

Needham Channel Production Report February 2023

Show Headlines: Sports coverage scores with LIVE Fridays and a special multi-camera game, helping sports grow • Boys Basketball sets eyes on post-season run, more live games on way
New arts show 'Needham Creates' debuts, spotlighting local artists • Lots of extra live meetings with Joint Boards, DPW, Rep. Report all airing live • LIVE NEWSCAST SET FOR MARCH 17!!

| Type | Title | # | Avg. Length in Minutes | Category |
|-----------|--|---|------------------------|--------------------------------|
| Series: | Carter Church Service | 4 | 67.41 | Access Series - Religion |
| | Mindful Me | 1 | 20.93 | Access Series - Educational |
| | Moving Forward Together | 0 | 30 | Access Series - Public Affairs |
| | Needham Channel News | 4 | 30 | News |
| | Needham Channel Sports/Rockets Classics | 8 | 70.26 | Sports |
| | Needham Planning Board | 2 | 120.43 | Municipal Meeting |
| | Needham School Committee | 2 | 94.7 | Municipal Meeting |
| | Needham Select Board | 3 | 124.4 | Municipal Meeting |
| | Rockets Report | 0 | 35.62 | Sports |
| | Western Gunslingers | 1 | 55.65 | Educational |
| | The Writer's Block | 1 | 27.75 | Educational |
| | Zoning Board of Appeals | 1 | 28.67 | Municipal Meeting |
| Specials: | Department of Public Works Public Forum, 2/6/23 | 1 | 69 | Public Affairs |
| | Engineering for Everyone, 2/5/23 | 1 | 74.77 | Educational |
| | Forde Good Person Award Ceremony 1/30/23 | 1 | 25.57 | Community Event |
| | Needham Creates, Episode 1 | 1 | 18.95 | Entertainment |
| | Representative's Report to the Community 2/13/23 | 1 | 60 | Public Affairs |

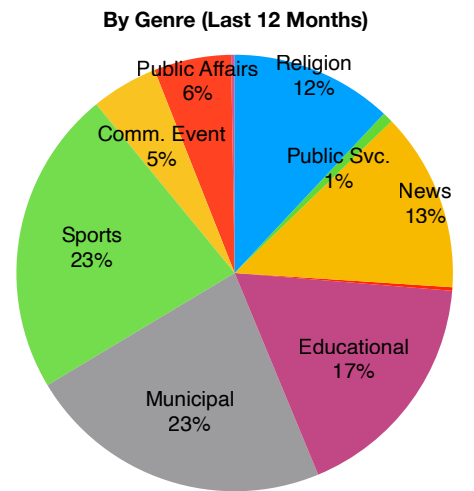
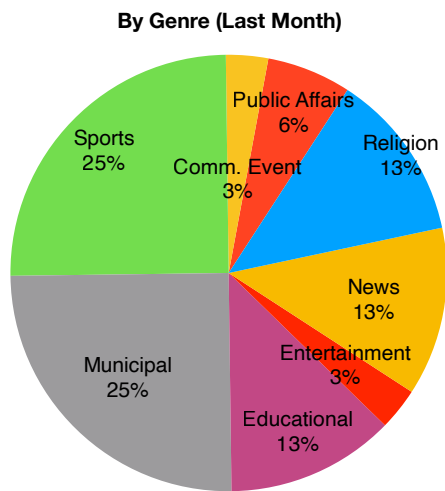
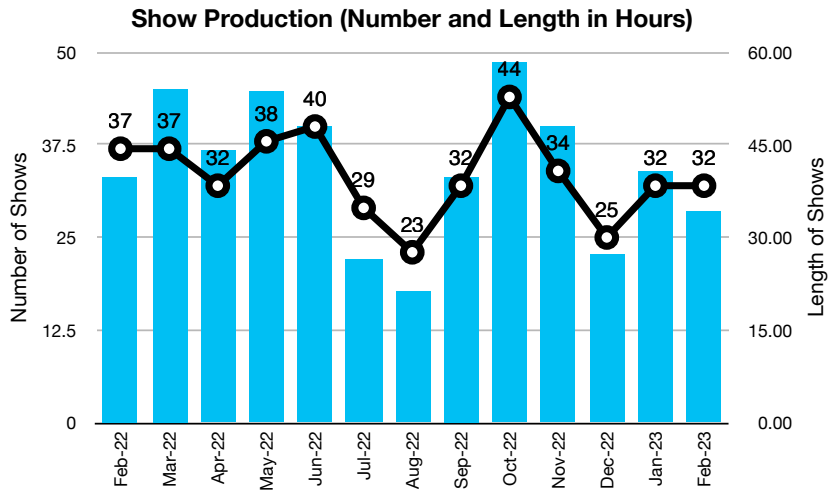
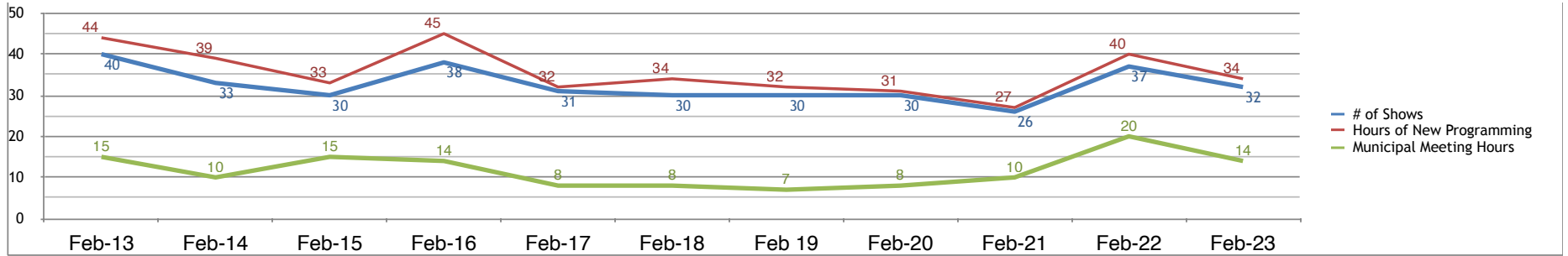
Production Pipeline:

| Proposal | Pre-Production | In Production | Post- Production | Due: |
|--|---|--|--|--------|
| Spring Sports - Live Baseball/V-Ball? | Western Gunslingers Ep7 | Winter Sports Playoffs - Live Boys Hoops | Real Money Moves (short) - Ep1 | Mar 3 |
| Public Safety Forum on Alcohol - Apr 13 | NEF Trivia Bee - Mar 9 | Writer's Block - Rachel Silver Devlin | Meet Your Select Board Candidates | Mar 9 |
| Substance Use Event at High School - May 2 | Community Preservation Committee - Mar 15 | Mindful Me - New eps in Ndm & Taunton | Live Newscast - 1st in 3 years | Mar 16 |
| Needham Creates Ep2 | LWV Election Events - Mar 20 & 27 | 10 Minutes - New Ep soon | Western Gunslingers Ep6 - Jessie James | Mar 16 |

Also in February: Our live multi-camera Boys Basketball game on February 21st went very well as the new field TriCaster worked great! We will be using it again coming up on March 9th for the NEF Trivia Bee. While we have expanded our Instagram to include more than just sports content, basketball is its biggest draw right now. We are looking forward to having a very busy March on the social media front!

Production Level Comparison to Same Month, Last 10 Years

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Accuracy/Error Incidents:

| Community Channel | | Municipal Channel | | Education Channel | | TNC-HD | |
|-----------------------------|--------------|-----------------------------|---------------|-----------------------------|--------------|-----------------------------|--------------|
| Playback Accuracy(%) | 99.90 | Playback Accuracy(%) | 100.00 | Playback Accuracy(%) | 99.62 | Playback Accuracy(%) | 99.74 |
| Scheduled Events | 968 | Scheduled Events | 395 | Scheduled Events | 523 | Scheduled Events | 778 |
| Errors | 1 | Errors | 0 | Errors | 2 | Errors | 2 |

Social Media Follower Count:

| Number | Change | Account |
|--------|--------|---------|
|--------|--------|---------|

Top 10 Social Media Posts

| Likes | Re-Tweets | Account | Post |
|-------|-----------|---------|------|
|-------|-----------|---------|------|

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| | | |
|-------|-----|---------------------------------------|
| 1,704 | +24 | YouTube |
| 1,184 | +20 | TNC Twitter (The Needham Channel) |
| 1,130 | +9 | NCS Twitter (Needham Channel Sports) |
| 1,110 | +13 | Instagram (The Needham Channel) |
| 727 | +6 | NCN Twitter (Needham Channel News) |
| 701 | +5 | TNC Facebook (The Needham Channel) |
| 639 | +8 | NCN Facebook (Needham Channel News) |
| 427 | — | NCS Facebook (Needham Channel Sports) |

Closer Look: Lots of Hoopla all over Social Media
 Two specific basketball games generated a lot of interest over SM in February. 4 posts for the Girls senior night vs. Braintree got 146 likes (29.2 per post) & had a reach of 4,978 people (1,244.5 per post). The Boys game vs BC High was our 1st event using our new Field Tricaster, using a 2 camera live setup. For 3 specific We got 114 likes (38/per) & reached 5,851 people (1,950/per). Plus, our Boys vs Natick Insta pregame vid from January somehow got 46 more likes! (111 total)



| | | | |
|-----|---|-----------|--|
| 101 | | NCS FB | Rockets Report Preview: Dina Hannigan Video |
| 81 | | Instagram | Boys Basketball vs. Braintree Highlights |
| 65 | | Instagram | Boys Basketball vs. Natick 1/20: Pregame Video |
| 50 | | Instagram | Girls Basketball vs. Wellesley 1/27: Metrowest Video |
| 35 | | Instagram | Boys Basketball vs. Weymouth 1/31: Pregame Video |
| 27 | | Instagram | Boys Basketball vs. Braintree 1/6: Pregame Video |
| 26 | | Instagram | Girls Basketball vs. Wellesley 1/27: Pregame Video |
| 25 | | Instagram | NCN Behind the Scenes 1/26: Kristen & Mike Videos |
| 21 | 2 | NCN FB | Pollard Data Science Class Video |
| 20 | | Instagram | Select Board Community Meeting 1/18: Pics |

YouTube Statistics

Total Views This Month: 6,972
 Total Views (Lifetime): 1,677,651

Top 10 (February)

| | |
|-----|---|
| 735 | Your World, Bringing it Home: Building a Clothesline (2009) |
| 396 | A Brief History of Radio (2013) |
| 192 | NCN: Chef Mike's (8/16/22) |
| 171 | NCN Sports: Boys Hockey vs Weymouth (2/1/23) |
| 126 | NCN Sports: Boys Basketball vs BC High (2/21/23) |
| 118 | NCN Sports: Boys Basketball vs Weymouth (2/3/23) |
| 114 | NCN Sports: Boys Hockey vs Milton Highlights (2/10/23) |
| 111 | NCN Sports: Boys Basketball vs Milton Highlights (2/10/23) |
| 99 | NCN Sports: Boys Basketball vs. Newton North (12/23/22) |
| 93 | NCN: Food Waste Program in Schools (5/20/22) |

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 659
 Lifetime Views: Cloudcast/Connect/Archive.org: 240,766

Top 12 Connect (February)

| | |
|-----|---|
| 203 | Needham HD Channel Stream |
| 59 | 2023 Martin Luther King, Jr. Day Celebration |
| 47 | Forde Good Person Award, 1/30/23 |
| 32 | Needham Creates (Feb 2023) |
| 16 | Girls Basketball, 2/14/23 |
| 14 | The Millen-Faber Gang (2023) |
| 12 | Needham School Houses: Avery School (Oct 2018) |
| 12 | Needham School Houses: Harris School (Oct 2018) |
| 11 | Boys Basketball, 2/16/23 |
| 11 | Girls Basketball vs Braintree, 2/3/23 |
| 11 | Needham School Committee, 1/17/23 |
| 11 | The Writer's Block (Feb 2023) |