

Needham Channel Production Report June 2022

Show Headlines: HUGE live streaming numbers for NHS Graduation • TNC Cameras roll as Boys Volleyball finishes 2nd straight undefeated season • Writer's Block episode with guest Wendy Bornstein draws big on-demand numbers • Friends of the Needham Public Library presentation on Future of Suburbs goes LIVE from the Community Room for first time in years.

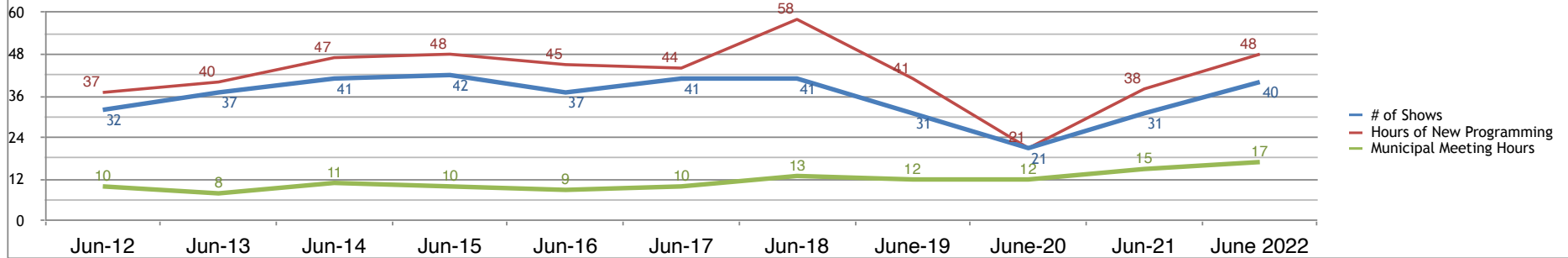
Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	66.6	Access Series - Religion
	Mindful Me	3	29.54	Access Series - Educational
	Moving Forward Together	1	29.22	Access Series - Public Affairs
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	11	81.22	Sports
	Needham Planning Board	2	193.69	Municipal Meeting
	Needham School Committee	2	122.06	Municipal Meeting
	Needham Select Board	2	142.59	Municipal Meeting
	Rockets Report	0	26.9	Sports
	The Writer's Block	1	25.8	Educational
	Zoning Board of Appeals	1	98.28	Municipal Meeting
Specials:	10 Minutes with Carmen Williams Class (short)	1	10.48	Educational
	Buffalo and Uvalde Virtual Gathering	1	29.83	Community Event
	Chalk it Up (short)	1	8.17	Educational
	Connections: Cops & Community - Community Conversations, 6/13/22	1	72.58	Public Affairs
	Green Needham Open House, June 2022	1	75.15	Educational
	Needham High School Graduation, 6/5/22	1	108.62	Community Event
	Needham High School Senior Awards, 6/2/22	1	33.73	Community Event
	The Future of Suburbs, 6/12/22	1	87.17	Educational

Production Pipeline:

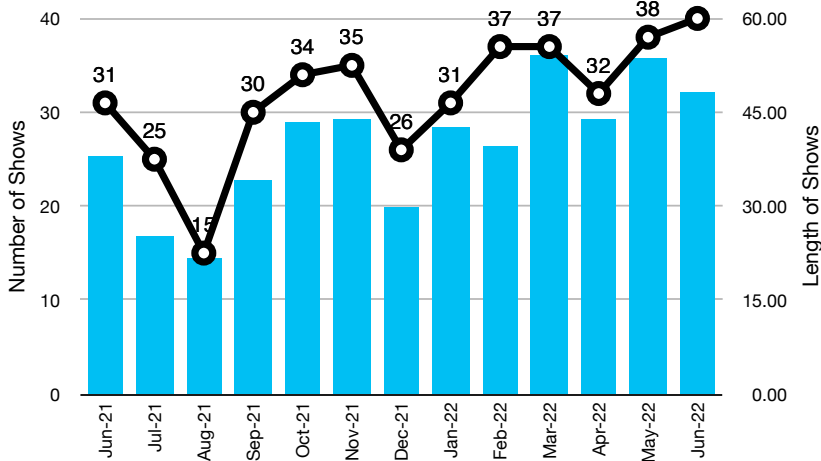
Proposal	Pre-Production	In Production	Post- Production	Due:
Rockets Report/Classics - Volleyball Titles	4th of July Parade - LIVE	Moving Forward Together - July Ep	Making Meals w/Mike - Mango Chicken Tacos	July?
Municipal Special Series	4th of July Fireworks - 7/3		Needham School Houses: High Rock	July?
	Legion Baseball - July		NPL - Anita Diamant/Olmstead Shows	Late July?
	Planning Board - 7/7 & 7/12		2nd NPL Ireland Event	Late July?

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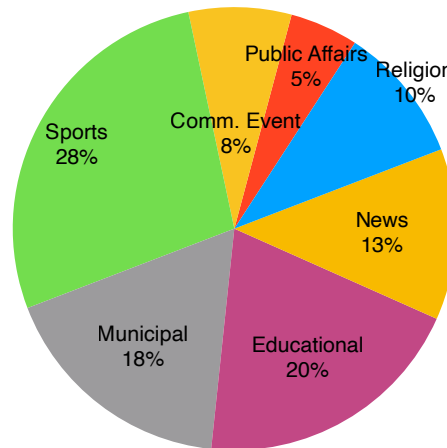
Production Level Comparison to Same Month, Last 10 Years



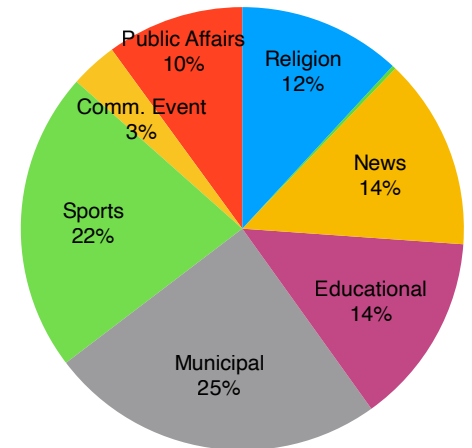
Show Production (Number and Length in Hours)



By Genre (Last Month)



By Genre (Last 12 Months)



Accuracy/Error Incidents:

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	99.90	Playback Accuracy(%)	99.72	Playback Accuracy(%)	99.61	Playback Accuracy(%)	99.73
Scheduled Events	1011	Scheduled Events	357	Scheduled Events	511	Scheduled Events	747
Errors	1	Errors	1	Errors	2	Errors	2

Needham Channel Production Report

June 2022

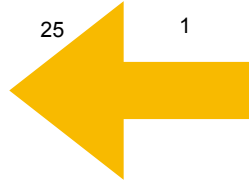
Social Media Follower Count:

Number	Change	Account
1,595	+18	YouTube
1,150	+6	TNC Twitter (The Needham Channel)
1,086	+5	NCS Twitter (Needham Channel Sports)
1,024	+11	Instagram (The Needham Channel)
726	+4	NCN Twitter (Needham Channel News)
677	+10	TNC Facebook (The Needham Channel)
606	+11	NCN Facebook (Needham Channel News)
413	+7	NCS Facebook (Needham Channel Sports)

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
237	3	NCS FB	Boys Volleyball Title Postgame: Nolan Leary Interview
66		Instagram	NHS Graduation: Processional Video & Pics
48		Instagram	Boys Volleyball Title Postgame: Nolan Leary Interview
47	7	NCN FB	NCN PKG: Roe V. Wade Protest
47		Instagram	NHS Graduation: Grads We Know Pics
28	7	NCS Twitter	Boys Volleyball Title Postgame: Coach Powell Interview
28	6	NCN FB	NCN PKG: Race Amity Day
26		Instagram	Boys Volleyball Title Postgame: Coach Powell Interview
26		Instagram	Boys VBall Title Postgame: Kevin Coppinger Interview
25	1	NCS FB	Boys Volleyball Title Coverage on needhamchannel.org

Closer Look: Streaming, Impressions and Boys Volleyball
 Our Graduation coverage had 149 hits on our HD livestream during the 5pm hour as people tuned in. After Boys Volleyball won the State Championship, we had 17 posts featuring interviews & highlights. Those 17 posts received 543 likes and 20,476 impressions which then averages out to 32 likes and 1,204 impressions per post. The first group of interviews on the sports Facebook page (Nolan Leary first) had 237 likes & 3,893 impressions on its own!



We had a lot of eyes on us this month as Needham High's school year came to a close. Check it out!

YouTube Statistics

Total Views This Month: 7,601

Total Views (Lifetime): 1,618,952

Top 10 (June)

2,605	Your World, Bringing it Home: Building a Clothesline (2009)
272	A Brief History of Radio (2013)
135	NCN: Needham High School Graduation 2022 (6/10/22)
126	NCN Sports Update, 6/16/22
122	NCN: Civics Showcase, 6/17/22
94	NCN: Tour of the New NFD Headquarters, 10/30/22
85	Needham Girls Volleyball State Championship Highlights (11/22/21)
83	NCN: Food Waste Program in Schools, 5/20/22
77	NCN: Read Beyond the Beaten Path, 6/3/22
75	NCN Sports Update, 6/23/22

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 733

Lifetime Views: Cloudcast/Connect/Archive.org: 209,710

Top 10 Connect (June)

337	Needham HD Channel Stream
71	The Writer's Block - Wendy Bornstein
64	Rockets Report (May 2022)
37	Needham Planning Board, 6/7/22
21	Needham High School Graduation, 6/5/22
12	LWV Forum: Questions 1-3, 10/25/18
10	Celebrating Frances Perkins, 4/8/18
10	Gun Violence: A Public Health Crisis, 9/27/18
10	Needham Independence Day Parade (2017)
8	Independence Day Parade, 2021