

Needham Channel Production Report December 2021

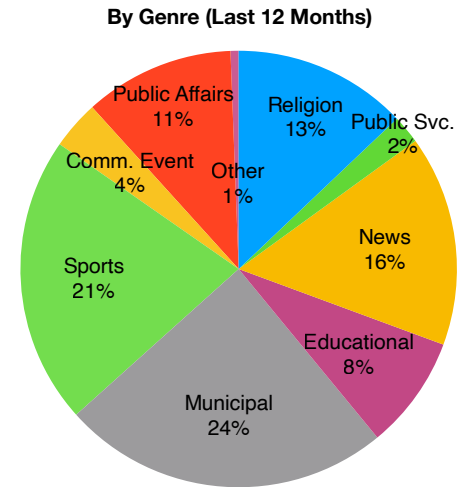
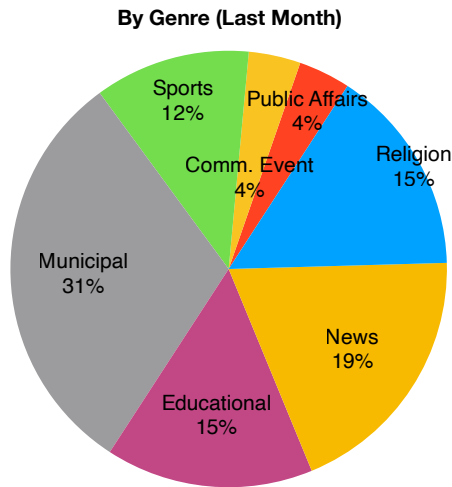
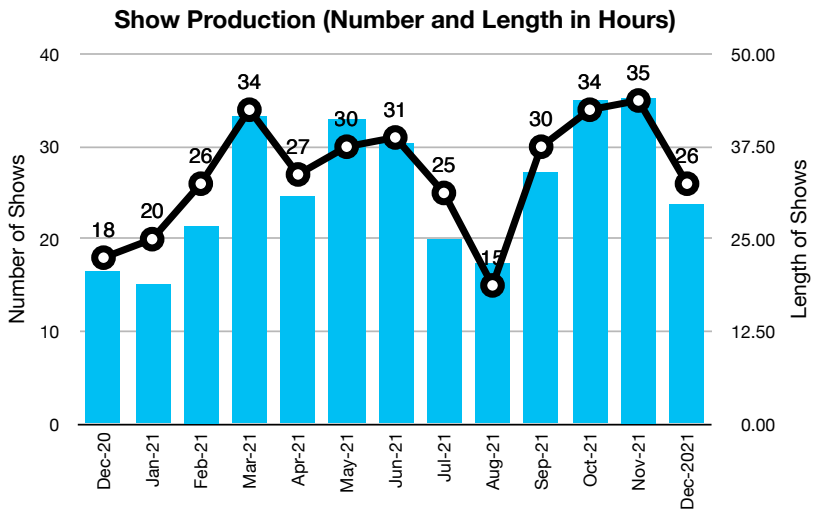
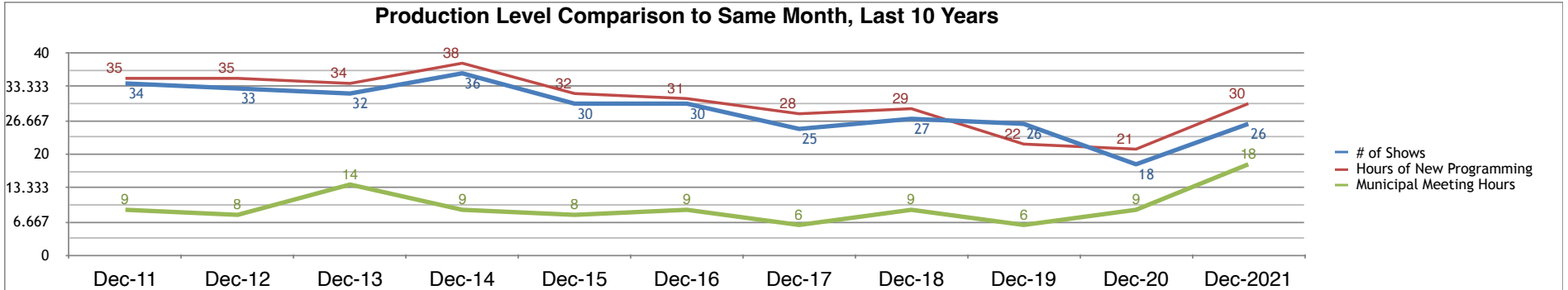
Show Headlines: Municipal Meetings coverage taken three-at-a-time on 12/21 • Short subject videos keep the Education Channel in steady rotation • NCE Constitution Series stalled in post-production as new Civics Series approaches on horizon • Another “Making Meals with Mike” on deck for January • LWV adds January Zoom Forum, “How to Run for Office or Town Meeting.”

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	60.04	Access Series - Religion
	Moving Forward Together	1	27.93	Access Series - Public Affairs
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	3	68.12	Sports
	Needham Planning Board	2	256.41	Municipal Meeting
	Needham School Committee	2	148.4	Municipal Meeting
	Needham School Spotlight	0	28.83	Access Series - Public Affairs
	Needham Select Board	2	102.24	Municipal Meeting
	Rockets Report	0	36.12	Sports
	The Writer's Block	0	29.87	Educational
	Zoning Board of Appeals	1	37.47	Municipal Meeting
Specials:	10 Minutes with... Tamatha Bibbo and Jessica Downey (short)	1	10.87	Educational
	Diversity in the Needham Public Schools (short)	1	3.02	Educational
	Making Meals with Mike: Holiday 2021 (Short)	1	6.82	Educational
	National Honor Society Induction Ceremony, Fall 2021	1	54.42	Community Event
	Needham School Houses: Riverside School (Short)	1	6.28	Educational
	Public Communications Forum, 12/8/21	1	33.78	Municipal Meeting

Production Pipeline:

Proposal	Pre-Production	In Production	Post- Production	Due:
Denise Garlick Short Videos	Writers Block - January Episode	Winter Sports - Basketball/Hockey	Making Meals with Mike - Skillet Veg Lasagna	Early Jan
Boston Toastmasters Program	Needham School Spotlight - Jan?	Moving Forward Together - Jan	NPD Citizens Academy Monthly Series	Starts Jan.3
Rockets Report - Girls VB in Studio or Winter	LWV How to Run for Office - Jan 10	News - Omicron impacts Live-to-Tape Format	NCE Constitution Series	Jan?
Needham History Center: Vikings	Civics Series - Starts Jan 25	Planning Board - 1/4, 1/18, 1/25?		
	NEF Trivia Bee - March 10			

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Accuracy/Error Incidents:

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	99.91	Playback Accuracy(%)	98.65	Playback Accuracy(%)	99.50	Playback Accuracy(%)	99.89
Scheduled Events	1103	Scheduled Events	371	Scheduled Events	401	Scheduled Events	916
Errors	1	Errors	5	Errors	2	Errors	1

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Social Media Follower Count:

Number	Change	Account
1,474	+20	YouTube
1,099	+9	TNC Twitter (The Needham Channel)
1,032	+3	NCS Twitter (Needham Channel Sports)
991	-1	Instagram (The Needham Channel)
695	+4	NCN Twitter (Needham Channel News)
601	+1	TNC Facebook (The Needham Channel)
562	—	NCN Facebook (Needham Channel News)
379	+13	NCS Facebook (Needham Channel Sports)

Closer Look: How December Still Left Quite an Impression
 Although as a month, December was less active than November for our Social Media accounts, we had a few big posts that pulled in a lot of impressions. The Sports Twitter Post on the Hockey Hall of Fame tallied **4,276**, while the News Facebook post on the health concerns at 1688 Central reached **2,418**. Add the two TNC Facebook posts on “Get Out to Vote” and we end up with **10,344** total impressions, **averaging 2,586 impressions for those four posts!**

YouTube Statistics

Total Views This Month: 6,755

Total Views (Lifetime): 1,574,202

Top 10 (December)

738	NCN: Holiday House Tour and Parade 2021 Preview (12/9/21)
542	Your World, Bringing it Home: Building a Clothesline (2009)
432	A Brief History of Radio (2013)
265	Select Board Candidate: Kevin Keane (11/15/21)
203	Select Board Candidate: Karen Calton (11/15/21)
117	Needham High Hockey Hall of Fame
114	Needham Girls Volleyball State Championship Highlights
96	Thanksgiving Day Football 2021
91	NCN: Why You Should Schedule Your Annual Mammogram Soon (12/10/21)
86	NCN Sports Update, 12/16/21

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
34		Instagram	GVB State Champs at School Committee Pics
18	14	TNC FB	Get Out to Vote Thank You PSA
17		Instagram	Boys Basketball vs Weymouth Pregame Video
13	6	NCN FB	NCN PKG: 1688 Central Ave Health Concerns
12		Instagram	NCN Anchor Pics: Maureen's Return
11		Instagram	Select Board at Powers Hall Pic
10	7	NCN FB	NCN PKG: Holiday Passport
9	7	NCS Twitter	NCN PKG: Hockey Hall of Fame
9		NCS FB	GVB State Champs at School Committee Pics
8		Instagram	NWC Holiday House Tour Pics

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 211

Lifetime Views: Cloudcast/Connect/Archive.org: 179,063

Top 12 Connect (December)

32	Needham HD Channel Stream
18	LWV Candidates' Night, 11/17/21
15	The Writer's Block (November 2021)
7	Community Conversation on Transgender Equality (6/6/18)
7	Gun Violence: A Public Health Crisis, 9/27/18)
6	Needham School Houses: Avery School (October 2018)
6	Sarah McBride: Why Yes on 3? (10/23/18)
6	Town Meeting - Making Your Voice Count (2015)
6	What is the ZBA? (Jul 2019)
5	LWV Forum, Questions 1-3, 10/25/18
5	Affordable Housing in Needham, 10/28/21
5	Needham School Houses: Harris School (October 2018)