

Needham Channel Production Report

July 2022

Show Headlines: Despite early technical issues, LIVE airing of 4th of July Parade was successful • NCE's Constitution Series completed, boosting July programming • NHS Student Documentary Series start summer run, with more in August • "School Houses" featuring High Rock, Anita Diamant special both debut • TNC covers two Planning Board meetings in one week.

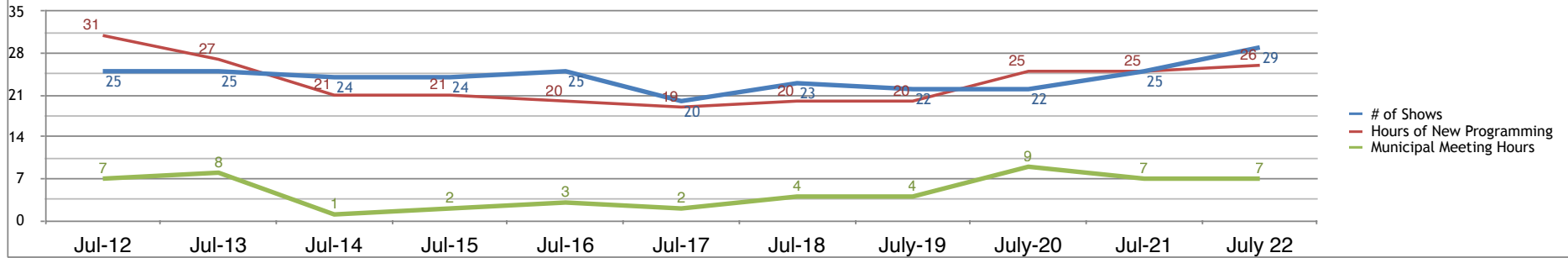
Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	64.69	Access Series - Religion
	Mindful Me	3	26.82	Access Series - Educational
	Moving Forward Together	1	30	Access Series - Public Affairs
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	1	142.17	Sports
	Needham Planning Board	2	139.23	Municipal Meeting
	Needham School Committee	0	150	Municipal Meeting
	Needham Select Board	1	162.53	Municipal Meeting
	Rockets Report	0	30	Sports
	The Writer's Block	0	30	Educational
	Zoning Board of Appeals	0	90	Municipal Meeting
Specials:	A Conversation with Anita Diamant, 5/22/22 (7/15/22)	1	69.5	Community Event
	Constitution Series	3	64.98	Educational
	Damon Borrelli Bridge Dedication, 7/11/22 (7/14/22)	1	27.12	Community Event
	Dedication of Fire Station #2, 6/30/22 (7/8/22)	1	16.22	Community Event
	Dedication of the Public Safety Building, 6/30/22 (7/8/22)	1	28.65	Community Event
	Making Meals with Mike - Chicken Mango Tacos, 7/14/22 (short)	1	2.9	Educational
	Needham Fireworks, 7/3/22 (7/4/22)	1	19.67	Community Event
	Needham Parade, 7/4/22	1	64.2	Community Event
	NHS Student Documentary Previews, 7/7/22	1	30	Educational
	NHS Student Documentary: Divide, 7/28/22	1	44.55	Educational
	Needham School Houses: High Rock, 7/29/22	1	9.67	Educational

Production Pipeline:

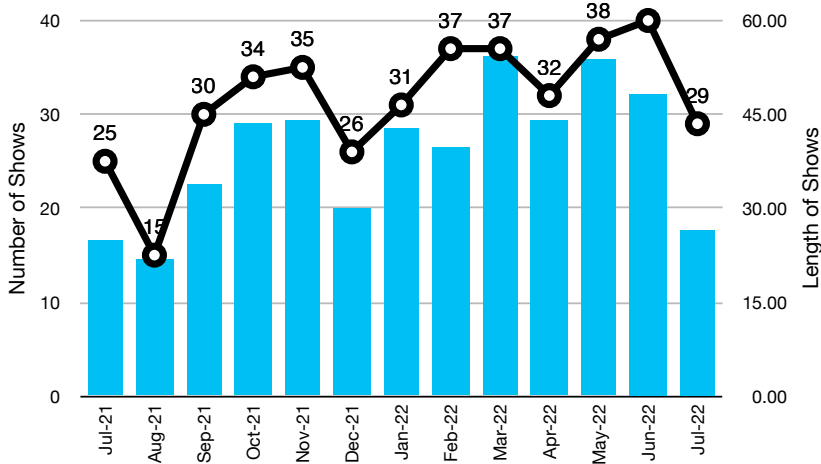
Proposal	Pre-Production	In Production	Post- Production	Due:
Writer's Block - September Episode	LWV County Commissioner Forum - 8/24	Underwriting Videos	NHS Student Docs & Series	Aug 4, 11, 18
Western Gunslingers Lecture Series	Fall Sports Schedule: LIVE Football, Volleyball?	Special Rockets Classic on Volleyball Teams	NPL - Ireland/Olmstead Events	Late Aug?
Schmill Foundation Overdose Awareness - 8/31	Mindful Me - New Ep's & TNC Studio Shoot	August Municipal Meetings	Rockets Report - Volleyball Country	Aug 4

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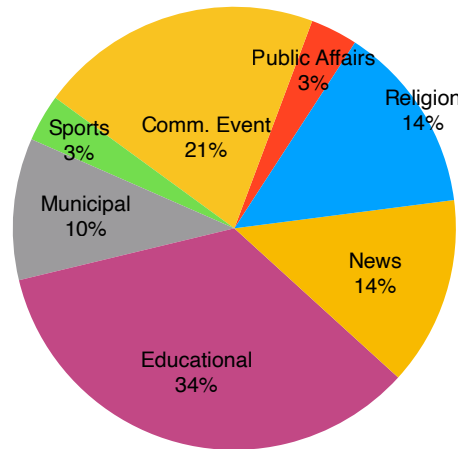
Production Level Comparison to Same Month, Last 10 Years



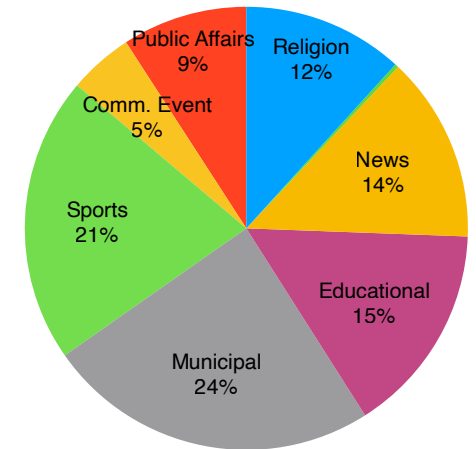
Show Production (Number and Length in Hours)



By Genre (Last Month)



By Genre (Last 12 Months)



Accuracy/Error Incidents: 7/4 - Parade live signal issues, fixed before parade arrived; 7/25 - Power Failure in Master Control caused all 4 channels to go black on all 3 systems for about an hour

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	99.49	Playback Accuracy(%)	99.19	Playback Accuracy(%)	99.61	Playback Accuracy(%)	99.69
Scheduled Events	1181	Scheduled Events	492	Scheduled Events	518	Scheduled Events	970
Errors	6	Errors	4	Errors	2	Errors	3

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Social Media Follower Count:

Number	Change	Account
1,605	+10	YouTube
1,150	—	TNC Twitter (The Needham Channel)
1,084	-2	NCS Twitter (Needham Channel Sports)
1,029	+5	Instagram (The Needham Channel)
725	-1	NCN Twitter (Needham Channel News)
679	+2	TNC Facebook (The Needham Channel)
601	-5	NCN Facebook (Needham Channel News)
416	+3	NCS Facebook (Needham Channel Sports)

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
31		Instagram	July 4th Parade: Pics & Vids feat. Chief Condon
25		YouTube	Building a Clothesline Video
20		Instagram	July 4th Parade: Pics & Vids feat. Jazz Band
17		Instagram	July 4th Parade: Pics & Vids feat. Sen. Rausch
13		Insta Reel	July 4th Parade: Matt Borrelli Interview
11	5	NCS Twitter	Ben Putnam YouTube Video Link
11		Instagram	July 4th Parade: Heidi Frail Dress Pic
10		Instagram	July 4th Parade: Setup Pic
8		Insta Reel	July 4th Parade: Heidi & Kevin Interview
7	2	NCS FB	Girls Ultimate Frisbee State Champ Pic
7	2	TNC FB	July 4th Parade: Full Photo Dump
7		Instagram	Maureen Ice Cream Boomerang Video

Closer Look: 4th of July on Insta/FB, Building a Clothesline on YouTube

Our social media coverage of the 4th of July Parade was well received, with 8 posts in particular on our Instagram and TNC Facebook pages getting 117 total likes (an average of 14.6 likes per post) and a reach of 2,918 (an average of nearly 365 per post). Our Building a Clothesline video from YouTube continues to garner support, with 25 likes this month and 23,000 impressions. This is a video that is over a decade old, but is still very popular every month!!

YouTube Statistics

Total Views This Month: 7,686

Total Views (Lifetime): 1,626,638

Top 10 (July)

2,507	Your World, Bringing it Home: Building a Clothesline (2009)
237	NCN: 2022 Needham Carnival Preview (July 14, 2022)
181	NCN: Testicular Self Exams (June 30, 2022)
174	A Brief History of Radio (2013)
158	Player Feature: Ben Putnam (July 22, 2022)
150	NCN: Needham Carnival 2021 Preview (July 2021)
111	NCN: Community Food Pantry (June 30, 2022)
87	Highlights of At My Neighbors Table: Structural Racism (2020)
67	NCN Sports Update, 7/7/22
59	NCN: Tour of the New NFD Headquarters (2020)

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 417

Lifetime Views: Cloudcast/Connect/Archive.org: 211,967

Top 10 Connect (July)

92	Needham HD Channel Stream
45	4th of July Parade 2022
37	Independence Day Parade 2021
15	Needham Fireworks, 7/3/22
11	Needham School Houses: Harris School (Oct 2018)
10	Big Little Town: The Story of Needham (2012)
10	LWV Forum: Questions 1-3, 10/25/18
9	Needham Independence Day Parade (2017)
8	Needham School Houses: Avery School (Oct 2018)
8	Rockets Report (May 2022)