

Needham Channel Production Report

March 2022

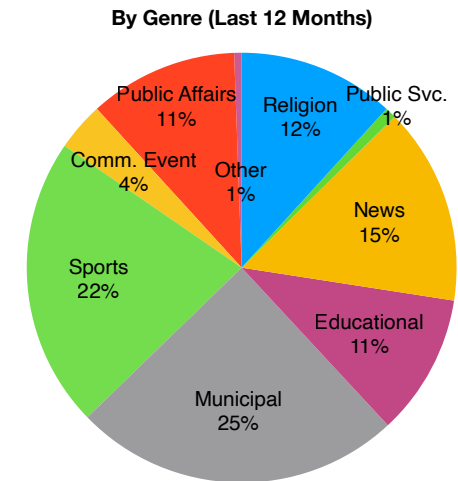
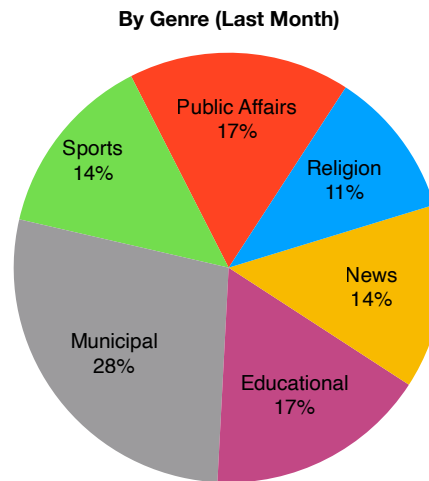
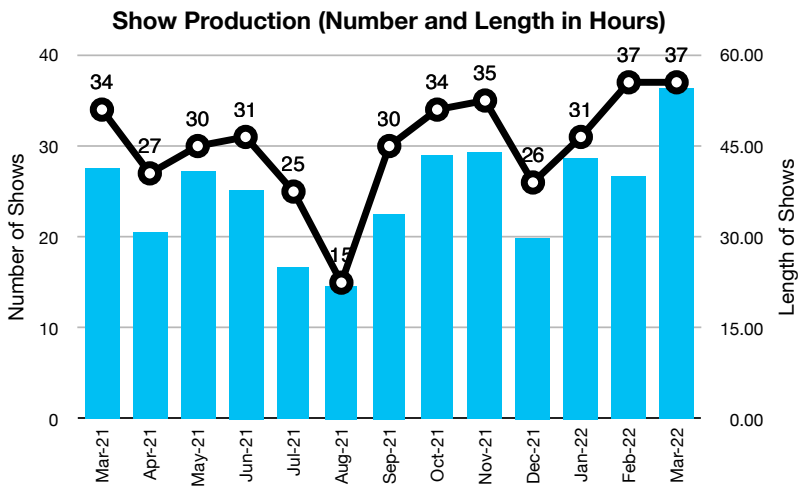
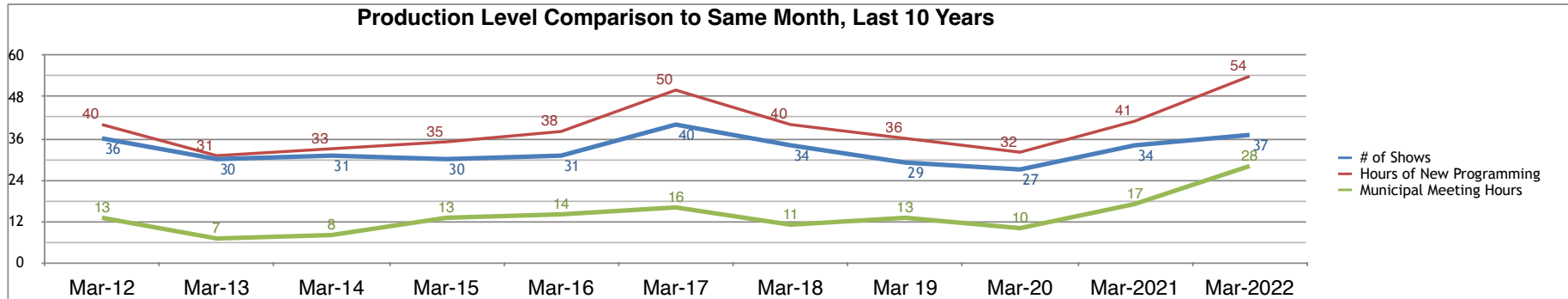
Show Headlines: Education & Municipal Channel schedules packed with special events • Auchincloss Town Hall, CPC, Housing Workshop featured among special muni meetings * Power Outages Plague Station the week of March 30th, causing service outages over multiple days • Live sports from A Gym debuts w/playoff hoops, bringing in 100+ viewers online on March 9th.

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	73.11	Access Series - Religion
	Moving Forward Together	1	30	Access Series - Public Affairs
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	5	80.42	Sports
	Needham Planning Board	3	247.88	Municipal Meeting
	Needham School Committee	3	105.26	Municipal Meeting
	Needham School Spotlight	0	30	Access Series - Public Affairs
	Needham Select Board	2	177.95	Municipal Meeting
	Rockets Report	0	36.12	Sports
	The Writer's Block	1	26.34	Educational
Zoning Board of Appeals	1	125.58	Municipal Meeting	
Specials:	Auchincloss Town Hall Forum, 3/27/22	1	60	Public Affairs
	Citizen's Police Academy	2	70.95	Educational
	Community Housing Workshop, 3/24/22	1	58.03	Public Affairs
	Community Preservation Committee Hearing, 3/16/22	1	113.6	Municipal Meeting
	Cops and Community, 3/1/22	1	92.17	Educational
	Green Needham: Do It Smart	1	119.12	Educational
	LWV: Feeding Our Students, 3/24/22	1	85.52	Educational
	LWV: Candidate's Night, 3/28/22	1	90.8	Public Affairs
	Making Meals with Mike: Chicken Quinoa Tabbouleh (short)	1	1.93	Educational
	Meet Your Planning Board Candidates	1	40.77	Public Affairs
	Meet Your Select Board Candidate (short)	1	11.23	Public Affairs

Production Pipeline:

Proposal	Pre-Production	In Production	Post- Production	Due:
Exchange Club Shows for Spring	Library Irish Music Series - 4/3 & 4/24	Moving Forward Together - April	NEF Trivia Bee Pics	April 7
Mindful Me with Dr. Marga	Writer's Block - May/June Episode	Constitution/Civics Series - 1st to air in April	Notable Needhamites	April 7
Becca Schmill Foundation Event - 5/1	HS Spring Sports - Live Games, Muticam	Town Election Coverage - Voting PSAs	Writer's Block - Bill Littlefield	April 14

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Accuracy/Error Incidents:

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	97.08	Playback Accuracy(%)	97.33	Playback Accuracy(%)	97.38	Playback Accuracy(%)	96.82
Scheduled Events	958	Scheduled Events	374	Scheduled Events	496	Scheduled Events	724
Errors	28	Errors	10	Errors	13	Errors	23

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Social Media Follower Count:

Number	Change	Account
1,530	+20	YouTube
1,131	+15	TNC Twitter (The Needham Channel)
1,070	+16	NCS Twitter (Needham Channel Sports)
1,002	-3	Instagram (The Needham Channel)
710	+5	NCN Twitter (Needham Channel News)
663	+6	TNC Facebook (The Needham Channel)
590	+10	NCN Facebook (Needham Channel News)
405	+5	NCS Facebook (Needham Channel Sports)

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
147	3	TNC FB	Dan Matthews Farewell YT Video Link
82		Instagram	Sam Hughes Dunk in 3/4 Game Video
66		Instagram	NHS Trans Rights Rally Pics & Video
35		Instagram	Maddie Ali Block in 3/4 Game Video
21	2	TNC FB	Vigil for Ukraine Videos
19		Instagram	NEF Trivia Bee Pics
18	15	TNC FB	Voting PSA: Town Meeting Members
18		Instagram	Vigil for Ukraine Pics & Videos
15	14	TNC FB	Voting PSA: Meet the Candidates
13	3	NCS Twitter	Sam Hughes Dunk in 3/4 Game Video

Clouser Look: Basketball Playoffs Viral Vids and Live Broadcasts

On March 4th, we ran a live basketball playoff double-header with the Girls & Boys teams. Each game produced its own viral video on both our Instagram and Sports Twitter feeds. The 4 posts resulted in 140 likes (35 per post) & 15,204 impressions (3,801 per post). Then, on March 9th, we received 170 video views on our HD Channel during the 6pm hour. During this time we were running a live Boys Basketball Playoff game vs. Brockton.

Social Media Fun Fact: The Top 10 list above features a little something for everyone. From Sports, to Public Affairs, Municipal Meetings to our Specials, each had something 'click' with our audience. And while the top three YouTube videos were long established, the rest of our March Top 10 were posted this month!

YouTube Statistics

Total Views This Month: 9,165

Total Views (Lifetime): 1,595,653

Top 10 (March)

1,663	Your World, Bringing it Home: Building a Clothesline (2009)
597	A Brief History of Radio (2013)
312	The Language of Business: International Communications (10/5/16)
190	NCN: A Farewell to Dan Mathews (3/23/22)
168	Select Board Candidate Heidi Frail (3/17/22)
148	Planning Board Candidate Artie Crocker (3/17/22)
142	Planning Board Candidate Justin McCullen (3/17/22)
138	NCN: NHS Walkout for Queer and Trans Rights (3/18/22)
123	Planning Board Candidate Oscar Mertz (3/17/22)
119	NCN: Sports Update (3/10/22)

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 299

Lifetime Views: Cloudcast/Connect/Archive.org: 190,398

Top 10 Connect (March)

299	Needham HD Channel Stream
17	LWV Candidates Night 2022
15	METCO. Yesterday. Today. Tomorrow. (2018)
11	Thanksgiving Football, November 22, 2018
10	Preventing Domestic Violence: Lauren Montanaro (10/18)
9	Kay and Clark: Because They Said Yes (2021)
8	Gun Violence: A Public Health Crisis, 9/27/18
8	LWV Forum: Questions 1-3, 10/25/18
8	LWV Opening Meeting, 10/6/16
8	Thanksgiving Football, 11/23/17