

Needham Channel Production Report January 2023

Show Headlines: Town Budget, Zoning Articles ground January meetings, cue big municipal February with Rep. Garlick's Report, Joint Meeting & more • New Writer's Block with Patriots historian set to debut Super Bowl weekend • TNC Instagram continues to dominate Social Media, thanks to live basketball • Western Gunslingers finishing "Good Guys," baddies are coming!!

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	72.91	Access Series - Religion
	Mindful Me	1	20.2	Access Series - Educational
	Moving Forward Together	0	30	Access Series - Public Affairs
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	9	69.76	Sports
	Needham Planning Board	2	219.23	Municipal Meeting
	Needham School Committee	3	115.03	Municipal Meeting
	Needham Select Board	2	113.97	Municipal Meeting
	Rockets Report	1	35.62	Sports
	Western Gunslingers	1	58.9	Educational
	The Writer's Block	1	44.07	Educational
	Zoning Board of Appeals	1	48.1	Municipal Meeting
Specials:	Ancestors and Destiny, 1/8/23 (1/26/23)	1	71.12	Educational
	Making Meals with Mike: Sweet Potato Latke Burgers, 1/18/23 (short)	1	2.5	Educational
	Martin Luther King, Jr. Day Celebration 2023, 1/26/23	1	89.65	Community Event
	NUARI End-of-Year Update, 1/19/23	1	30	Public Affairs

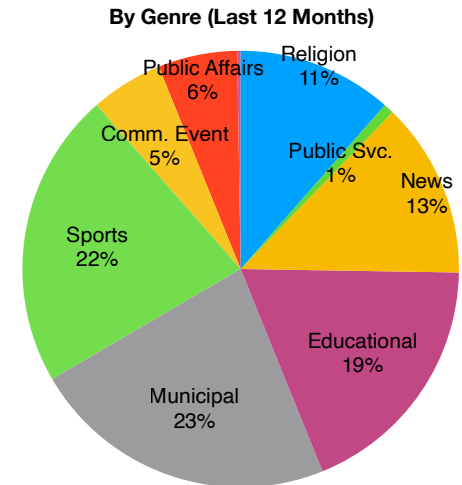
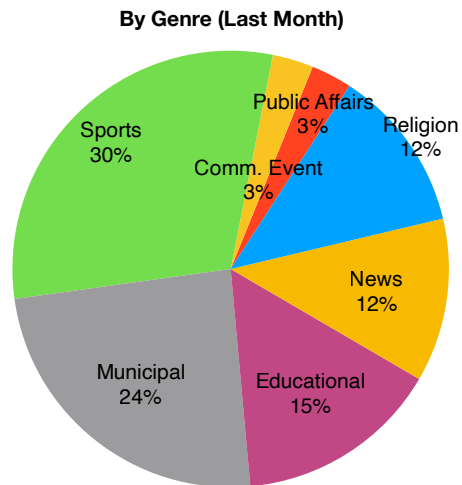
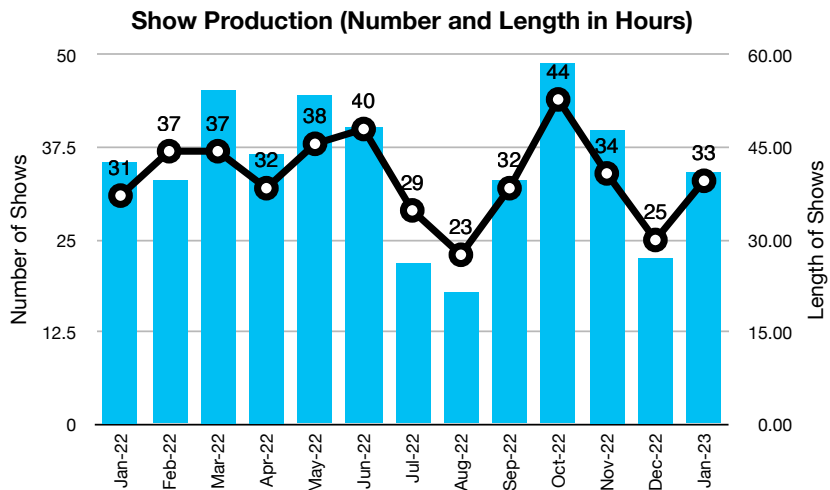
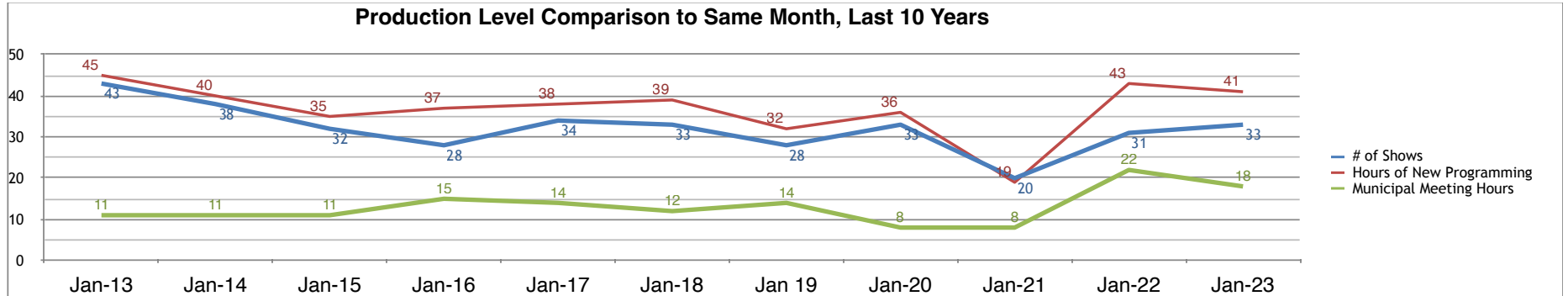
Production Pipeline:

Proposal	Pre-Production	In Production	Post- Production	Due:
Mindful Me - New eps in Ndm or Taunton	DPW Forum - Feb 6	Live Girls Basketball on 2 Feb Fridays	Forde Award Ceremony	Feb 6
NEF Trivia Bee - Mar 9	Rep. Garlick Community Report - Feb 13	Western Gunslingers Ep 6	The Writer's Block - Bob Hyldburg/Patriots	Feb 9
Writer's Block - March Episode	Joint Board Meeting on Claxton - Feb 15	Live Boys Basketball (2/21 - 1pm)	Western Gunslingers Ep5 - Annie Oakley	Feb 16
Real Estate Shorts for New CBB	3 Meetings on 2/28 - SB, SC & PB	How Needham Runs (short series)	Art Short Series	Late Feb?
			10 Minutes with... School Resource Officer	TBD

Also in January: We have been ramping up our live sports coverage, with live basketball broadcasts most Fridays, as well as a few Tuesdays added when there are no live meetings. Coming into February, we have four games scheduled in a week, as well as a special 1pm boys game February 21st, where we intend to use our brand new field TriCaster for the first time.

Did You Notice?: We have started posting a number of new programs on our streaming server for the first time, including the Needham Channel News, sports events, Western Gunslingers and the Carter Church weekly services. Captioning is now available on our municipal meetings, and online you can search by keyword. Gotta watch out for those typos, though—it's automated!

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Accuracy/Error Incidents:

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	99.80	Playback Accuracy(%)	99.42	Playback Accuracy(%)	100.00	Playback Accuracy(%)	100.00
Scheduled Events	981	Scheduled Events	345	Scheduled Events	458	Scheduled Events	834
Errors	2	Errors	2	Errors	0	Errors	0

Social Media Follower Count:

Top 10 Social Media Posts

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Number	Change	Account
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)

Likes	Re-Tweets	Account	Post
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

Clouser Look: Dina & the Hoops-la FTW!!

While the top post this month was from the Sports Facebook page (a preview of the Rockets Report segment with Dina Hannigan), it was basketball posts that dominated, with 7 from Instagram getting 309 likes (over 41 per post) and over 6.6k reached (an avg of 944 per post). We also had several Insta stories reaching people, with some pregame fun before the boys game vs Braintree featuring three posts with trivia, which reached 157, 143 and 138 respectively.

Meanwhile, on the wwwweb....The Needham Channel website has been pretty popular in January. According to Google Analytics, we had 677 visitors last month. Aside from our main page, perhaps predictably our streaming viewer was the place most people landed on, but Yuxiao Yuan's special programs on NUARI and Water and Sewer bills also racked up a lot of views!

YouTube Statistics

Total Views This Month: 7,520
Total Views (Lifetime): 1,670,682

Top 10 (January)

553	Your World, Bringing it Home: Building a Clothesline (2009)
381	A Brief History of Radio (2013)
368	NCN Sports: Boys Basketball vs. Newton North (12/23/22)
155	NCN: Lunar New Year 2023 (1/27/23)
150	NCN Sports: Boys Hockey vs Wellesley (12/23/22)
133	NCN Sports: Boys Hockey vs Newton North (1/13/23)
130	NCN Sports: Girls Basketball vs. Milton (1/13/23)
127	NCN Sports: Preview of Rockets Report (1/20/23)
119	NCN Sports: Sports Update (1/5/23)
112	NCN: Plugged In Band Program (1/20/23)

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 433
Lifetime Views: Cloudcast/Connect/Archive.org: 237,983

Top 10 Connect (January)

123	Needham HD Channel Stream
44	Rockets Report, January 2023
12	Gun Violence: A Public Health Crisis (9/27/18)
12	How Needham Runs 101: Water Sewer Rates, part 1
9	Boys Basketball vs Natick, 1/20/23
9	The Needham- Wellesley Football Rivalry - Three Decades...(2017)
8	Needham High School Graduation (6/4/18)
8	Needham School Committee, 12/20/22
8	Needham School Houses: Avery School (Oct 2018)
7	Needham School Houses: Harris School (Oct 2018)