

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	9	69.58	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

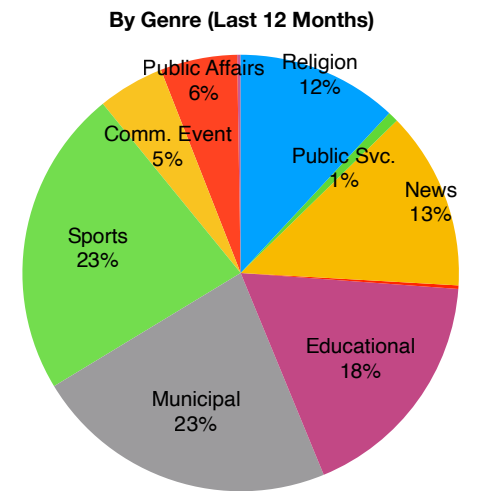
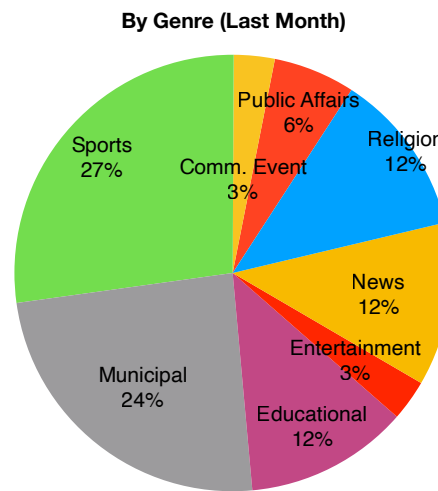
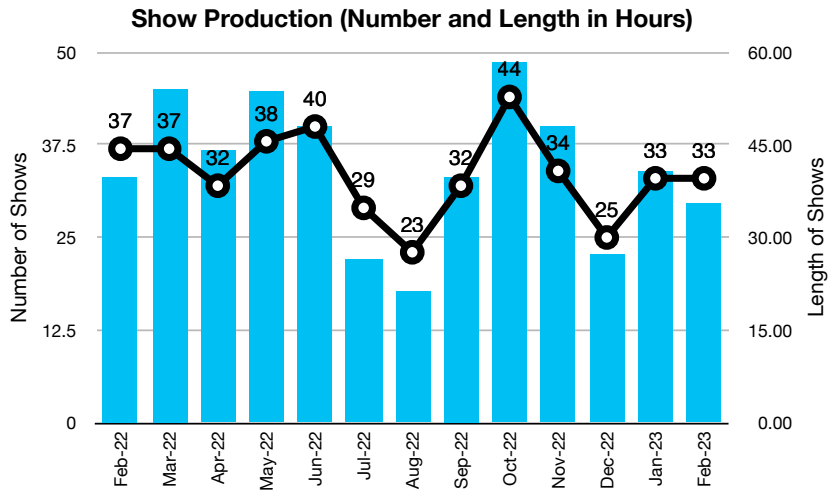
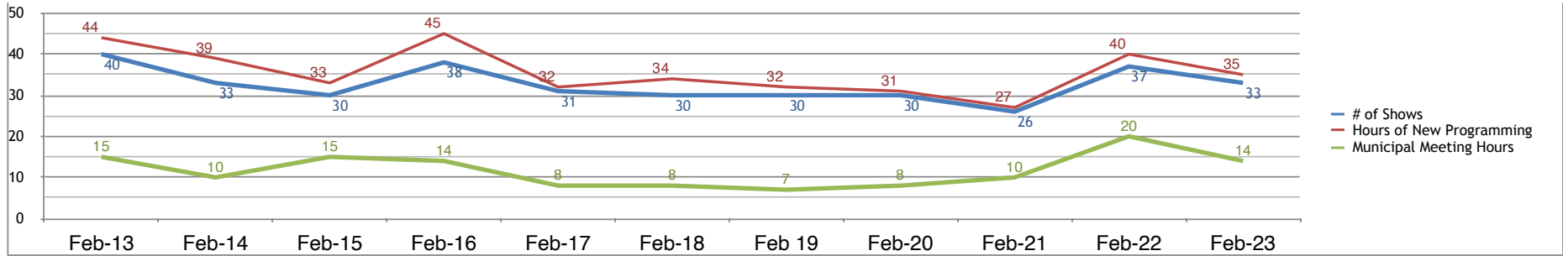
Production Pipeline:

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
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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)