

Needham Channel Production Report November 2022

Show Headlines: League of Women Voters Forum on Ballot Questions 2 and 3 pulls nearly 900 online viewers • Boys Soccer State Final and Thanksgiving Football showcase a busy sports month • The Needham Channel records and debuts new episodes of Mindful Me, Writer's Block and the first Moving Forward Together in studio • TNC Instagram feed soars! • Western Gunslingers mounts up for more episodes in November and December.

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	2	72.82	Access Series - Religion
	Mindful Me	2	21.49	Access Series - Educational
	Moving Forward Together	1	28.57	Access Series - Public Affairs
	Needham Channel News	3	30	News
	Needham Channel Sports/Rockets Classics	12	100.71	Sports
	Needham Planning Board	2	184.86	Municipal Meeting
	Needham School Committee	2	96.02	Municipal Meeting
	Needham Select Board	2	151.81	Municipal Meeting
	Rockets Report	0	30	Sports
	Western Gunslingers	1	54.72	Educational
	The Writer's Block	1	27.42	Educational
	Zoning Board of Appeals	1	52.32	Municipal Meeting
Specials:	10 Minutes with Boudreau, Grin and Curie (short)	1	10.93	Educational
	Housing Plan Working Group, 11/16/22	1	120.15	Municipal Meeting
	Solid Waste and Recycling Forum	1	119.65	Public Service
	The Stationery Shop, 11/6/22 (11/28/22)	1	60.32	Community Event
	Veterans Day Observances, 11/11/22	1	44.6	Community Event

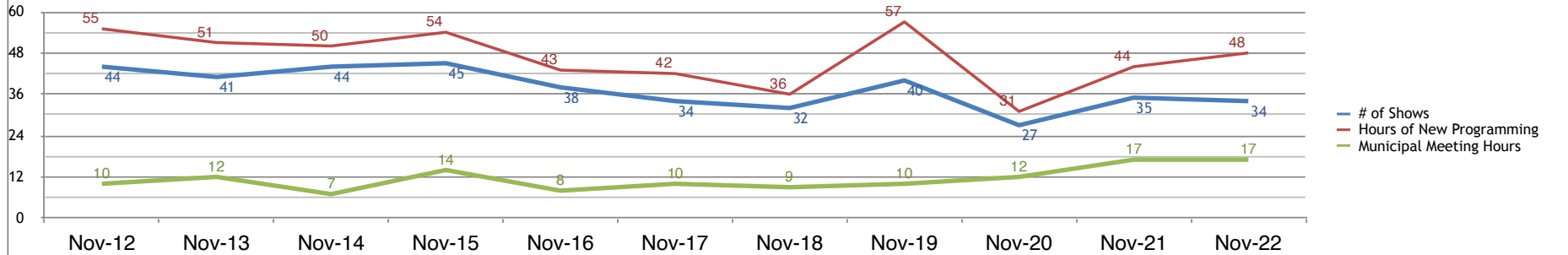
Production Pipeline:

Proposal	Pre-Production	In Production	Post- Production	Due:
BID-Needham Health Series	PB on 12/19, SB/SC on 12/20	Western Gunslingers - Eps 3 & 4	Mindful Resilience - Youth & Family Services	Dec 1
Winter Sports - Live Basketball?	Making Meals w/Mike - S.Potato Latke Burgers	Municipal Short on Water/Sewer Bills - Late Dec	Distinguished Career Awards	Dec 1
	Holiday House Tour - Dec 10	Rockets Report - Late Dec	A Few Minutes with Bob Larsen	Dec 1
	Mindful Me - 2 eps in Dec or Jan		Mindful Me with Dr Marga - 4th TNC Episode	Jan 1
	Writer's Block - January Taping?		Matt Robinson Event at Library	Jan 1?
	Moving Forward Together - Zoom Ep in Dec?			

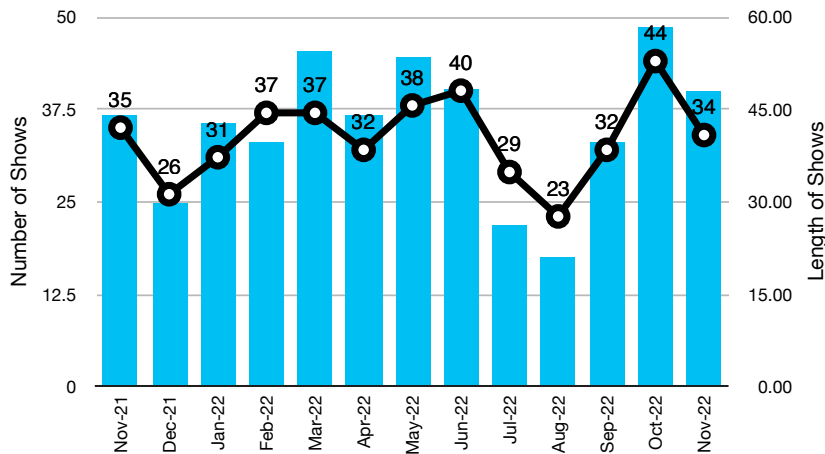
Also in November: We began an outreach project with the Town through collaborating with the Town Information Officer, Cyndi Gonzalez. Together we are recording interviews to be used in a recruitment effort for new town hires. The video will likely not be appropriate for air on the Needham Channel, however. Work also began on revitalizing our online streaming service to accommodate the launch of our first streaming video app, which we are hoping will launch on Roku this December. Other services will follow.

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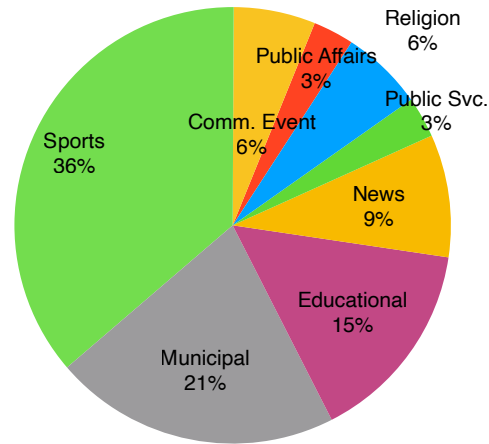
Production Level Comparison to Same Month, Last 10 Years



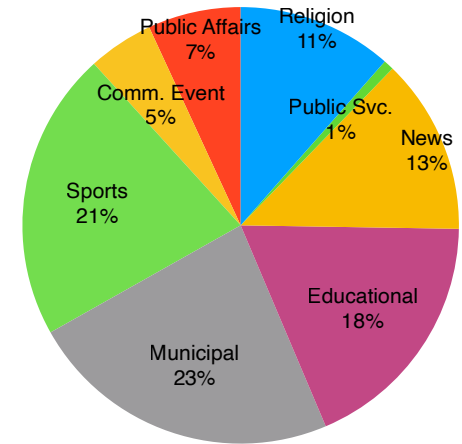
Show Production (Number and Length in Hours)



By Genre (Last Month)



By Genre (Last 12 Months)



Accuracy/Error Incidents:

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	99.31	Playback Accuracy(%)	99.09	Playback Accuracy(%)	99.10	Playback Accuracy(%)	98.72
Scheduled Events	870	Scheduled Events	331	Scheduled Events	444	Scheduled Events	626
Errors	6	Errors	3	Errors	4	Errors	8

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Social Media Follower Count:

Number	Change	Account
1,667	+18	YouTube
1,155	-10	TNC Twitter (The Needham Channel)
1,122	+13	NCS Twitter (Needham Channel Sports)
1,084	+19	Instagram (The Needham Channel)
734	+7	NCN Twitter (Needham Channel News)
697	+5	TNC Facebook (The Needham Channel)
609	+3	NCN Facebook (Needham Channel News)
420	+4	NCS Facebook (Needham Channel Sports)

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
77		Instagram	Boys Soccer State Semifinal Highlights
56		Instagram	Boys Soccer vs. Newton S: Meloni Goal
46		Instagram	Boys Soccer State Final Pregame Pics
45		Instagram	Boys Soccer vs. Newton S: Pregame Pics
44		Instagram	Thanksgiving Football: Pregame Pic
43		Instagram	Thanksgiving Football: Highlights
40	2	NCS FB	Thanksgiving Football: Crew Pics
40		Instagram	Thanksgiving Football: TNC Legends Pic
35		Instagram	Girls VBall Pregame Pic: Bill & Kristen
32		Instagram	Girls & Boys Soccer Highlights from 11/6

Closer Look: Insta-nt Sports Explosion on Instagram

On our social media feeds, Instagram took center stage in November, with the team Boys Soccer and Thanksgiving Football leading the way with well received posts. The top four posts were all from Boys Soccer, but ten different Instagram posts this month received at least 27 likes, including one that didn't make the Top 10. Those 10 posts received a total of 445 likes (44.5 per post), as well as 6,788 Impressions (678.8 per post).

Gee, was it something we said? TNC Twitter lost 10 followers this month. We are hoping that is because they quit the bird altogether (*Thanks, Elon!*) Interestingly enough, we gained 13 followers on our Sports Twitter feed, so we are still net 3...

YouTube Statistics

Total Views This Month: 7,722

Total Views (Lifetime): 1,656,982

Top 10 (November)

721	Your World, Bringing it Home: Building a Clothesline (2009)
454	NCN: Needham Community Theatre - Shrek (11/18/22)
345	A Brief History of Radio (2013)
183	Thanksgiving Football 2021 Highlights (Feb 2022)
172	NCN Sports: Boys Soccer vs Wellesley (10/13/22)
158	NCN: Wingate Plans Conversion (3/11/22)
145	NCN Sports Update - November 10, 2022
126	NCN Sports Update - November 3, 2022
125	NCN Sports: Girls Swim and Dive (11/18/22)
115	NCN: Academic Excellence Awards (11/2/22)

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 1,506

Lifetime Views: Cloudcast/Connect/Archive.org: 229,381

Top 10 Connect (November)

883	LWV: Forum on Questions 2 & 3 (10/17/22)
197	Needham HD Channel Stream
111	LWV: County Commissioner Forum (10/19/22)
31	LWV: State Senate Candidates (10/18/22)
14	Needham School Committee, 11/15/22
12	Solid Waste and Recycling Forum, 11/2/22
11	LWV: Forum on Question 4 (10/19/18)
11	METCO: Yesterday, Today, Tomorrow. (2018)
11	Needham School Committee, 11/15/22
10	LWV: Forum on Questions 1-3 (10/25/18)