

Needham Channel Production Report September 2022

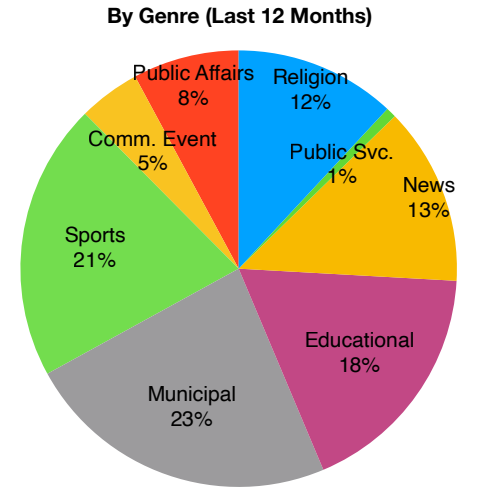
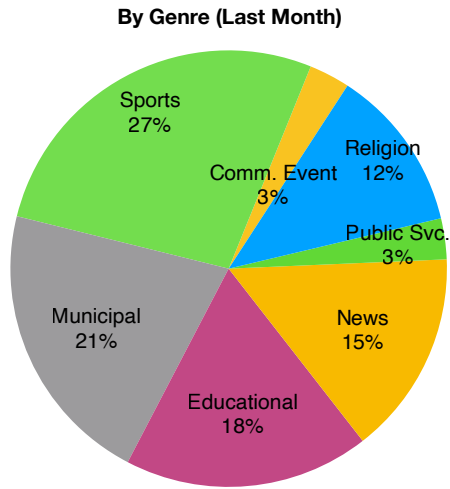
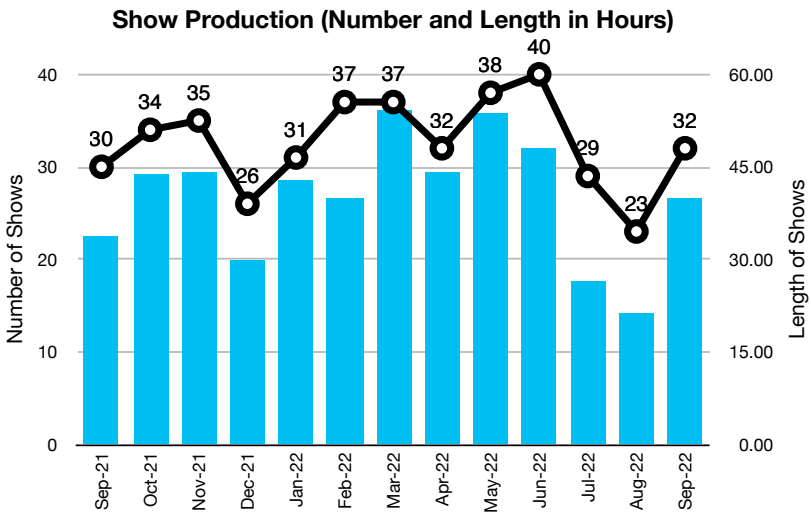
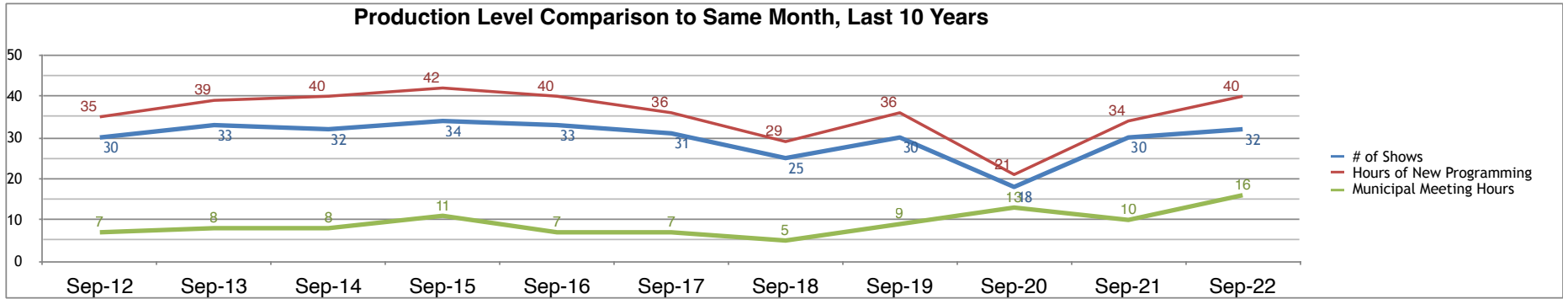
Show Headlines: Planning Board leads to most September municipal programming numbers this decade • 2019 Girls Volleyball title run relived at TNC Studios • Live football resumes with two September and two October games • First Needham-recorded Mindful Me episode airs, more on the way • Writer's Block returns with new episodes • Many new specials planned for October

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	67.22	Access Series - Religion
	Mindful Me	4	29.03	Access Series - Educational
	Moving Forward Together	0	30	Access Series - Public Affairs
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	8	93.62	Sports
	Needham Planning Board	2	244.87	Municipal Meeting
	Needham School Committee	2	105.63	Municipal Meeting
	Needham Select Board	2	100.49	Municipal Meeting
	Rockets Report	0	33.68	Sports
	The Writer's Block	1	26.27	Educational
	Zoning Board of Appeals	1	69.02	Municipal Meeting
Specials:	10 Minutes with Kiana Brunson (short)	1	10.02	Educational
	International Overdose Awareness Day, 8/31/22 (9/8/22)	1	23.43	Community Event
	Rockets Classics: Girls Volleyball Title Run	1	66.5	Sports

Production Pipeline:

Proposal	Pre-Production	In Production	Post- Production	Due:
BID-Needham Health Series	Writer's Block - October Episode	Election Forums & PSAs	Gun Safety Forum	October 6
Town of Needham HR Videos	Special Town Meeting - Oct 24	Fall Sports - Live Football Home Games	Making Meals with Mike - Butternut Sq Soup	October 6
Harvest Fair Segments - Oct 2	Western Gunslingers Episode 2	Planning Board - 3 meetings in Oct	Western Gunslingers Ep 1 - Wild Bill Hickok	October 7
Untitled Short Subject Arts Profiles	Municipal Special/Series		Mindful Me - 1 more TNC Episode	Mid October?
Historical Society/Revitalization Cmte. Video	Mindful Me - 2 new TNC Ep's			

Needham Channel Production Report September 2022



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(%)	100.00	Playback Accuracy(%)	98.82	Playback Accuracy(%)	99.32	Playback Accuracy(%)	99.87
Scheduled Events	983	Scheduled Events	340	Scheduled Events	440	Scheduled Events	784
Errors	0	Errors	4	Errors	3	Errors	1

Needham Channel Production Report September 2022

Social Media Follower Count:

Number	Change	Account
1,629	+12	YouTube
1,168	+7	TNC Twitter (The Needham Channel)
1,098	+8	NCS Twitter (Needham Channel Sports)
1,064	+24	Instagram (The Needham Channel)
733	+5	NCN Twitter (Needham Channel News)
687	+2	TNC Facebook (The Needham Channel)
605	+3	NCN Facebook (Needham Channel News)
416	—	NCS Facebook (Needham Channel Sports)

Top 11 Social Media Posts

Likes	Re-Tweets	Account	Post
31		Instagram	Football vs. Weymouth: Crew Pics
29	17	TNC FB	2 Primary Election Voting PSAs
29		Instagram	Football at KP: Warmup Video & Pics
26	2	NCS FB	Kayla Steeves Girls Soccer Coach YT Video
23		Instagram	Boys Soccer vs. Walpole Pics
21		Instagram	Football Opener at Natick: Warmup Video
19		Instagram	NHS Boosters Video: Mike & Rob
16		Instagram	Rockets Classics Promo: Girls VBall 2019
15	13	NCN FB	Kathryn NCN Debut Pics with Derick
13	3	NCS Twitter	Girls Soccer vs. Marshfield: Goals Video
13		Instagram	Live Football Home Games on TNC Promo

Clouser Look: Making a Good “Impression” on Social Media

In addition to the amount of likes noted in our Top 11 Social Media Posts this month, a few of those also received large numbers of impressions. The top this month was the Girls Soccer Goals Video, which received 1,652 impressions. In second place was TNC Facebook post of the two Primary Election PSAs from September 2, which had 1,083. Our Instagram following continues to rise, with six different posts reaching at least 400 people, with the NHS Boosters video the highest, at 671.

Fall Sports are dominating our Social Media!

Stay tuned this October to see how this trend has continued!

YouTube Statistics

Total Views This Month: 7,256

Total Views (Lifetime): 1,641,367

Top 10 (September)

1,146	Your World, Bringing it Home: Building a Clothesline (2009)
436	A Brief History of Radio (2013)
248	Your World, Bringing it Home: Crabapple Jelly (2009)
155	NCN Sports: New Girls Soccer Coach: Kayla Steeves (9/9/22)
153	Overdose Awareness Day Vigil (9/1/22)
118	NCN Sports: 2022 Football Preview, Part 1 (8/25/22)
112	NCN Sports Update (9/15/22)
109	Relive the 2019 Needham Girls Volleyball State Title Run (9/12/22)
104	NCN Sports: 2022 Football Preview, Part 2 (9/1/22)
84	NCN: Testicular Self Exams (June 30, 2022)

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 683

Lifetime Views: Cloudcast/Connect/Archive.org: 220,618

Top 10 Connect (September)

206	Needham HD Channel Stream
168	LWV: County Commissioner Forum (8/24/22)
21	Needham School Committee, 9/6/22
18	Rockets Report (August 2022)
16	Needham School Committee, 9/20/22
15	Three Decades of Turkey Day TV (2017)
10	METCO: Yesterday. Today. Tomorrow (2018)
9	Celebrating Frances Perkins, 4/8/18
8	LWV Forum: Questions 1-3, 10/25/18
8	Town Meeting - Making Your Voice Count (2015)