

Needham Channel Production Report December 2022

Show Headlines: Shorts in December? TNC airs four very different kinds • Mindful Me and Writer's Block hold new eps for 2023, but ring in the New Year with marathons • TNC Instagram feed carries social media, with big posts during boys hoops vs. Newton North • Western Gunslingers on a roll, fires off December show with another in January

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	68.66	Access Series - Religion
	Mindful Me	0	30	Access Series - Educational
	Moving Forward Together	0	30	Access Series - Public Affairs
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	3	72.57	Sports
	Needham Planning Board	2	200.48	Municipal Meeting
	Needham School Committee	2	107.7	Municipal Meeting
	Needham Select Board	2	80.78	Municipal Meeting
	Rockets Report	0	30	Sports
	Western Gunslingers	1	55.98	Educational
	The Writer's Block	0	30	Educational
	Zoning Board of Appeals	0	90	Municipal Meeting
Specials:	10 Minutes - Resolutions (short)	1	10.02	Educational
	A Few Moments with Bob Larsen (short)	1	8.62	Other
	Distinguished Career Awards - Fall 2022	1	40.65	Community Event
	Holiday House Tour (short)	1	5.77	Community Event
	How Needham Runs 101: Water and Sewer part 1 (short)	1	11.2	Educational
	Mindful Resilience for Mental Health in the "New Normal"	1	79.32	Public Service

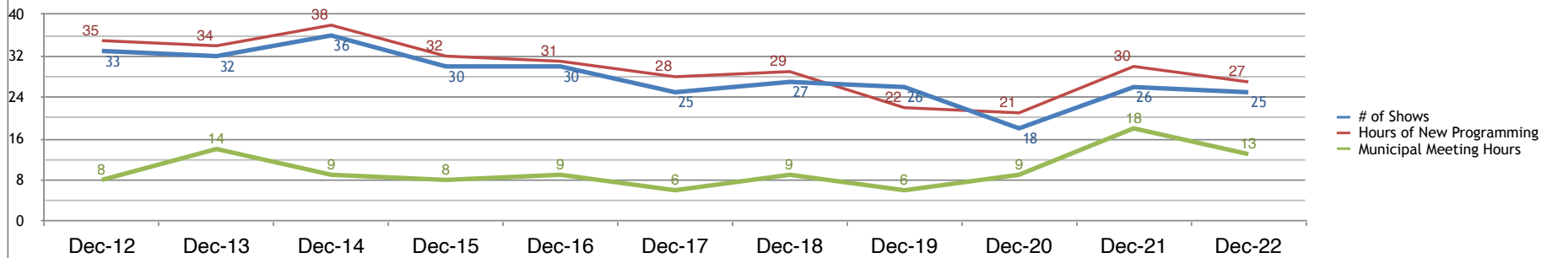
Production Pipeline:

Proposal	Pre-Production	In Production	Post- Production	Due:
BID-Needham Health Series	Mindful Me - 2 new episodes in Needham	Rockets Report - Mid to Late Jan?	Western Gunslingers - Episode 4	Jan 19
NEF Trivia Bee in March	Writer's Block - New Show in Jan	Winter Sports - Live Basketball on Fridays	Unnamed Arts Short Subject	Mid Jan?
	MLK Jr Day Celebration - Jan 16	Western Gunslingers - Episode 5	Making Meals: Sweet Potato Latke Burgers	Late Jan
	Rep. Garlick Community Report - Feb 13		NUARI Update Video (shot Dec 2022)	Late Jan
	Municipal Shorts - How Needham Runs 101			

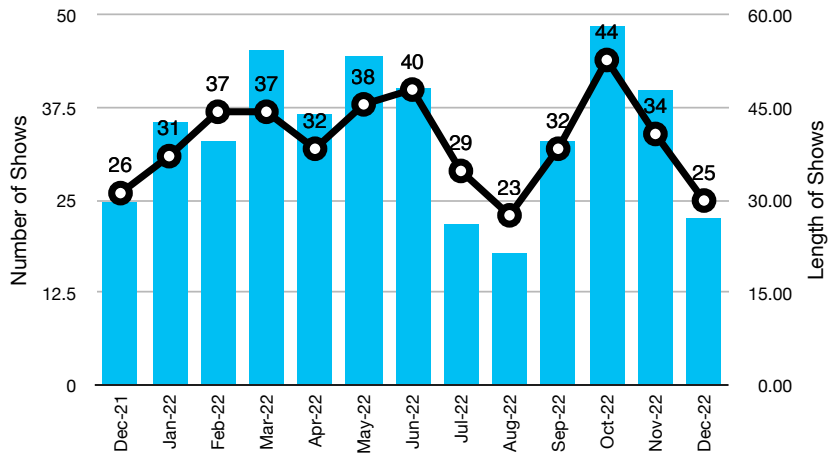
Also in December: We ended the year with two major accomplishments, launching our Roku app, which we will start to publicize in January. We also moved to our new Telvue server, which caused some brief disruptions in programming on Wednesday, December 21st. We are already experiencing the benefit of the move, as long files are processing on the system very quickly, and our connection to the online streaming server is working faster. As we iron out the last few bugs in the system, we are setting ourselves up to ramp up services in 2023.

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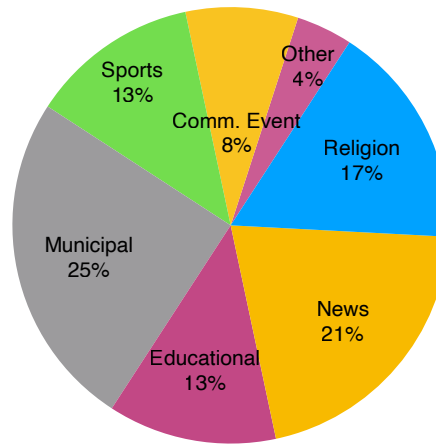
Production Level Comparison to Same Month, Last 10 Years



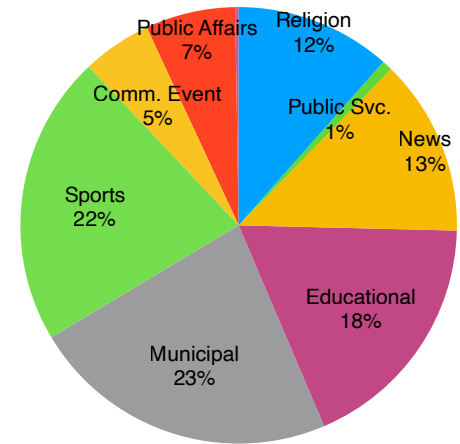
Show Production (Number and Length in Hours)



By Genre (Last Month)



By Genre (Last 12 Months)



Accuracy/Error Incidents:

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	99.91	Playback Accuracy(%)	99.16	Playback Accuracy(%)	99.62	Playback Accuracy(%)	100.00
Scheduled Events	1069	Scheduled Events	358	Scheduled Events	528	Scheduled Events	908
Errors	1	Errors	3	Errors	2	Errors	0

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Social Media Follower Count:

Number	Change	Account
1,682	+15	YouTube
1,164	+9	TNC Twitter (The Needham Channel)
1,121	-1	NCS Twitter (Needham Channel Sports)
1,097	+13	Instagram (The Needham Channel)
721	-13	NCN Twitter (Needham Channel News)
696	-1	TNC Facebook (The Needham Channel)
631	+22	NCN Facebook (Needham Channel News)
427	+7	NCS Facebook (Needham Channel Sports)

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
61		Instagram	Boys Basketball 12/20: NHS Dance Team Video
41		Instagram	Boys Basketball 12/20: Announcers Pic (Bill's Sweater)
34		Instagram	Weekend Activity in Needham 12/2
16		Instagram	Weekend Activity in Needham 12/16
15	5	NCS Twitter	Tops Plays of Fall YouTube Link
12		Instagram	School Committee 12/13 Pics
11		Instagram	School Committee 12/20 Pics
9		Instagram	Holiday House Tour Video
8		Instagram	NCN Anchor Pic/Happy Holidays
8		Instagram	NCN 12/15: Behind the Scenes Pics

Closer Look: Instagram Rules - Dance Team & Bill's Sweater!

Instagram took over again in December, with our most liked posts coming from the Boys Basketball game on December 20th. The first was a video of the NHS Dance Team's Halftime performance and the second was a pregame shot of announcers Bill Dermody & Jackson Wantman, with Bill showing off his fabulous Christmas Sweater! An Honorable Mention goes to our Holiday House Tour video, which was seen 481 times on YouTube and another 254 on Instagram.

Silent Nights, Indeed! Viewership of programs on our website was WAY down in December, but that is only because November was huge this year. There was a lot of viewership on our LWV videos that drove up traffic. Our second greatest peak came with the NHS Graduation in June, and our third most in-demand event was March 9th with the Boys Basketball Playoff game against Brockton.

YouTube Statistics

Total Views This Month: 6,187

Total Views (Lifetime): 1,663,166

Top 10 (December)

481	Needham Women's Club Holiday House Tour 2022 (12/15/22)
380	Your World, Bringing it Home: Building a Clothesline (2009)
265	NCN: 2022 Holiday House Tour Preview (12/2/22)
234	NCN Sports: Boys Basketball vs. Newton North (12/23/22)
204	NCN Sports: Thanksgiving Football vs Wellesley (12/2/22)
141	A Brief History of Radio (2013)
99	NCN Sports: Top Plays of Fall 2022 (12/8/22)
94	NCN: Needham Community Theatre - Shrek (11/18/22)
90	NCN Sports: Boys Hockey vs. Wellesley (12/23/22)
87	NCN Sports: Girls Hockey vs. Walpole (12/15/22)

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 369

Lifetime Views: Cloudcast/Connect/Archive.org: 233,707

Top 10 Connect (December)

81	Needham HD Channel Stream
25	Boys Basketball vs. Newton North, 12/20/22
17	LWV: Forum on Questions 1-3 (10/25/18)
16	Needham Select Board, 12/6/22
12	Celebrating Francis Perkins, 4/8/18
11	Needham School Committee, 12/13/22
11	Needham Select Board, 11/22/22
10	LWV: Forum on Question 4 (10/19/18)
9	LWV Forum: Needham's Natural Treasures, 4/2/17
9	The Millen-Faber Gang (2013)