

Needham Channel Production Report

August 2022

Show Headlines: LWV County Commissioner Forum draws strong streaming numbers • New Rockets Report details last 4 Volleyball State Titles • NHS Student Documentary Series dominate new shows • Mindful Me records episodes at TNC for this fall • Senator Rausch details Legislative Session in TNC Special • Football Media Day draws a strong social media following

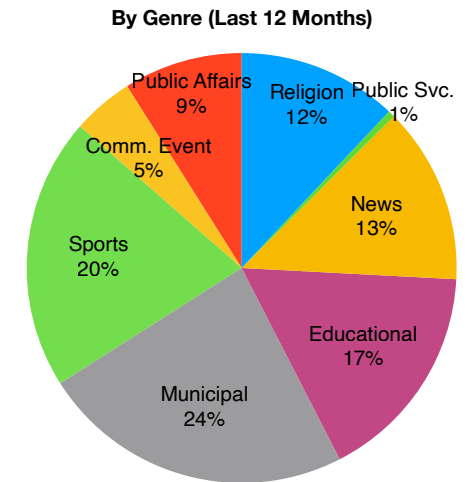
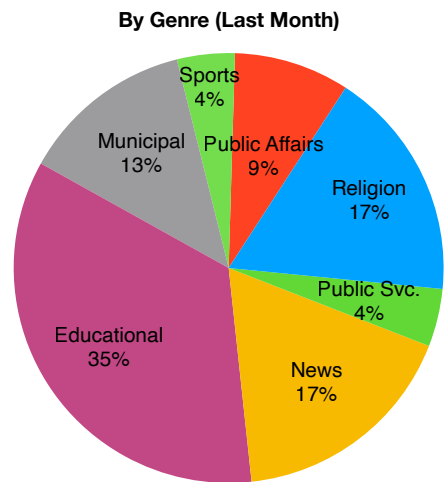
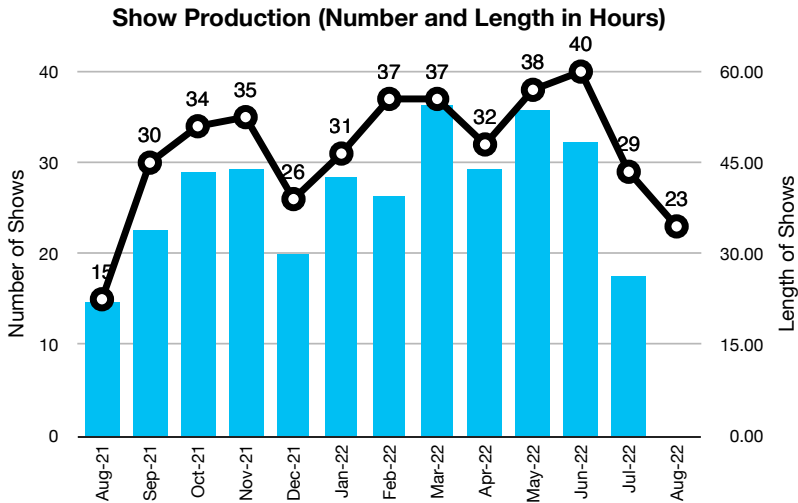
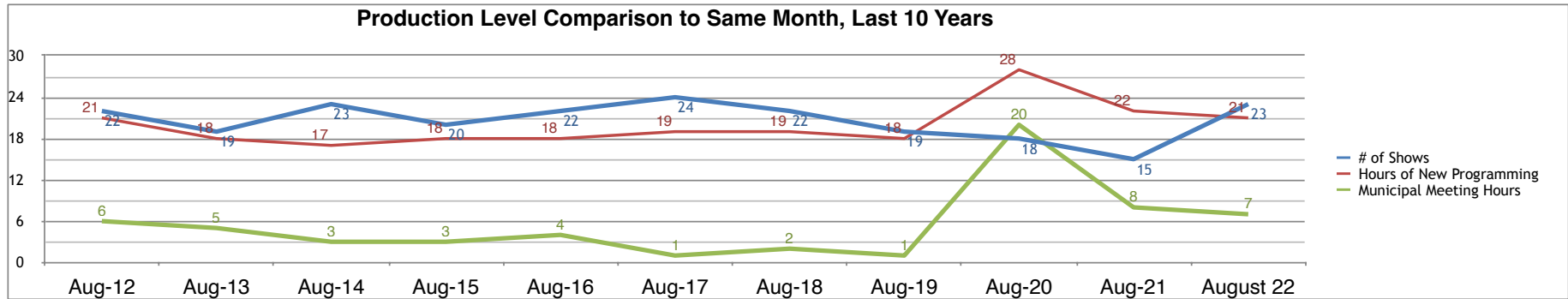
Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	61.03	Access Series - Religion
	Mindful Me	4	24.62	Access Series - Educational
	Moving Forward Together	0	30	Access Series - Public Affairs
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	0	90	Sports
	Needham Planning Board	1	169.57	Municipal Meeting
	Needham School Committee	0	150	Municipal Meeting
	Needham Select Board	1	201.72	Municipal Meeting
	Rockets Report	1	33.68	Sports
	The Writer's Block	0	30	Educational
Zoning Board of Appeals	1	53.63	Municipal Meeting	
Specials:	Better Balance (short)	1	8.35	Public Service
	Legislative Review with Senator Becca Rausch	1	32.63	Public Affairs
	LWV: County Commissioner Forum, 8/24/22	1	47.85	Public Affairs
	NHS Student Documentary: Aimless, 8/4/22	1	56.62	Educational
	NHS Student Documentary: Muslim Man on the Street, 8/12/22	1	37.07	Educational
	NHS Student Documentaries 2022	1	93.48	Educational
	The Words and Music of Ireland, April 2022	1	78.92	Educational

Production Pipeline:

Proposal	Pre-Production	In Production	Post- Production	Due:
BID-Needham Health Series	Writer's Block - September Episode	Municipal Special/Series	Sponsorship Videos	Sept 5
Town of Needham Short Videos	Making Meals with Mike - Oct Episode	Municipal Meetings	Rockets Classics: Girls Volleyball 2019	Sept 5
Harvest Fair Segments - Oct 2	Western Gunslingers Lecture Series	Needham Channel News	Overdose Awareness Day Vigil	Sept 8
LIVE Thanksgiving Football Coverage	TNC Fall Sports Season Coverage		Mindful Me - 2 Ep's at TNC	Late Sept?
Planning Board Meetings at PSAB	Hosted Community Bulletin Board		Friends of the NPL: Olmstead video	Late Sept?
Active Shooter Forum - 9/28/22				

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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(%)	99.25	Playback Accuracy(%)	99.07	Playback Accuracy(%)	98.23	Playback Accuracy(%)	99.19
Scheduled Events	1073	Scheduled Events	432	Scheduled Events	621	Scheduled Events	863
Errors	8	Errors	4	Errors	11	Errors	7

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Social Media Follower Count:

Number	Change	Account
1,617	+12	YouTube
1,161	+11	TNC Twitter (The Needham Channel)
1,090	+6	NCS Twitter (Needham Channel Sports)
1,040	+11	Instagram (The Needham Channel)
728	+3	NCN Twitter (Needham Channel News)
685	+6	TNC Facebook (The Needham Channel)
602	+1	NCN Facebook (Needham Channel News)
416	—	NCS Facebook (Needham Channel Sports)

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
57		Instagram	Football Media Day: Pics
35		Instagram	Rockets Classics Girls Volleyball Tease Video
29		Instagram	Football Media Day: Ben Chapman Video
26		Instagram	Overdose Awareness Vigil: Pics & Video
23		Instagram	TNC Trivia Night with Mike Riley Pics
17	16	TNC FB	Voting PSA #1: Why Vote?
17		Instagram	Football Media Day: Josh Melia Video
16	3	NCS Twitter	Football Media Day: Josh Melia Video
16		YouTube	NCN PKG: India Independence Day Preview Video
14		Instagram	Football Media Day: Coach Kopsco Video

Closer Look: TNC Coverage of Sports and Politics Shine in Late August

Our coverage of NHS Football Media Day burned up our social media accounts. We had lots of material to work with, creating 11 posts across three platforms. That work translated into 181 likes (an average of 16.45 per post) and reached 7,114 people (646.72 per post). There was also an Instagram story that received 159 views on its own. Two different productions also received over an Instagram Story that received 159 views. Two different productions also received over 100 views on our streaming server despite debuting late in August: the LWV County Commissioner Forum got 135 views, and the new Rockets Report reviewing the last four Volleyball State Titles received 107. Not bad viewership for what was once considered a "dead" month!

YouTube Statistics

Total Views This Month: 7,473

Total Views (Lifetime): 1,634,111

Top 10 (August)

1,738	Your World, Bringing it Home: Building a Clothesline (2009)
364	A Brief History of Radio (2013)
349	NCN: India Independence Day Preview (8/19/22)
112	NCN Sports: 2022 Football Preview, Part 1 (8/25/22)
100	Player Feature: Ben Putnam (7/22/22)
96	NCN Sports: Girls Basketball Coach Departs (7/29/22)
92	NCN: Testicular Self Exams (June 30, 2022)
72	NCN: Needham Police Headquarters Tour (7/29/22)
71	NCN: Needham Rape Aggression Defense System (2013)
63	Your World, Bringing it Home: Crabapple Jelly (2009)

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 663

Lifetime Views: Cloudcast/Connect/Archive.org: 216,710

Top 10 Connect (August)

135	LWV: County Commissioner Forum (8/24/22)
123	Needham HD Channel Stream
107	Rockets Report (August 2022)
66	Needham Select Board, 7/26/22
17	LWV Forum: Questions 1-3, 10/25/18
10	METCO: Yesterday. Today. Tomorrow (2018)
9	LWV Forum: Question 4, 10/19/18
8	Thanksgiving Football, 11/22/18
7	Celebrating Frances Perkins, 4/8/18
7	Three Decades of Turkey Day TV (2017)