

Needham Channel Production Report February 2022

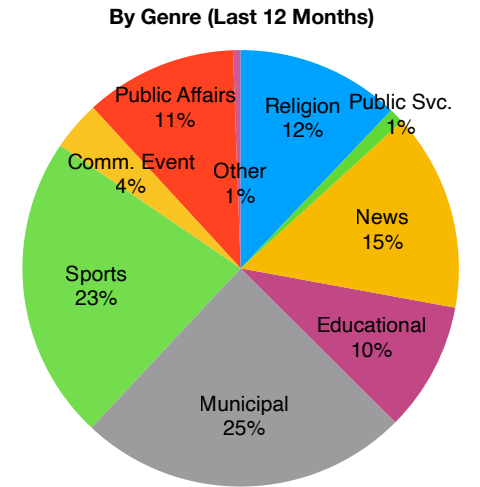
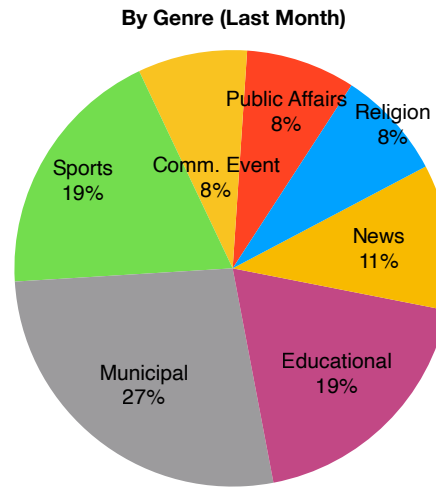
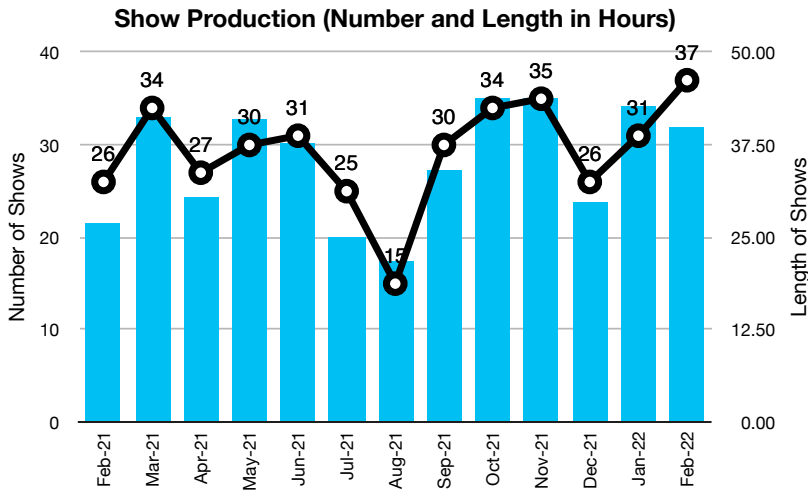
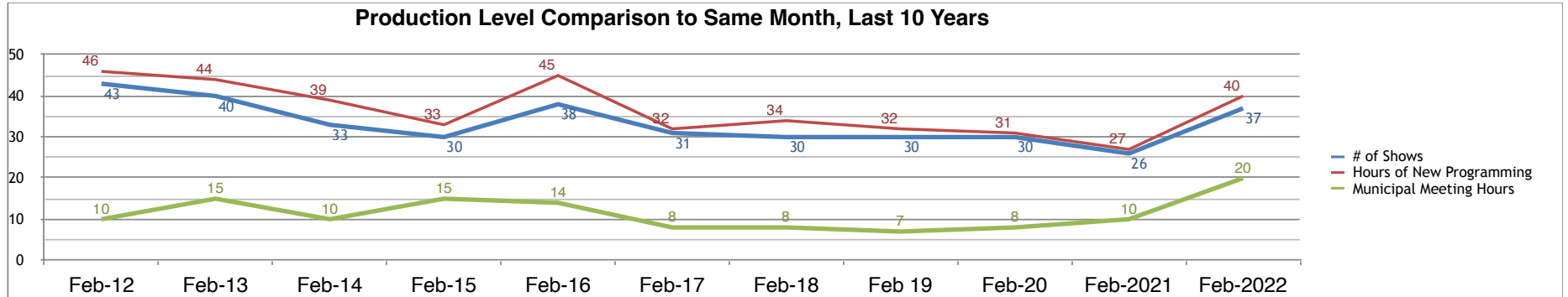
Show Headlines: TNC experiences "Muni Madness" as Planning Board holds 5 meetings • History Center, Green Needham return with new shows • Writer's Block records first new episode of '22, to debut in March, with Bill Littlefield up next • Making Meals with Mike inspired by Mediterranean diet • "Cops & Community" series kicks off, and NEF Trivia Bee preps in progress!

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	3	67.57	Access Series - Religion
	Moving Forward Together	1	28.93	Access Series - Public Affairs
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	7	68.32	Sports
	Needham Planning Board	5	141.85	Municipal Meeting
	Needham School Committee	2	127.58	Municipal Meeting
	Needham School Spotlight	0	28.83	Access Series - Public Affairs
	Needham Select Board	2	71.11	Municipal Meeting
	Rockets Report	0	36.12	Sports
	The Writer's Block	0	29.87	Educational
	Zoning Board of Appeals	1	63.75	Municipal Meeting
Specials:	10 Minutes with... (short)	2	10.5	Educational
	At My Neighbors Table (January 2022)	1	40.43	Public Affairs
	Citizen's Police Academy	2	40.36	Educational
	Forde Award Ceremony 2022	1	23.82	Community Event
	Making Meals with Mike: Hummus (short)	1	1.7	Educational
	Marvin Henry Vigil, 2/17/22	1	38.62	Community Event
	Martin Luther King, Jr. Day Celebration	1	69.73	Community Event
	Needham School Houses: Dwight School (short)	1	5	Educational
	Rep. Garlick's Community Report	1	46.75	Public Affairs
	Vikings on the Charles	1	56.97	Educational

Production Pipeline:

Proposal	Pre-Production	In Production	Post- Production	Due:
Boston Toastmasters Program	NEF Trivia Bee - March 10	Winter Sports Playoffs - Basketball/Hockey	NPD Citizens Academy - Ep 5	Mar 3rd
Rockets Report - New Episode	Writer's Block - Bill Littlefield Mar 21	Cops and Community Series	Green Needham - Do it Fast, Do it Right	Mar 3rd
Regional Rotary Meeting - March 26	LWV Programs on Mar 24 & 28	Town Election Candidates Programs	Writer's Block - Andy Winig	Mar 10th
Library Series - April 3rd & 24th	Making Meals with Mike: Spring Episode	Needham School Spotlight/10 Minutes	NCE Constitution Series	Late Mar?

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Accuracy/Error Incidents:

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	99.28	Playback Accuracy(%)	98.91	Playback Accuracy(%)	99.18	Playback Accuracy(%)	99.31
Scheduled Events	968	Scheduled Events	368	Scheduled Events	487	Scheduled Events	721
Errors	7	Errors	4	Errors	4	Errors	5

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Social Media Follower Count:

Number	Change	Account
1,510	+19	YouTube
1,116	+10	TNC Twitter (The Needham Channel)
1,054	+10	NCS Twitter (Needham Channel Sports)
1,005	+13	Instagram (The Needham Channel)
705	+6	NCN Twitter (Needham Channel News)
657	+49	TNC Facebook (The Needham Channel)
580	+11	NCN Facebook (Needham Channel News)
400	+7	NCS Facebook (Needham Channel Sports)

Top 11 Social Media Posts

Likes	Re-Tweets	Account	Post
88	4	TNC FB	Harvey's Hardware Fire Pics/TNC Outage
44		Instagram	Harvey's Hardware Fire Pics/TNC Outage
38	27	TNC FB	Vigil for Ukraine PSA
19	19	TNC FB	Voting PSA: Needham Needs You
15	17	TNC FB	Voting PSA: Attention Precincts
12		Instagram	NCN Anchor Pic: Kristen & Arnie
10		Instagram	New Robotic Cameras at Powers Hall Pic
8		YouTube	NCN PKG: Forde Good Person Award
7	2	NCS Twitter	Girls Basketball vs. Milton: Final Score
6	2	TNC Twitter	Harvey's Hardware Fire Pics/TNC Outage
6		Instagram	NCN 2/24 Behind the Scenes Video & Pics

Clouser Look: Harvey's Hardware Fire & TNC Power Outage

On Friday, February 4th, during an ice storm that hit the area, there was a fire in the basement of Harvey's Hardware. To fight this fire, the Needham Fire Dep't cut the power to all buildings along Chestnut Street, including TNC. Derick walked to the scene and took some pics with his phone and we posted them along with updates on our outage. The three main posts received 138 likes (an average of 46 per post) and 9,313 impressions (3,104.33 per post).

YouTube Statistics

Total Views This Month: 5,777

Total Views (Lifetime): 1,586,488

Top 10 (February)

789	Your World, Bringing it Home: Building a Clothesline (2009)
480	A Brief History of Radio (2013)
208	Good Person Memorial Award 2022 (2/4/22)
138	NCN: Advice to Help Seniors "Rightsizing" (1/21/22)
104	Citizens Academy Episode 3 (2/7/22)
101	NCN: 2021 VFW Scholarship Contest (2/10/22)
96	Thanksgiving Football 2021 (2/7/22)
91	NCN: Sports Update (2/17/22)
78	NCN: Tour of NFD Headquarters (10/30/20)
75	Masonic Lodge Open House, 10/7/11

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 237

Lifetime Views: Cloudcast/Connect/Archive.org: 185,687

Top 10 Connect (February)

38	Needham HD Channel Stream
31	Rep. Garlick Report to Needham, 2/15/22
11	Thanksgiving Football, November 22, 2018
10	LWV Forum: Questions 1-3, 10/25/18
8	Town Meeting - Making Your Voice Count (2015)
7	LWV Affordable Care Forum, 4/20/17
6	Needham Select Board, 1/25/22
6	LWV Forum: Question 4, 10/19/18
6	Needham School Houses: Harris School (Oct 2018)
6	Needham School Houses: Avery School (Oct 2018)