

Needham Channel Production Report

April 2022

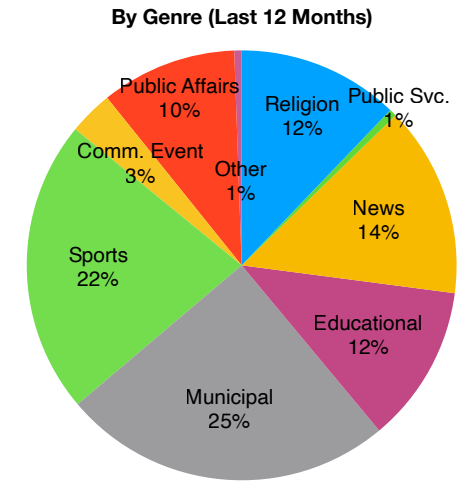
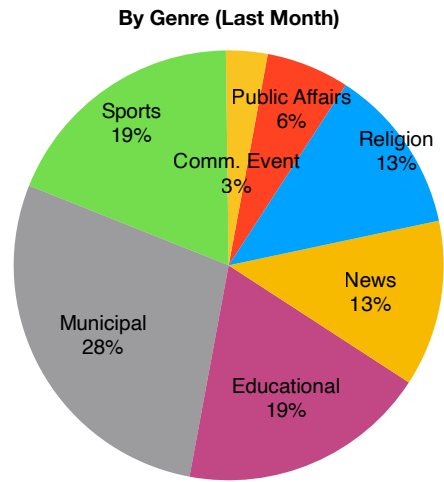
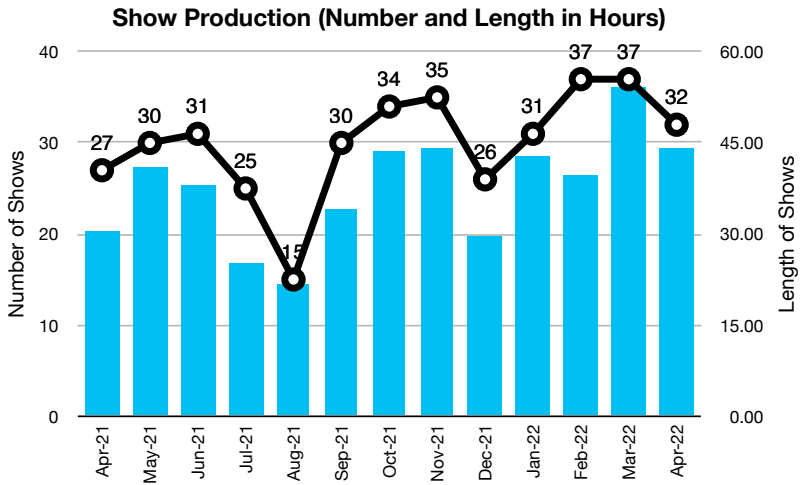
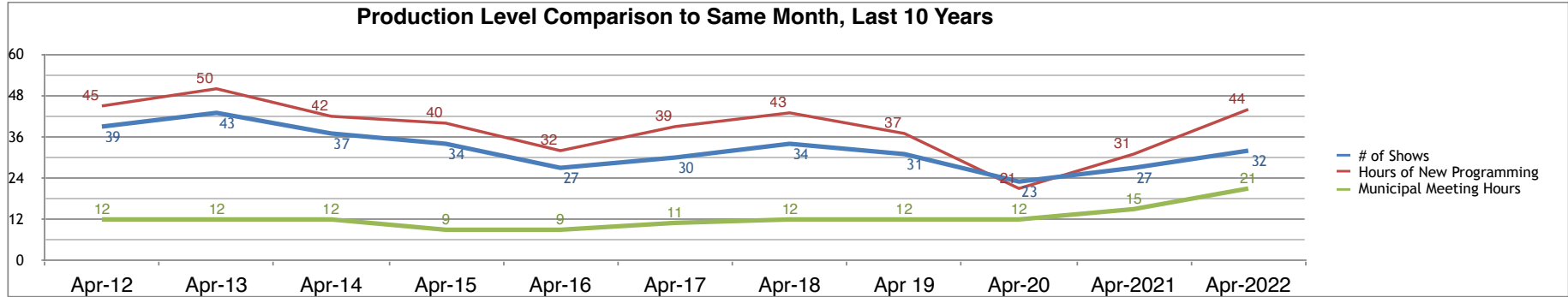
Show Headlines: Trivia Bee, Constitution Series #1 debut after lengthy post-production • NPL Ireland specials recorded, 1st to debut in May • Weather cancels a few early spring season sports broadcasts • Candidates Night draws nearly 100 on demand • Town Meeting, Schmill Foundation/NPL specials to kick off May • Live Baseball for 1st time EVER on TNC starting 5/11

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	67.45	Access Series - Religion
	Moving Forward Together	0	30	Access Series - Public Affairs
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	6	98.64	Sports
	Needham Planning Board	4	138.98	Municipal Meeting
	Needham School Committee	2	136.88	Municipal Meeting
	Needham School Spotlight	0	30	Access Series - Public Affairs
	Needham Select Board	2	163.28	Municipal Meeting
	Rockets Report	0	36.12	Sports
	The Writer's Block	1	28.88	Educational
Zoning Board of Appeals	1	120.22	Municipal Meeting	
Specials:	10 Minutes with Jesse Young-Paulson and Ray Wing - short	1	11.03	Educational
	Constitution Series: Framers and Framing	1	78.95	Public Affairs
	Lane Lyceum: Ukrainian Invasion, March 22	1	88.35	Public Affairs
	Making Meals with Mike: Pesto Chicken, 4/14/22 - short	1	4.42	Educational
	Mindful Me: Genetic Screening	1	29.38	Access Series - Educational
	NEF Trivia Bee 2022	1	73.08	Community Event
	Notable Needhamites (4/8/22)	1	54.65	Educational
	Needham School Houses: Broadmeadow School - short	1	12.73	Educational

Production Pipeline:

Proposal	Pre-Production	In Production	Post- Production	Due:
Writer's Block - 2nd Ep w/Bill Littlefield	Becca Schmill Foundation Event - 5/1	Spring Sports - Looking for more live dates	A Short History of Ireland Thru Song	May 9
NPL - Anita Diamant May 22	Legacy of Frederick Olmstead - 5/1	10 Minutes Shorts w/Sup't Gutekanst	Needham School Houses: High Rock	Late May
Cops & Community #3 - 6/13	Live Baseball - 5/11 & 5/18		Rockets Report - Spring Episode	Late May
	Cops & Community #2 - 5/17		Making Meals w/Mike - Mango Chicken Tacos	Late May
	Town Meeting		Constitution Series - Ep2/Civics Series	Late May

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Accuracy/Error Incidents: 4/21/22: Community & Education Channel encoders down overnight, discovered at 9am

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	100.00	Playback Accuracy(%)	100.00	Playback Accuracy(%)	99.81	Playback Accuracy(%)	100.00
Scheduled Events	982	Scheduled Events	365	Scheduled Events	533	Scheduled Events	728
Errors	0	Errors	0	Errors	1	Errors	0

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Social Media Follower Count:

Number	Change	Account
1,551	+21	YouTube
1,137	+6	TNC Twitter (The Needham Channel)
1,076	+6	NCS Twitter (Needham Channel Sports)
1,005	+3	Instagram (The Needham Channel)
711	+1	NCN Twitter (Needham Channel News)
665	+2	TNC Facebook (The Needham Channel)
594	+4	NCN Facebook (Needham Channel News)
405	—	NCS Facebook (Needham Channel Sports)

Top 12 Social Media Posts

Likes	Re-Tweets	Account	Post
28		TNC FB	Kiana Brunson New Sunita School Principal YT Link
18	3	NCS FB	Sports Volunteer Outreach Promo
17		Instagram	New Signs on TNC Building Pic
16	27	TNC FB	Green Needham Event Promo
16		Instagram	Boston Marathon Video
12		TNC FB	New Select Board w/Heidi Frail Pics
10	18	TNC FB	Voting PSA: Voting Tiles
9		NCN FB	NCN PKG: Keolis/Fire Dep't Training
8	19	TNC FB	Voting PSA: Write-In Candidates
8		Instagram	Baseball vs. Newton North Pic
8		Instagram	Girls Lax vs. Walpole Vids & Pics
8		Instagram	Girls Lax vs. Concord-Carlisle Warmup Pic

Clouser Look: Voting PSAs, Live Streaming & On Demand

This month we finished another round of Voting PSAs prior to the 4/13 Town Election. 3 posts of those on our TNC Facebook page received 25 likes (8.33/post), 56 shares (18.67/post), as well as a reach of 2,346 (782/post). In addition, 98 unique visitors watched some portion of the LWV Candidates Night leading up to the Election. In another interesting streaming note, on April 26th our HD Channel had 24 views, the night of a live Select Board meeting.

YouTube Statistics

Total Views This Month: 7,641

Total Views (Lifetime): 1,603,293

Top 10 (April)

2,440	Your World, Bringing it Home: Building a Clothesline (2009)
341	A Brief History of Radio (2013)
147	Welcome to Willams School's New Principal (4/6/22)
96	Planning Board Candidate Artie Crocker (3/17/22)
78	Planning Board Candidate Oscar Mertz (3/17/22)
77	NCN: Tour of the New Needham Fire Department (10/30/20)
74	NCN: Needham Rape Aggression Defense System Class (6/7/13)
72	NCN: The Kids Place (8/11/16)
123	Planning Board Candidate Justin McCullen (3/17/22)
119	NCN: Stop Soldier Suicide (4/31/21)

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 441

Lifetime Views: Cloudcast/Connect/Archive.org: 195,442

Top 11 Connect (April)

98	LWV Candidates Night 2022
97	Needham HD Channel Stream
11	Celebrating Frances Perkins - April 8, 2018
9	LWV: Feeding Our Students, 3/24/22
9	Needham Civics Bee - March 5, 2017
7	Kay and Clark: Because They Said Yes (2021)
7	LWV: Lawn Alternatives - September 15, 2017
7	LWV Forum: Questions 1-3, 10/25/18
7	Moving Toward a Zero Waste Future - March 5, 2018
7	Needham School Houses: Dwight School
7	Needham School Houses: Avery School (10/18)