

Needham Channel Production Report

May 2022

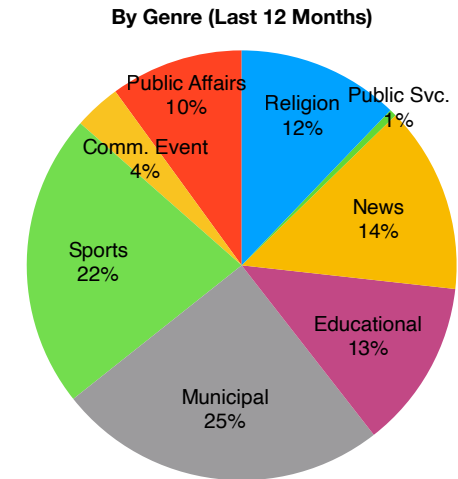
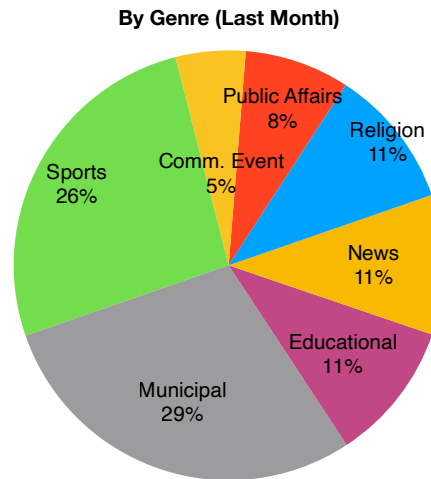
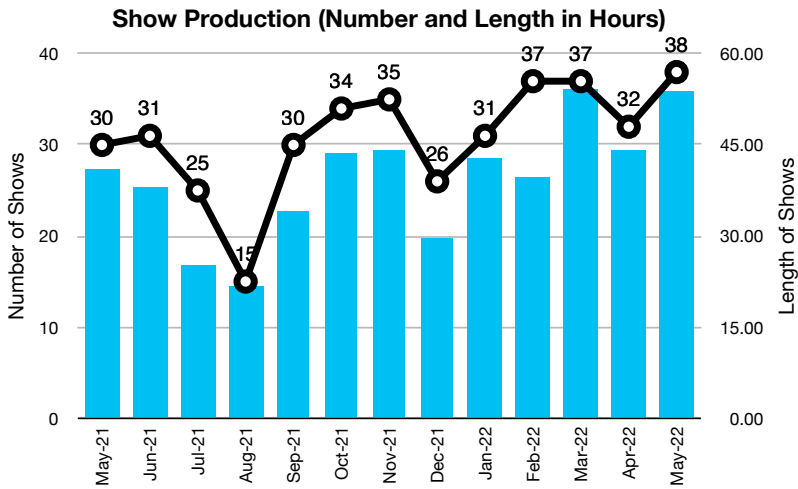
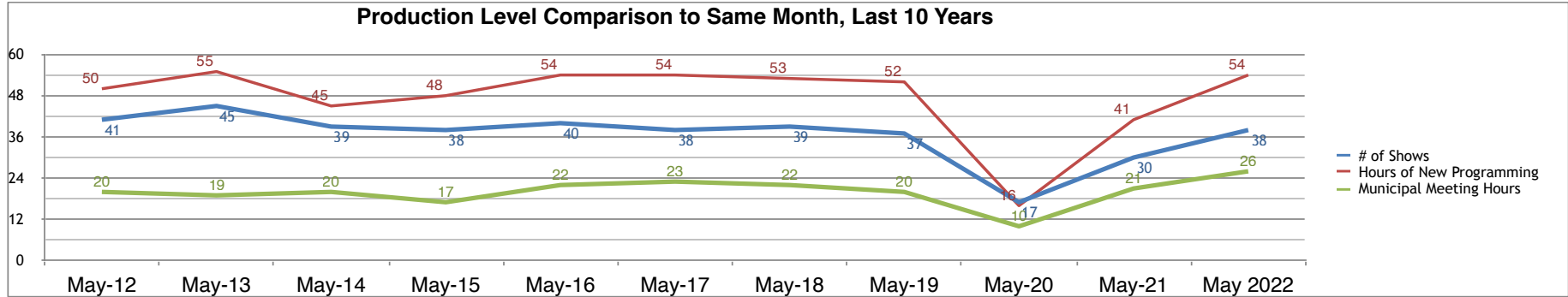
Show Headlines: Town Meeting Coverage Plagued by Audio Glitch • Rockets Report back in time for Spring Playoffs • May Crammed with 12 Live Events in First 19 days • Live Baseball returns with multi-camera shoot on 5/18 • Busy June Approaches with NHS Graduation & More Live Events, including NPL's "Future of the Suburbs" • Planning Board to Hold In-Person Hearing 6/7

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	65.7	Access Series - Religion
	Moving Forward Together	1	25.85	Access Series - Public Affairs
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	9	91.58	Sports
	Needham Planning Board	2	168.24	Municipal Meeting
	Needham School Committee	2	128.63	Municipal Meeting
	Needham School Spotlight	0	30	Access Series - Public Affairs
	Needham Select Board	3	79.56	Municipal Meeting
	Rockets Report	1	26.9	Sports
	The Writer's Block	0	28.88	Educational
Zoning Board of Appeals	1	131.93	Municipal Meeting	
Specials:	10 Minutes with Pollard Data Science Class (short)	1	10.85	Educational
	A Short History of Ireland Through Song	1	78.15	Educational
	Connections: Cops & Community - School Resource Officers, 5/17/22	1	77.38	Public Affairs
	Memorial Day Observances, 5/30/22	1	37.08	Community Event
	Mindful Me	2	25.78	Access Series - Educational
	Needham Annual and Special Town Meeting	3	190.27	Municipal Meeting
	Special Education Parent Action Committee Awards 2022	1	48.7	Community Event
	Social Media and Our Youth, 5/1/22	1	118.7	Public Affairs

Production Pipeline:

Proposal	Pre-Production	In Production	Post- Production	Due:
ZBA - returning in person Mid-July?	NHS Graduation - 6/5	Constitution Series - Ep2/Civics Series	NPL - Anita Diamant May 22	June/July
PB - to be in person full time??	Exchange Club July 4th Coverage	Mindful Me - 2 more eps coming	Words and Music of Ireland, 4/24	June/July
Future Exchange Club Shows	Writer's Block - Recording in studio 6/8	NHS Student Docs/Previews/Series	Needham School Houses: High Rock	June/July
	NPL - Future of the Suburbs, LIVE 6/12	Spring Sports - Playoffs, Live?	Legacy of Frederick Olmstead - 5/1	June/July
	Cops & Community #3 - 6/13	10 Minutes Shorts w/Sup't Gutekanst	Making Meals w/Mike - Mango Chicken Tacos	June/July

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Accuracy/Error Incidents: 5/2 and 5/4: Audio integration problems with new set up at Powers Hall. Error fixed temporarily about a half hour in on each production.

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	99.90	Playback Accuracy(%)	99.68	Playback Accuracy(%)	99.57	Playback Accuracy(%)	99.86
Scheduled Events	1026	Scheduled Events	312	Scheduled Events	464	Scheduled Events	729
Errors	1	Errors	1	Errors	2	Errors	1

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Social Media Follower Count:

Number	Change	Account
1,577	+26	YouTube
1,144	+7	TNC Twitter (The Needham Channel)
1,081	+5	NCS Twitter (Needham Channel Sports)
1,013	+8	Instagram (The Needham Channel)
722	+11	NCN Twitter (Needham Channel News)
661	+2	TNC Facebook (The Needham Channel)
595	+1	NCN Facebook (Needham Channel News)
406	+1	NCS Facebook (Needham Channel Sports)

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
85	5	NCN FB	NCN PKG: Kim Hewitt New NPL Director
25		Instagram	Rugby Opening Kickoff Video
20	7	NCS Twitter	Softball vs Dedham: Back to Back HRs Video
18		Instagram	Softball vs Dedham: Back to Back HRs Video
13		Instagram	Town Meeting 5/2 Pics
8		YouTube	Becca Schmill Foundation Mental Health Forum
8		Instagram	Softball vs. Dedham: Warmups Pic
8		Instagram	Town Meeting 5/9 Pics
8		Instagram	5/24 SB - Marianne Cooley Statement on Gun Violence
7		Instagram	Baseball vs. Walpole LL Night: Pics & Video

Clouser Look: Streaming, Impressions, the Insta Feed & Link Clicks

Our HD Live-Stream had 198 unique events, w/the highest (40) on 5/2, night #1 of the Annual Town Meeting. The TNC Twitter post for Marianne Cooley's statement on gun violence had over 7.7k impressions, while the NCS Twitter post of back to back Softball homers received over 5.5k. Instagram stories are increasing their reach, 4 of them getting to over 100 people. Finally, 3 NCS Twitter links (2 Live Baseball & Rockets Report) had 195 click-throughs, an average of 65 each.

YouTube Statistics

Total Views This Month: 8,063

Total Views (Lifetime): 1,611,353

Top 10 (May)

2,963	Your World, Bringing it Home: Building a Clothesline (2009)
321	Social Media and Our Youth (5/4/22)
264	A Brief History of Radio (2013)
165	NCN: Food Waste Program in Schools
107	Needham Girls Volleyball State Championship Highlights (11/22/21)
77	NHS 2018 D1 State Championship (6/28/18)
75	NCN Sports Update, 5/12/22
72	NCN Sports Update, 5/5/22
67	NCN Sports Update, 4/28/22
67	Owen Fanning's NHS Volleyball Career, 8/13/21

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 528

Lifetime Views: Cloudcast/Connect/Archive.org: 201,232

Top 12 Connect (May)

198	Needham HD Channel Stream
86	Rockets Report (May 2022)
26	Big Little Town - The Story of Needham (2012)
17	Needham Independence Day Parade (2017)
12	METCO: Yesterday. Today. Tomorrow. (2018)
11	LWV Forum: Questions 1-3, 10/25/18
9	Needham School Houses: Harris School (10/18)
7	Needham School Houses: Sunita Williams School (12/19)
7	Thanksgiving Football (2018)
6	LWV: Lawn Alternatives - September 15, 2017
6	Needham School Houses: Early Schools (6/19)
6	LWV and Women's Suffrage 100 (10/5/17)