

Needham Channel Production Report April 2023

Show Headlines: Sports dominate in April, with huge start to spring, new Rockets Report on way • TNC braces for Annual Town Meeting coverage starting May 1 • Explosion of educational programming this spring, with Antiques Roadshow Event, 10th Grade Project, Jazz Night, 10 Minutes Shorts & Graduations • Real Money Moves leads charge for more continuing series

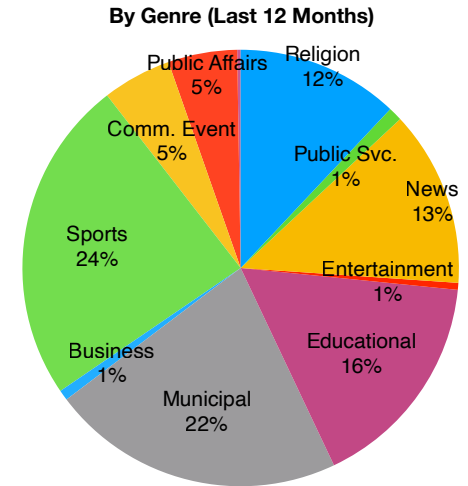
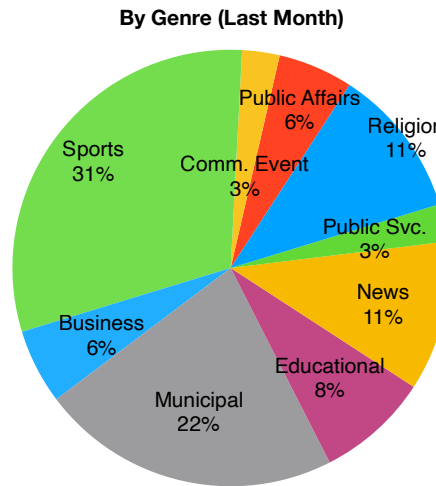
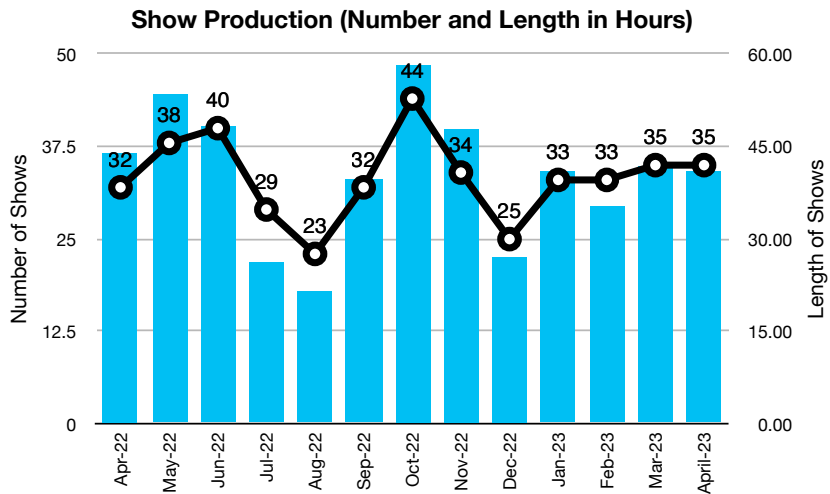
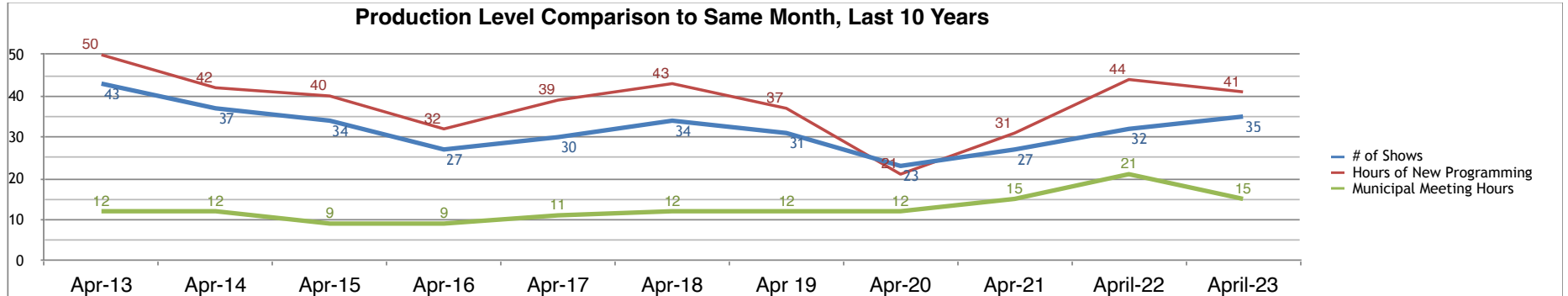
Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	73.13	Access Series - Religion
	Mindful Me	1	22.92	Access Series - Educational
	Moving Forward Together	0	30	Access Series - Public Affairs
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	11	94.36	Sports
	Needham Planning Board	2	154.68	Municipal Meeting
	Needham School Committee	2	103.41	Municipal Meeting
	Needham Select Board	3	104.14	Municipal Meeting
	Rockets Report	0	35.62	Sports
	Western Gunslingers	1	66.73	Educational
	The Writer's Block	0	27.02	Educational
	Zoning Board of Appeals	1	46.7	Municipal Meeting
Specials:	10 Minutes with Jeniyah Joseph (February 2023) (short)	1	10.48	Public Affairs
	10th Grade Interdisciplinary Project, 4/6/23	1	19.13	Educational
	An Overview of the Needham Housing Plan	1	20.9	Public Affairs
	Antiques Roadshow: Behind the Scenes, 4/14/23	1	51.73	Community Event
	Community Alcohol Forum, 4/13/23	1	117.72	Public Service
	Real Money Moves, Episode 2 (short)	1	4.4	Business

Production Pipeline:

Proposal	Pre-Production	In Production	Post- Production	Due:
Anti-Bullying Series	Real Money Moves - Ep3 Studio Interview	Live Spring Sports, Multi-camera playoffs?	The Writer's Block	May 4
New Domestic Violence Action Cmte Series	Annual Town Meeting - Beings May 1	Needham Creates Ep2 - Late May?	The Wounded World with Chad Williams	May 4
	Mindful Me with Dr. Marga - New Needham Ep	10 Minutes - Instructional Coaching	Rockets Report-Girls Rugby/Boys Ultimate	May 18
	Making Meals with Mike - New Location in May	Western Gunslingers - Ep 9	Western Gunslingers - Belle Starr	May 18

Needham Channel Insight: This past April has been busier than the typical April at TNC. We have had the most productions in terms of new event and episode debuts since 2014. One of the reasons for this uptick is our Sports coverage, which has been prolific this past season. We hope to keep this surge going in the months to come. Looking forward to the summer, we are expecting to have a number of additional municipal meetings and public hearings scheduled. While summer is usually a slow period, several initiatives are afoot which would involve hearings on potential Zoning By-laws. Stay tuned to TNC for more in the weeks ahead!

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Accuracy/Error Incidents:

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	100.00	Playback Accuracy(%)	99.74	Playback Accuracy(%)	99.61	Playback Accuracy(%)	99.50
Scheduled Events	938	Scheduled Events	381	Scheduled Events	519	Scheduled Events	806
Errors	0	Errors	1	Errors	2	Errors	4

Social Media Follower Count:

Top 10 Social Media Posts

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Number	Change	Account
1,766	+15	YouTube
1,225	+17	TNC Twitter (The Needham Channel)
1,167	+15	NCS Twitter (Needham Channel Sports)
1,163	+6	Instagram (The Needham Channel)
737	+3	NCN Twitter (Needham Channel News)
709	+2	TNC Facebook (The Needham Channel)
664	+23	NCN Facebook (Needham Channel News)
442	+2	NCS Facebook (Needham Channel Sports)

Likes	Re-Tweets	Account	Post
47		Instagram	Boys Ultimate Frisbee Video & Pics
35	9	Instagram	Real Money Moves Episode 2
29		Instagram	Baseball vs Attleboro: Jack Levine HR Video
27		Instagram	Boys Lacrosse Opener: Windy Pregame Video
21		Instagram	Baseball vs Attleboro: Derick Pregame Pic
21		Instagram	Softball vs. Franklin: Maddie Baker 2 HRs Video
20	5	NCS Twitter	Softball vs. Franklin: Maddie Baker 2 HRs Video
19		Instagram	Needham Open Studios Preview Video
19		Instagram	Cradles to Crayons Pics
15	17	TNC FB	Voting PSA: "Informed Voter"
15	10	TNC FB	Voting PSA: "Vote Tomorrow"

Clouser Look: Sports Twitter makes an impression

While our Instagram feed dominated once again overall, the Sports Twitter took Home some big numbers with impressions. The Softball post that had 20 likes also Had 3,432 impressions, while 5 others had at least 1.5k, the Girls Lax final score Post from 4/25 (2,951), the Baseball livestream link from 4/19 (2,814), a reply to Girls Rugby on 4/13 (1,582), an MIAA rankings list on 4/28 (1,547) & Boys Ultimate on 4/4 (1,503). It also averaged 1.4k impressions for the whole month!

DO YOU ROKU? Did you know that the Needham Channel has a Roku app, so you can stream TNC programming on your television instead of your computer? It's free to download and use, so feel free to see what we have to offer! However you ultimately see what we do, THANK YOU for watching the Needham Channel!

YouTube Statistics

Total Views This Month: 7,867

Total Views (Lifetime): 1,695,915

Top 10 (April)

1,915	Your World, Bringing it Home: Building a Clothesline (2009)
236	A Brief History of Radio (2013)
173	NCN Sports: Update, 4/6/23
142	Celebrating National Pet Day in Needham (Apr 2023)
120	NCN: Plastic Free Lunch, 4/21/23
117	NCN: Piano Festival Preview, 4/21/23
105	NCN: MBTA Communities Housing Action Plan, 2/17/23
101	NCN Sports: Update, 4/13/23
95	NCN: Food Waste Program in Schools, 5/20/22
93	NCN: Rape Aggression Defense System, 6/7/13

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 1,147

Lifetime Views: Cloudcast/Connect/Archive.org: 251,722

Top 10 Connect (April)

412	Needham HD Channel Stream
267	Needham Planning Board, 4/4/23
53	Candidates Night 2023
52	Needham Planning Board, 4/25/23
50	Needham School Committee, 4/4/23
31	Needham Varsity Baseball, 4/5/23
30	Boys Volleyball, 4/24/23
28	An Overview of the Needham Housing Plan, 4/23
22	Meet Your Select Board Candidates (March 2023)
14	Alcohol: Health, Safety and Prevention in Massachusetts (4/23)