

# Needham Channel Production Report January 2022

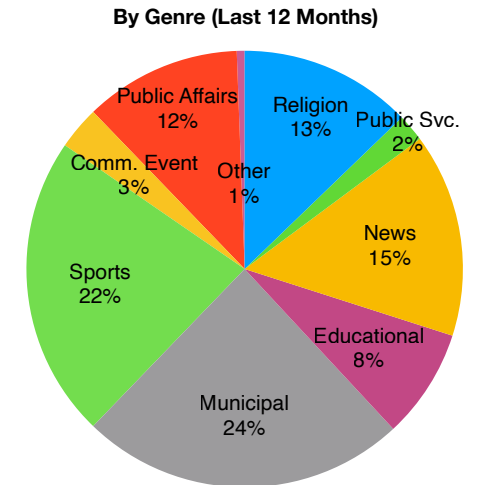
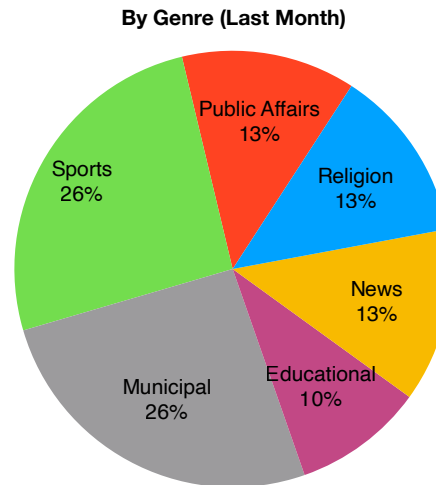
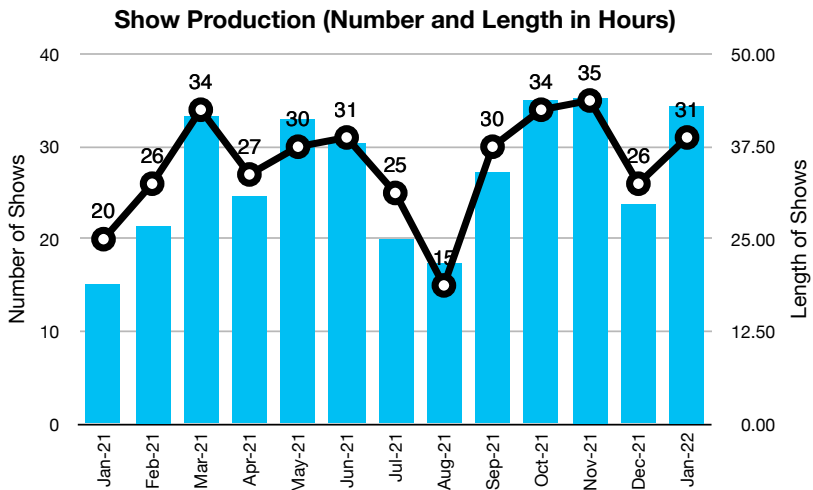
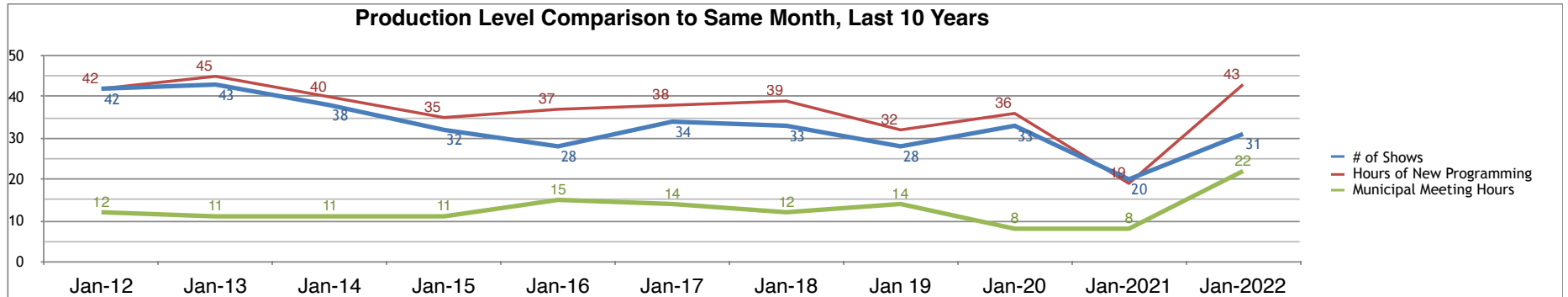
**Show Headlines:** NPD Community Outreach “Citizens Academy” Miniseries kicks off with two episodes in January • LWV/TNC spread the word on April Town Election • Civics Series is in production while Constitution Series still awaits editing • Making Meals with Mike debuts post holiday dish • Muni Meeting Madness in January for School Cmte., February is Planning Board’s turn.

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	69.04	Access Series - Religion
	Moving Forward Together	1	29.53	Access Series - Public Affairs
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	8	68.8	Sports
	Needham Planning Board	2	214.44	Municipal Meeting
	Needham School Committee	3	153.02	Municipal Meeting
	Needham School Spotlight	0	28.83	Access Series - Public Affairs
	Needham Select Board	2	174.95	Municipal Meeting
	Rockets Report	0	36.12	Sports
	The Writer’s Block	0	29.87	Educational
	Zoning Board of Appeals	1	106.17	Municipal Meeting
Specials:	Citizen’s Police Academy	2	32.02	Educational
	Housing Plan Working Group, 1/27/22	1	110.32	Public Affairs
	How to Run for Office and Town Meeting in Needham	1	70.9	Public Affairs
	LWV: How to Run (short)	1	1.27	Public Affairs
	Making Meals with Mike: Skillet Veg Lasagna	1	4.2	Educational

**Production Pipeline:**

Proposal	Pre-Production	In Production	Post- Production	Due:
Denise Garlick Short Videos	Writers Block	Winter Sports - Basketball/Hockey	NPD Citizens Academy - Ep 3	Feb 5th
Boston Toastmasters Program	Needham School Spotlight	Civics Series - Ep 2 Records Feb 15th	Forde Award Ceremony	Feb 9th
Rockets Report - Winter Episode	Moving Forward Together - Feb	News - “Live to Tape” back as Omicron slows	Needham School Houses: Dwight (short)	Mid Feb
Regional Rotary Meeting - March 26	NEF Trivia Bee - March 10	Extra Planning Board Meetings	Green Needham Event	Mid Feb
Making Meals with Mike Next Episode	Exchange Club - 2 Eps in Spring		Needham History Center: Vikings	Mid Feb

# Needham Channel Production Report January 2022



**Accuracy/Error Incidents:**

Community Channel		Municipal Channel		Education Channel		TNC-HD	
<b>Playback Accuracy(%)</b>	<b>99.91</b>	<b>Playback Accuracy(%)</b>	<b>96.61</b>	<b>Playback Accuracy(%)</b>	<b>100.00</b>	<b>Playback Accuracy(%)</b>	<b>100.00</b>
Scheduled Events	1064	Scheduled Events	354	Scheduled Events	469	Scheduled Events	827
Errors	1	Errors	12	Errors	0	Errors	0

# Needham Channel Production Report January 2022

## Social Media Follower Count:

Number	Change	Account
1,491	+17	YouTube
1,106	+7	TNC Twitter (The Needham Channel)
1,044	+12	NCS Twitter (Needham Channel Sports)
992	+1	Instagram (The Needham Channel)
699	+4	NCN Twitter (Needham Channel News)
608	+7	TNC Facebook (The Needham Channel)
569	+7	NCN Facebook (Needham Channel News)
393	+14	NCS Facebook (Needham Channel Sports)

**Closer Look: Sports Twitter (tnc\_sports) “Final Score” Updates**  
 January was a slow month for social media, but our Sports Twitter was very active, posting game updates and final scores from our broadcasts. While Kristen couldn't tweet every game (She's only one person!), the five she posted performed very well with **22 likes (4.4 per post)**, **12 retweets (2.4/post)**, and a whopping **15,408 impressions (3,081/per post)**! A special note: The final score from Girls Basketball vs. Natick alone received over **5k impressions!**

## YouTube Statistics

Total Views This Month: 6,511

Total Views (Lifetime): 1,580, 711

### Top 10 (January)

640	Your World, Bringing it Home: Building a Clothesline (2009)
599	A Brief History of Radio (2013)
280	Citizens Academy Episode 1 (1/4/22)
254	Inside Story: Elements Massage (7/15/15)
125	NCN: Possible Rezoning of 888 Great Plain Ave. (1/14/22)
96	NCN: Sports Update (1/6/22)
89	NCN: Congressman Auchincloss on Infrastructure Deal (1/7/22)
84	Masonic Lodge Open House, 10/7/11
80	NCN: Sports Update (1/14/22)
77	NCN: Environmental Assessment Needed for 1688 Central (12/23/21)

## Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
31	2	TNC FB	Police Department Citizens Academy Ep 1 - YT Link
23	12	TNC FB	Voting PSA - Run for Office/Town Meeting
18		Instagram	NCN 1/21: Arnie and Kristen On Set Pics
11	3	NCS Twitter	Girls Basketball vs. Natick: Final Score
10	10	TNC FB	LWV How to Run for Office Forum Promo
7		Instagram	Making Meals with Mike - Skillet Veg Lasagna
5	2	TNC Twitter	NCN PKG: Jake Auchincloss on Infrastructure RT
5	2	NCS Twitter	Girls Hockey vs. Newton North: Final Score
5	2	NCS Twitter	Girls Basketball vs. Braintree: Final Score
5	1	NCS Twitter	Girls Basketball vs. Natick: Update/Avery Scores

## Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 235

Lifetime Views: Cloudcast/Connect/Archive.org: 182,603

### Top 13 Connect (January)

56	Needham HD Channel Stream
16	Needham LWV: Elected Boards (2015)
10	Town Meeting - Making Your Voice Count (2015)
8	Needham School Committee, 1/4/22
7	Celebrating Frances Perkins, 4/8/18
6	Becoming a Green Community, 11/10/18
6	Community Conversation on Transgender Equality (6/6/18)
5	A Game to Remember: Thanksgiving 1994
5	Big Little Town (2012)
5	LWV & Suffrage 100 MA, 10/5/17
5	LWV Forum, Questions 1-3, 10/25/18
5	Needham School Committee, 1/18/22
5	Needham School Houses: Harris School (October 2018)