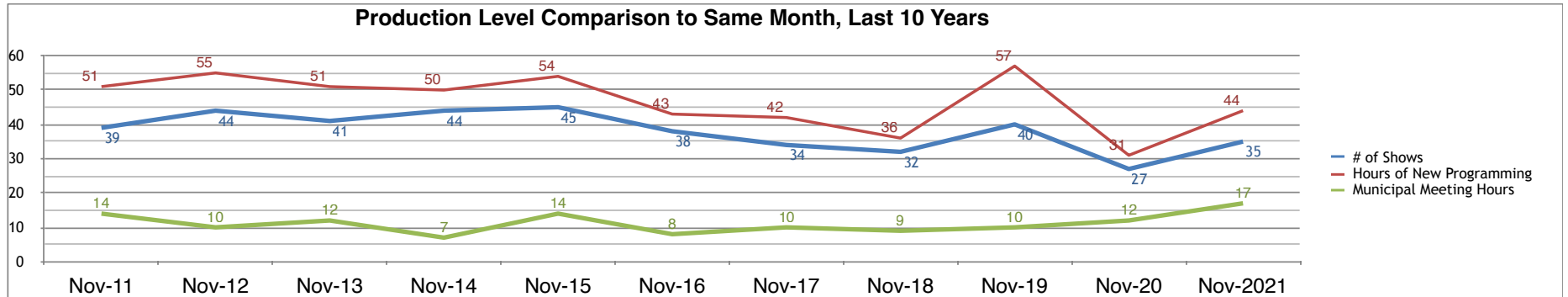
Show Headlines: Girls Volleyball Championship and Thanksgiving Football Thriller Cap Fantastic Fall season • Select Board Kept Us Coming Back with Meetings and Election Specials Exchange Club Pilot among shows that debuted Thanksgiving Night • Making Meals with Mike Holiday Special coming in December? • Public Information Officer Forum to Unveil New Town Website.

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	59.77	Access Series - Religion
	Moving Forward Together	2	26.56	Access Series - Public Affairs
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	9	111.52	Sports
	Needham Planning Board	2	234.98	Municipal Meeting
	Needham School Committee	2	101.13	Municipal Meeting
	Needham School Spotlight	0	28.83	Access Series - Public Affairs
	Needham Select Board	3	88.21	Municipal Meeting
	Rockets Report	0	36.12	Sports
	The Writer's Block	1	29.87	Educational
Zoning Board of Appeals	1	53.05	Municipal Meeting	
Specials:	10 Minutes with...Chief Schlittler	1	10.02	Educational
	2021 Special Election	1	27.85	Public Affairs
	Around Town with the Exchange Club	1	22.97	Public Service
	LWV Select Board Candidate's Night, 11/17/21	1	54.48	Public Affairs
	Making Meals with Mike: Pumpkin Spread	1	1.5	Educational
	Rep. Garlick Town Hall Forum on ARPA Funding, 11/1/21	1	46.02	Public Affairs
	Veterans Day Ceremony, 11/11/21	1	42.47	Community Event

Production Pipeline:

Proposal	Pre-Production	In Production	Post- Production	Due:
Denise Garlick Short Videos	Making Meals with Mike - Holiday Edition	News - "Live to Tape"	School Houses - Riverside/Dwight	Mid Dec
Boston Toastmasters Program	Around Town with Exchange - Jan	Voting PSAs for 12/7 Election	Rockets Report - Hockey HOF	Late Dec?
Rockets Report - Girls VB in Studio	Writers Block - Jan	SB/SC/PB - All 3 plus sports on 12/21	NCE Constitution Series	Late Dec?
NCE Winter Education Series	Winter Sports - Basketball/Hockey	Holiday Specials/Announcements	Moving Forward Together	Late Dec?
	Public Information Forum - 12/8	Needham School Spotlight - Dec	NPD Citizens Academy	Early Jan

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Accuracy/Error Incidents:

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	99.56	Playback Accuracy(%)	99.75	Playback Accuracy(%)	99.26	Playback Accuracy(%)	99.86
Scheduled Events	918	Scheduled Events	397	Scheduled Events	406	Scheduled Events	735
Errors	4	Errors	1	Errors	3	Errors	1

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Social Media Follower Count:

Number	Change	Account
1,454	+19	YouTube
1,090	+11	TNC Twitter (The Needham Channel)
1,029	+11	NCS Twitter (Needham Channel Sports)
992	+12	Instagram (The Needham Channel)
691	+3	NCN Twitter (Needham Channel News)
600	+2	TNC Facebook (The Needham Channel)
562	+6	NCN Facebook (Needham Channel News)
366	+17	NCS Facebook (Needham Channel Sports)

Closer Look: Girls Volleyball Champs On-line, Too!
 The Rockets not only won, but set new social media records for us, as well. Our Sports Facebook had two new post records, but our "Top 11" doesn't include A LOT of extras across platforms. The celebration video from Concord-Carlisle pulled in 11.5K Twitter impressions alone! Overall, we had 45 posts with pics, videos, score or broadcast updates, which totaled 1,624 likes (36 per post) and 77,549 impressions (1,723 per).

YouTube Statistics

Total Views This Month: 7,655
 Total Views (Lifetime): 1,567,448

Top 10 (November)

790	A Brief History of Radio (2013)
788	Your World, Bringing it Home: Building a Clothesline (2009)
341	Select Board Candidate: Kevin Keane (11/15/21)
240	Select Board Candidate: Karen Calton (11/15/21)
227	Needham Girls Volleyball State Championship Highlights
215	NCN Sports Update, 11/11/21
201	Needham Girls Volleyball State Championship Preview (11/19/21)
143	NCN Sports Update, 11/18/21
141	2021 Girls Volleyball Season Preview (9/9/21)
134	NCN Sports Update, 11/4/21

Top 11 Social Media Posts

Likes	Re-Tweets	Account	Post
616	9	NCS FB	GVB State Title: Celebration Pics
227	5	NCS FB	GVB State Title: Kaitlyn/Lulu/Izzy Interviews
78		Instagram	GVB State Title: Celebration Pics & Video
66	5	NCS FB	Thanksgiving Football Highlights
65	2	NCS FB	GVB State Final Preview w/Coach Todesco
58		Instagram	GVB Playoff win at C-C Celebration Video
41	2	NCS FB	GVB Playoff win at C-C Highlights
36		Instagram	Thanksgiving Football Pregame Sky Pic
32		Instagram	GVB Playoff win at C-C Highlights
31		Instagram	GVB State Title: Izzy Streeper Video
31		Instagram	GVB State Title: Ellie Streeper Video

INDICATES NEW RECORD FOR LIKES

“It was easily our Best Social Media Month EVER!”

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 436

Lifetime Views: Cloudcast/Connect/Archive.org: 174,626

Top 10 Connect (November)

181	Needham HD Channel Stream
42	LWV Candidates' Night, 11/17/21
11	Needham Select Board, 11/23/21
9	Kay and Clark: Because they Said Yes (2021)
9	Needham School Committee, 11/16/21
8	A Game to Remember: Thanksgiving 1994
8	LWV Forum, Questions 1-3, 10/25/18
8	Veterans Day Ceremony, 11/11/21
7	Affordable Housing in Needham, 10/28/21
6	Needham LWV: Elected Boards (2015)