

## Needham Channel Production Report March 2023

**Show Headlines:** Boys Basketball's historic run to state final leads to two live playoff games, and a gigantic social media push • Three Elections-based programs prepare Needham voters for April 11th • Planning Board holds three meetings to prepare for Town Meeting • Arts and Education programs on the rise with several new shows coming • Live Spring Sports on the way!

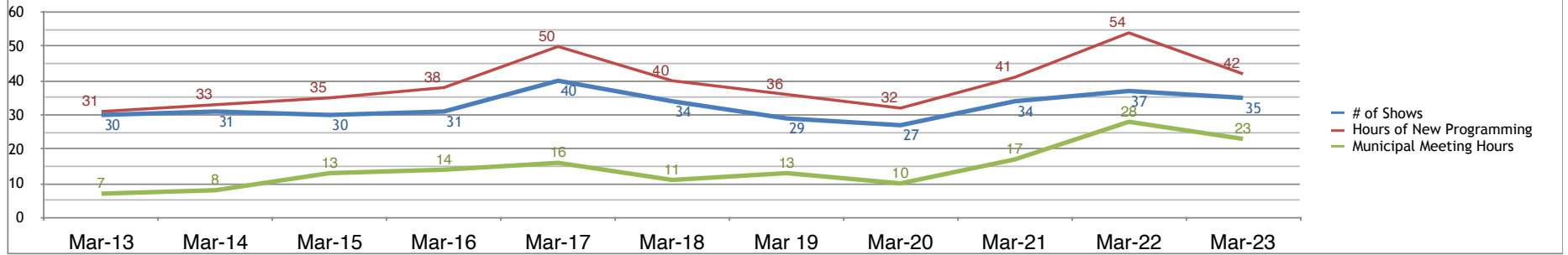
Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	5	70.68	Access Series - Religion
	Mindful Me	1	21.9	Access Series - Educational
	Moving Forward Together	0	30	Access Series - Public Affairs
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	6	72.4	Sports
	Needham Planning Board	3	172.57	Municipal Meeting
	Needham School Committee	2	116.59	Municipal Meeting
	Needham Select Board	2	200.62	Municipal Meeting
	Rockets Report	0	35.62	Sports
	Western Gunslingers	1	75.23	Educational
	The Writer's Block	1	27.02	Educational
	Zoning Board of Appeals	1	122.37	Municipal Meeting
Specials:	10 Minutes with SROs (January 2023)	1	11.53	Public Affairs
	Community Preservation Committee Meeting, 3/15/23	1	120.05	Municipal Meeting
	Focus on the 2023 Needham Ballot Questions, 3/20/23	1	41.48	Public Affairs
	LWW: Candidates Night, 3/27/23	1	78.72	Public Affairs
	Meet Your Select Board Candidates (2023)	1	48.23	Public Affairs
	Real Money Moves, Episode 1 (short)	1	4.88	Business
	Ruthie Foster - Needham Concert Performance	1	6.38	Entertainment
	NEF Trivia Bee 2023	1	59.57	Community Event

### Production Pipeline:

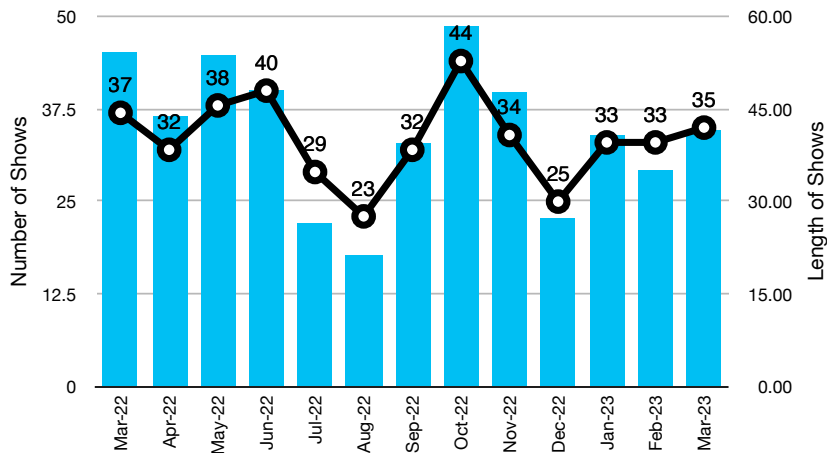
Proposal	Pre-Production	In Production	Post- Production	Due:
Anti-Bullying Series	Writer's Block - Late April?	Real Money Moves, Episode 2 (short)	Mindful Me - Marcia Conlon	April 6
New Domestic Violence Action Cmte Series	NPH Alcohol Forum - April 13	Needham Creates, Episode 2 - Late April	10th Grade Interdisciplinary Project	April 6
Sports: Live Games and/or Multi-Cam?	Making Meals with Mike - New Location in May	Rockets Report-Girls Rugby/Boys Ultimate	10 Minutes with Jeniyah Joseph (short)	April 13
	Western Gunslingers Episode 8	NPL Antiques Roadshow Behind the Scenes	Western Gunslingers - Billy the Kid	April 20
		Housing Plan Overview - Mid April	NHS Jazz Night	Late April?

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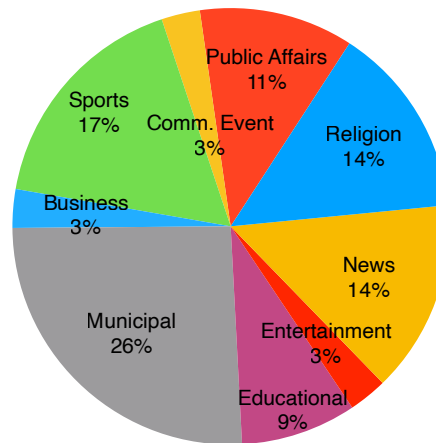
### Production Level Comparison to Same Month, Last 10 Years



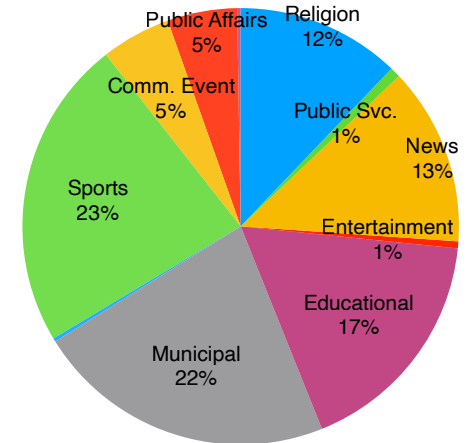
### Show Production (Number and Length in Hours)



### By Genre (Last Month)



### By Genre (Last 12 Months)



#### Accuracy/Error Incidents:

Community Channel		Municipal Channel		Education Channel		TNC-HD	
<b>Playback Accuracy(%)</b>	<b>99.91</b>	<b>Playback Accuracy(%)</b>	<b>99.75</b>	<b>Playback Accuracy(%)</b>	<b>99.58</b>	<b>Playback Accuracy(%)</b>	<b>99.88</b>
Scheduled Events	1078	Scheduled Events	397	Scheduled Events	473	Scheduled Events	865
Errors	1	Errors	1	Errors	2	Errors	1

#### Social Media Follower Count:

#### Top 10 Social Media Posts

## Needham Channel Production Report March 2023

Number	Change	Account
1,751	+27	YouTube
1,218	+10	TNC Twitter (The Needham Channel)
1,157	+11	NCS Twitter (Needham Channel Sports)
1,152	+32	Instagram (The Needham Channel)
734	+2	NCN Twitter (Needham Channel News)
707	-3	TNC Facebook (The Needham Channel)
641	-3	NCN Facebook (Needham Channel News)
440	+12	NCS Facebook (Needham Channel Sports)

Likes	Re-Tweets	Account	Post
205	6	NCS FB	Boys Basketball Elite 8 vs. CC: Postgame Interviews
139	4	NCS FB	Boys Basketball State Final Postgame Pic
122		Instagram	Boys Basketball Elite 8 vs. CC: Celebration Video
120		Instagram	Boys Basketball Elite 8 vs. CC: Highlights
105		Instagram	Boys Basketball Elite 8 vs. CC: Brian Cloonan Interview
94		Instagram	Boys Basketball State Final Postgame Pic
84		Instagram	Boys Basketball Elite 8 vs. CC: Coach Liner Interview
74		Instagram	Boys Basketball State Semi: Starting Lineup Video
70		Instagram	Boys Basketball vs. CC: Henry Bickford Interview
61	10	NCS Twitter	Boys Basketball Elite 8 vs. CC: Highlights

### Clouser Look: Boys Hoops yes, but also...

Boys Basketball's run to the state final was HUGE, with new like records for both Instagram (with 4 different posts!!) and the Sports Twitter. The Elite 8 win at CC was the catalyst, as nine different posts totaled nearly 800 likes (over 88/post) and 40k impressions (over 4.3k/post). The final score (14.4k) & highlights (12.5k) posts were both seen by huge audiences! Our story on Skater Olivia Lynch was also big, with 80 likes between two different posts and over 2.6k seeing the YouTube story.

**With all the Hoopla over the Boys Basketball team, it is easy to overlook the other programs produced in March. In particular, Yuxiao's look at the Select Board Candidates was well received, pulling in 56 unique events in our Analytics, enough to earn her a second place berth for on-demand viewing last month!**

### YouTube Statistics

Total Views This Month: 10,426

Total Views (Lifetime): 1,688,049

#### Top 10 (February)

1,058	NCN: Chef Mike's (8/16/19)
950	Your World, Bringing it Home: Building a Clothesline (2009)
279	Needham vs North High Boys Basketball Highlights, 3/22/23
223	A Brief History of Radio (2013)
221	NCN Sports: Boys Basketball vs Xavarian, 3/10/23
215	NCN Sports: Boys Basketball vs North Andover (3/17/23)
214	Real Money Moves: March 2023
202	NCN Sports: Boys Basketball vs. Newton North (12/23/22)
198	Sunita Williams Students on Single Use Plastics (3/8/23)
195	Farewell to 10-Year Select Board Member Matthew Borrelli (3/29/23)

### Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 1021

Lifetime Views: Cloudcast/Connect/Archive.org: 242,785

#### Top 10 Connect (March)

570	Needham HD Channel Stream
56	Meet Your Select Board Candidates (March 2023)
41	Candidates Night 2023
26	Needham School Committee, 3/21/23
18	Boys Basketball, 3/7/23
18	Needham Creates (Feb 2023)
15	Beautiful and Bizarre: Ridge Hill Farms (2016)
15	NEF Trivia Bee 2023
14	Boys Basketball, 3/2/23
12	Focus on the 2023 Needham Ballot Questions