

Needham Channel Production Report May 2023

Show Headlines: Educational programming abounds on TNC May schedule • Town Meeting finishes in (now normal) three nights • Sports gaining ground again, expect huge playoff run for Rockets Boys Volleyball, as they seek third straight title • New episodes of Real Money Moves, Western Gunslingers, 10 Minutes, expected in June, along with Graduations for NHS & Pollard

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	5	76.68	Access Series - Religion
	Mindful Me	1	22.82	Access Series - Educational
	Moving Forward Together	0	30	Access Series - Public Affairs
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	11	94.22	Sports
	Needham Planning Board	1	163.3	Municipal Meeting
	Needham School Committee	2	117.93	Municipal Meeting
	Needham Select Board	2	73.38	Municipal Meeting
	Rockets Report	1	29.07	Sports
	Western Gunslingers	1	51.92	Educational
	The Writer's Block	1	24.58	Educational
	Zoning Board of Appeals	1	22.52	Municipal Meeting
Specials:	10 Minutes - Instructional Coaching (May 2023) (short)	1	11.25	Public Affairs
	Chad William's Author Talk, 5/4/23	1	54.97	Public Affairs
	Memorial Day Ceremony, 5/29/23	1	39.63	Community Event
	Town Meeting	3	156.42	Municipal Meeting
	NHS Jazz Night, 2023	1	18.28	Educational
	NHS Senior Awards 2023	1	33.92	Community Event
	Path to Mindfulness	1	59.77	Public Service

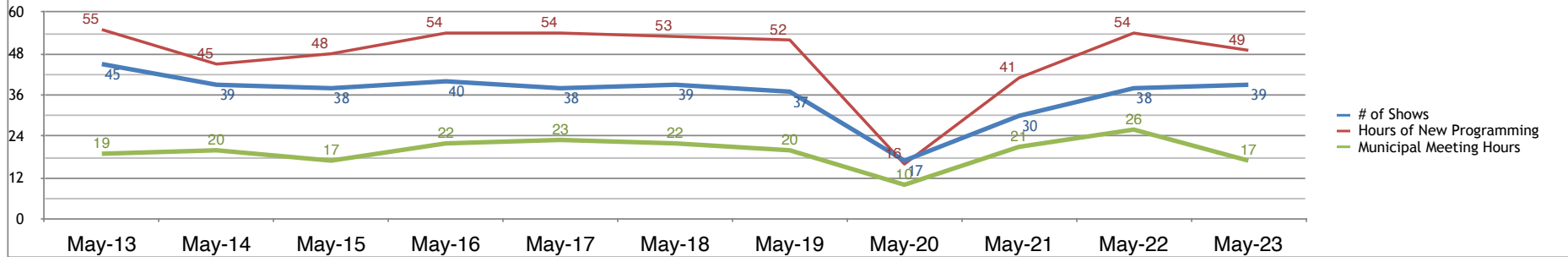
Production Pipeline:

Proposal	Pre-Production	In Production	Post- Production	Due:
Anti-Bullying Series	NHS, Pollard Graduations in June	Spring Sports - Playoffs in June	Real Money Moves - Ep3 Studio Interview	June 2
New Domestic Violence Action Cmte Series	Mindful Me - 2 New Eps taping in June	Needham Creates Ep3 - Mid June?	Needham School Houses: NHS	June 8
NPL Event "The Great Fire of Boston"	The Writer's Block - Recording late June	NHS Student Docs & Previews - Summer	10 Minutes with Edu Sec. Patrick Tutwiler	June 15
		Western Gunslingers Ep9 - Black Bart	Mindful Me - 3 new eps recorded	Late June?

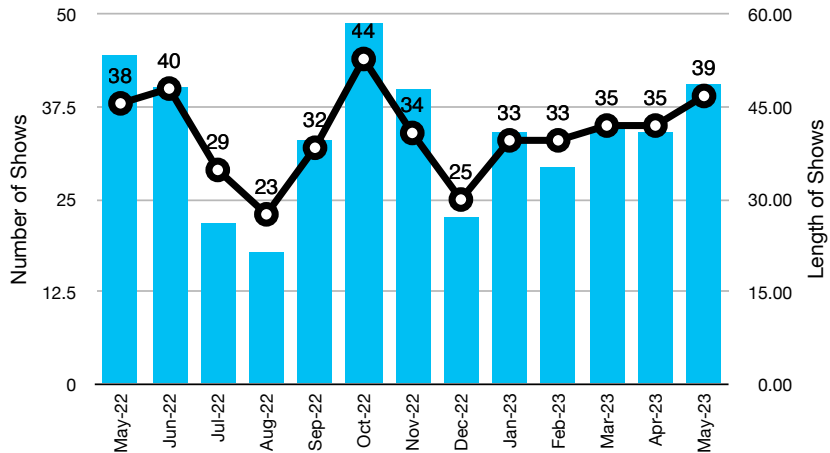
Needham Channel Insight: It's a Bronze-Place Finish for the Month of May. At 39 productions, May was the third busiest month in terms of the number of productions this year . It placed just behind last June (40 productions), but quite a bit slower than last October (44 productions!). The same thing applies to total production hours, where May was behind October and May 2022. The reason may well be the shift away from having the Select Board and Finance Committee record video recommendations for Town Meeting Articles.

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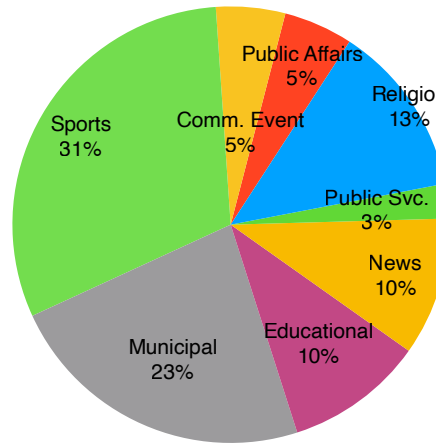
Production Level Comparison to Same Month, Last 10 Years



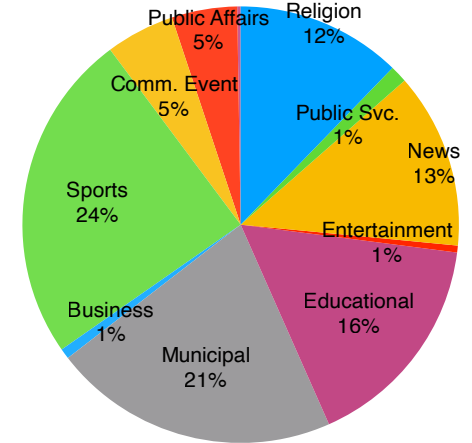
Show Production (Number and Length in Hours)



By Genre (Last Month)



By Genre (Last 12 Months)



Accuracy/Error Incidents:

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	100.00	Playback Accuracy(%)	98.55	Playback Accuracy(%)	99.82	Playback Accuracy(%)	99.88
Scheduled Events	981	Scheduled Events	346	Scheduled Events	550	Scheduled Events	813
Errors	0	Errors	5	Errors	1	Errors	1

Needham Channel Production Report

May 2023

Social Media Follower Count:

Number	Change	Account
1,779	+13	YouTube
1,227	+2	TNC Twitter (The Needham Channel)
1,180	+13	NCS Twitter (Needham Channel Sports)
1,168	+5	Instagram (The Needham Channel)
741	+4	NCN Twitter (Needham Channel News)
718	+9	TNC Facebook (The Needham Channel)
649	-15	NCN Facebook (Needham Channel News)
443	+1	NCS Facebook (Needham Channel Sports)

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
32		Instagram	Sunita Williams Day NCN PKG
29		Instagram	Eric Weinstock Film Premiere NCN PKG
28		Instagram	Radium Girls Preview NCN PKG
28		Instagram	Blossom Mural on Highland/West NCN PKG
27		Instagram	Boys VB vs Westfield: Coach Powell Interview
26		Instagram	Rockets Report New Episode Pics & Video
24		Instagram	Three Facial Hair Amigos, Joe's NCN Return Pic
24		Instagram	Exchange Club Car Show Pics
16		Instagram	Kathryn's Senior Isolation NCN PKG
16		TNC FB	Annual Town Meeting How to Watch Graphic

Closer Look: NCN PKGs leading May Social Numbers

Our newest employee, Kathryn, has been hard at work in reporting on a number of interesting stories since she started with us in the Fall of 2022. In the month of May in particular, she led the way with her social media posts, specifically on Instagram! Look to the right, as she posted 5 of her stories as tease video on Insta 4 of which are the top 4 most liked posts of the month! We also have to give NCN Anchor Joe McGinty a nod, as his fabulous mustache on his return was a fav, too!

Did You Know?

You can now watch full episodes of the Needham Channel News and Needham Channel Sports online and on Roku? More than that—we caption the newscast every week for easier viewing. Check it out at needhamchannel.org, and download our Needham Channel app on your Roku device. **It's free!**

YouTube Statistics

Total Views This Month: 9,044

Total Views (Lifetime): 1,704,958

Top 10 (May)

2,299	Your World, Bringing it Home: Building a Clothesline (2009)
583	NCN: Settlement Agreement, 5/26/23
271	NCN: Packathon for Haiti 2023, 5/12/23
227	A Brief History of Radio (2013)
186	NCN: An Egypt Affair, 5/8/23
105	Rockets Report - Spring 2023
98	NCN Sports: Update, 5/11/23
83	NCN: Food Waste Program in Schools, 5/20/22
78	NCN: Needham High School Radium Girls, 5/19/23
78	NCN: Needham Police Headquarters Tour, 7/29/22

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 1,034

Lifetime Views: Cloudcast/Connect/Archive.org: 258,997

Top 10 Connect (May)

216	Needham HD Channel Stream
106	Needham Planning Board, 4/25/23
85	Needham School Committee, 5/9/23
72	Rockets Report - Episode 15 (May 2023)
58	Needham Select Board, 5/23/23
30	Girls Lacrosse, 5/2/23
26	An Overview of the Needham Housing Plan, 4/23
22	Needham Annual Town Meeting, 5/3/23
20	Needham Channel News, 5/25/23
20	Boys Lacrosse, 5/9/23