

## Needham Channel Production Report October 2022

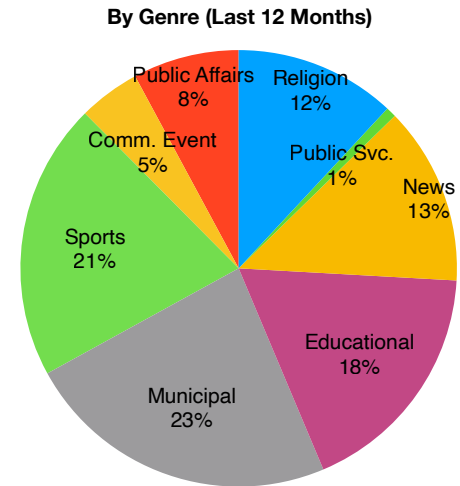
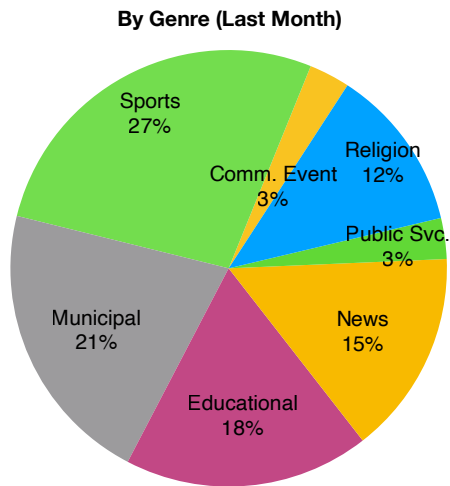
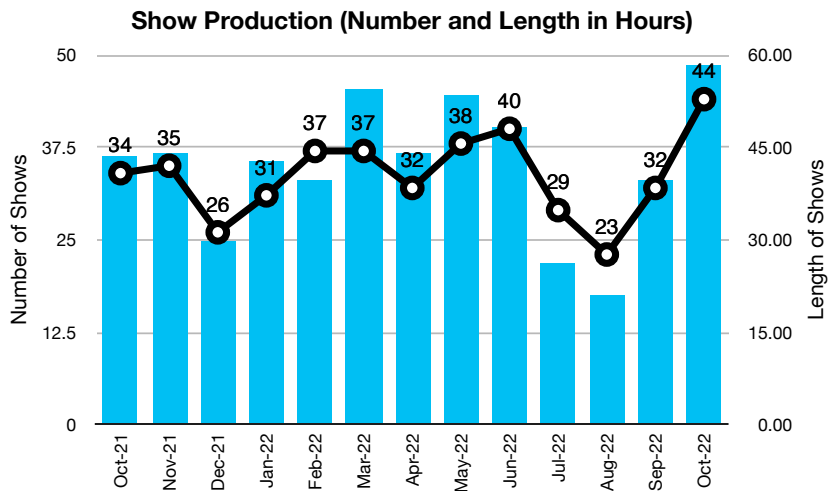
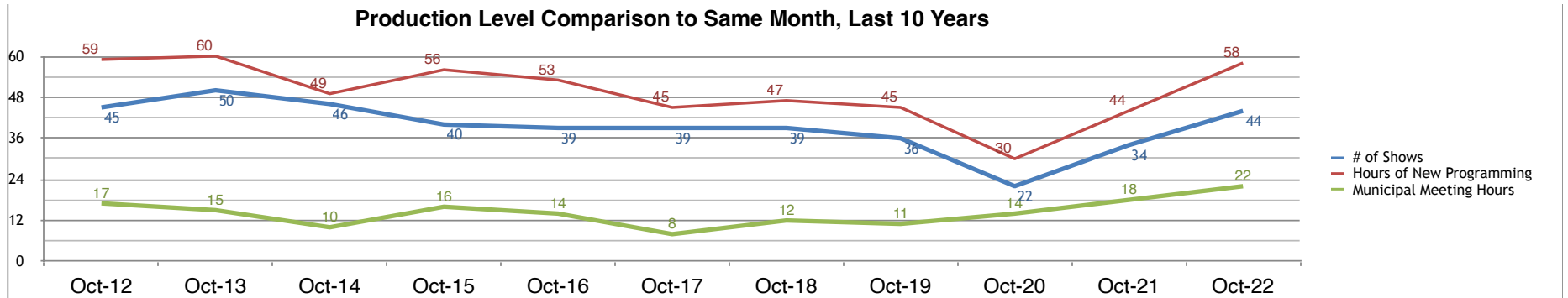
**Show Headlines:** Huge streaming viewership crashes live stream during live football vs Walpole • TNC covers three League forums for midterm elections • TNC produces highest output for October of the decade • Big month for sports with playoffs, Thanksgiving football still to go • New Needham-based Mindful Me airs, more to come • ‘Moving Forward’ to record in studio

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	71.93	Access Series - Religion
	Mindful Me	4	28.91	Access Series - Educational
	Moving Forward Together	0	30	Access Series - Public Affairs
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	14	94.66	Sports
	Needham Planning Board	3	183.32	Municipal Meeting
	Needham School Committee	2	75.85	Municipal Meeting
	Needham Select Board	2	129.58	Municipal Meeting
	Rockets Report	0	30	Sports
	The Writer's Block	0	26.27	Educational
	Western Gunslingers	1	65.66	Educational
	Zoning Board of Appeals	1	122.62	Municipal Meeting
Specials:	10 Minutes with Matt Spengler and Andrea Longo Carter (short)	1	10.01	Educational
	Gun Safety: Beyond the Active Shooter Drill, 9/29/22 (10/6)	1	97.37	Community Event
	LWV: County Commissioner Forum, 10/19/22	1	41.08	Public Affairs
	LWV Forum on Questions 2 & 3, 10/17/22 (10/20/22)	1	42.88	Public Affairs
	LWV: State Senator Candidate Forum, 10/18/22	1	52.42	Public Affairs
	Making Meals with Mike - Butternut Squash Soup (short)	1	3.08	Educational
	Moving Forward Together (short)	1	10.8	Public Affairs
	Olin Scavenger Hunt (short), 10/13/22	1	2.9	Other
	Special Town Meeting, 10/25/22	1	248.53	Municipal Meeting

### Production Pipeline:

Proposal	Pre-Production	In Production	Post- Production	Due:
BID-Needham Health Series	Moving Forward Together in Studio	Recycling Forum - Nov 2	Mindful Me - Bipolar Spectrum Part 1	November 3
Mindful Me - 2 new TNC Ep's	Town of Needham Info Videos	Fall Sports - Playoffs & Thanksgiving FB	Writer's Block - Dr Sanjiv Chopra	November 10
	Western Gunslingers Ep3	Superintendent 10 Minutes Shorts	Western Gunslingers Ep 2 - Wyatt Earp	November 11
	Matt Robinson Event at Library - Nov 15	Housing Plan Working Group - Nov 16	NHS Distinguished Career Awards	Late Nov.

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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	
<b>Playback Accuracy(%)</b>	<b>99.90</b>	<b>Playback Accuracy(%)</b>	<b>100.00</b>	<b>Playback Accuracy(%)</b>	<b>99.79</b>	<b>Playback Accuracy(%)</b>	<b>99.71</b>
Scheduled Events	967	Scheduled Events	353	Scheduled Events	476	Scheduled Events	701
Errors	1	Errors	0	Errors	1	Errors	2

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## Social Media Follower Count:

Number	Change	Account
1,649	+20	YouTube
1,165	-3	TNC Twitter (The Needham Channel)
1,109	+11	NCS Twitter (Needham Channel Sports)
1,065	+1	Instagram (The Needham Channel)
727	-6	NCN Twitter (Needham Channel News)
692	+5	TNC Facebook (The Needham Channel)
606	+1	NCN Facebook (Needham Channel News)
416	—	NCS Facebook (Needham Channel Sports)

**Closer Look: More than just Football at the Football Games**  
 This month we saw a huge reception for social media posts that we took at football games that little to do with the games themselves. The most popular post we've had in a while was the video we took of the NHS Dance Team at the Milton game, posted to Facebook & Instagram & received 285 likes, 2,336 impressions & 2,118 views. However, the Milton and Walpole Football games also drew some big numbers streaming live, with about 100 and 300 respectively!

## Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
226	6	TNC FB	NHS Dance Team Video from FB vs. Milton
59		Instagram	NHS Dance Team Video from FB vs. Milton
46		Instagram	FB v Milton: Anthem Video/Pregame Pics
37		Instagram	Harvest Fair Video: Shrek "Ogres/Onions"
36		Instagram	Football vs. Walpole Highlights Video
25		Instagram	Harvest Fair Pics
25		Instagram	Girls V-ball vs. Newton No. Highlights Video
25		TNC FB	Harvest Fair Pics
24		Instagram	Football vs. Walpole Pics
22		Instagram	Girls Soccer vs. Walpole Highlights Video

**Our streaming numbers were way up in October! We had almost 500 more views online than we did in September, and 600 more YouTube views, as well. While sports has been number one in Social Media, the Needham League of Women Voter Forums have dominated our other online streaming services. Way to be Civic-Minded, Needham!!**

## YouTube Statistics

Total Views This Month: 7,893

Total Views (Lifetime): 1,649,260

### Top 10 (October)

1,052	Your World, Bringing it Home: Building a Clothesline (2009)
487	A Brief History of Radio (2013)
270	NCN: Harvest Fair 2022 (10/12/22)
192	Your World, Bringing it Home: Crabapple Jelly (2009)
138	NCN: Community Electricity Aggregation (10/13/22)
136	NCN Sports: Football vs Newton North (9/30/22)
120	NCN Sports Update - October 20, 2022
114	NCN: Last Public Hearing on 557 Highland Avenue (10/7/22)
113	NCN Sports: Boys Soccer vs. Wellesley (10/13/22)
110	NCN Sports: Football vs. Braintree (10/13/22)

## Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 1,196

Lifetime Views: Cloudcast/Connect/Archive.org: 224,516

### Top 11 Connect (October)

411	LWV: Questions 2 & 3, 10/17/22
293	Needham HD Channel Stream
170	LWV: County Commissioner Forum (10/17/22)
63	LWV: State Senate Candidates (10/18/22)
29	Needham Special Town Meeting, 10/25/22
24	Kay and Clark: Because They Said Yes (2021)
12	Needham School Committee, 10/4/22
10	Celebrating Frances Perkins, 4/8/18
9	LWV: County Commissioner Forum (8/24/22)
8	Needham Select Board, 10/11/22
8	Sarah McBride: Why Yes on 3? (10/23/18)