

Needham Channel Production Report June 2023

Show Headlines: TNC covers historic boys volleyball run to “three-peat” MIAA state title • Rain delays and impedes NHS Graduation, which still went Live • Pollard Closing Ceremony returns • More educational programming floods in, led by final Needham School Houses episode • Summer programming approaches, including student documentaries and five “ Mindful Me”s

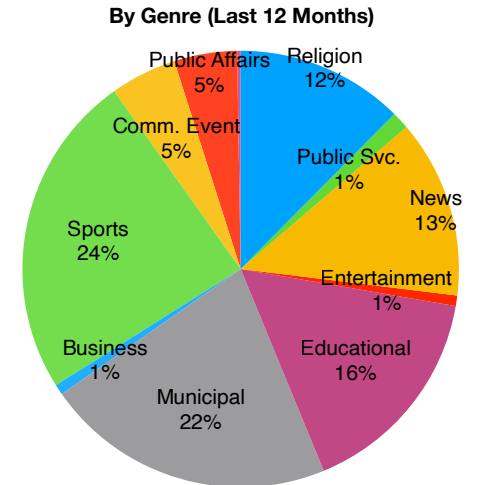
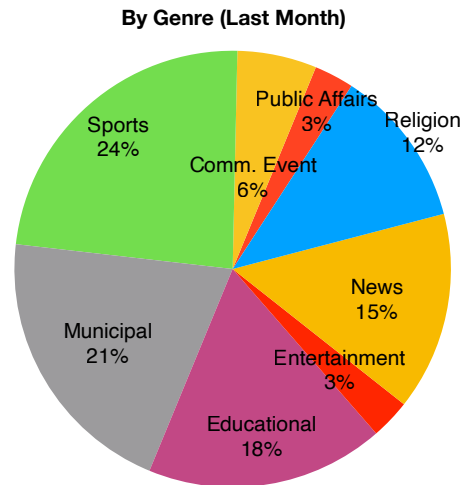
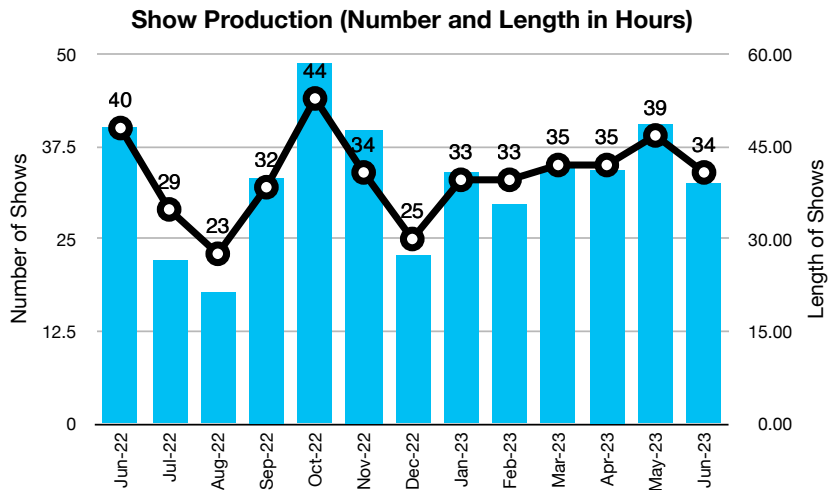
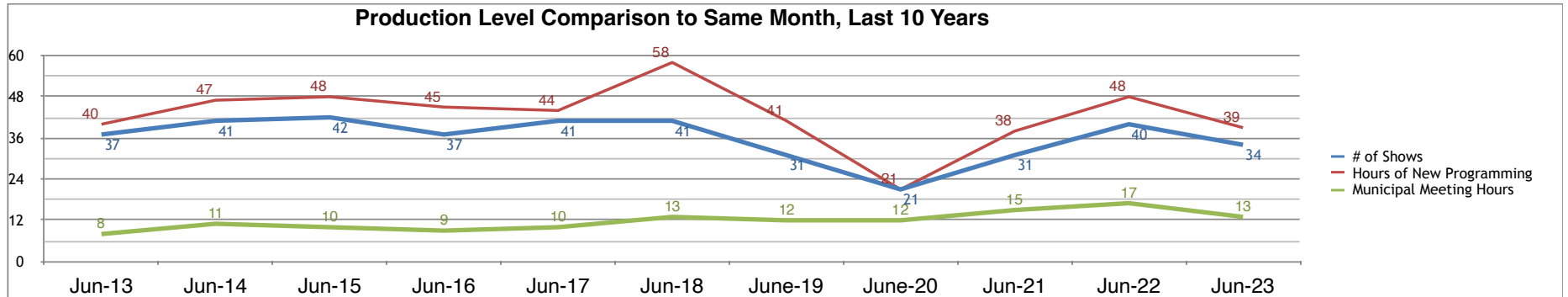
Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	80.79	Access Series - Religion
	Mindful Me	1	25.15	Access Series - Educational
	Moving Forward Together	0	30	Access Series - Public Affairs
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	8	85.76	Sports
	Needham Planning Board	2	145.18	Municipal Meeting
	Needham School Committee	2	110.88	Municipal Meeting
	Needham Select Board	2	86.56	Municipal Meeting
	Rockets Report	0	29.07	Sports
	Western Gunslingers	1	57.95	Educational
	The Writer's Block	0	24.58	Educational
	Zoning Board of Appeals	1	78.92	Municipal Meeting
Specials:	10 Minutes - Sec. Patrick Tutwiler (June 2023) (short)	1	8.93	Public Affairs
	Investigating History: The 5th Grade Curriculum	1	46.25	Educational
	Needham Creates, Episode 2	1	17.73	Entertainment
	Needham High School Graduation Ceremony, 6/5/23	1	116.57	Community Event
	Needham School Houses, Episode 18: Needham High School, 6/8/23	1	27.5	Educational
	NHS Student Documentary Previews	1	17.35	Educational
	Pollard Closing Ceremony	1	83.57	Community Event
	Real Money Moves, Episode 3	1	13.72	Educational

Production Pipeline:

Proposal	Pre-Production	In Production	Post- Production	Due:
Anti-Bullying Series - Aug taping	Western Gunslingers Final Ep - Butch Cassidy	Mindful Me - Miranda Cohen	Mindful Me - Meg Jacobi Episodes	July 6, 13, 20
Domestic Violence Action Cmte Series	Live July 4th Parade/Fireworks	SPAN - Keep Kids Safe	Real Money Moves - Episode 4	Mid-July
Substance Abuse Awareness Vigil	Real Money Moves Episode 5	How Needham Runs 101 - Assessing R/E	Needham Creates - Episode 3	Late July
Rockets Classics in Aug/Sept?	The Writer's Block - Aug Episode	The Writer's Block w/Zvi A. Sesling	NHS Student Documentaries	Late July

Needham Channel Insight: Heading into the beginning of the summer, a lot of effort is being given to things beyond the television coverage we provide. Chief among the initiatives being pursued is the replacement of the Needham Channel equipment at the Public Services Administration Building, and beyond that, the hiring process around the Needham Channel's new website and news service “Needham Local”.

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Accuracy/Error Incidents: 6/14 to 6/15 - Municipal Channel off air overnight, 6/20 - HD Stream offline

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	100.00	Playback Accuracy(%)	99.17	Playback Accuracy(%)	97.39	Playback Accuracy(%)	100.00
Scheduled Events	995	Scheduled Events	360	Scheduled Events	575	Scheduled Events	861
Errors	0	Errors	3	Errors	15	Errors	0

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June 2023

Social Media Follower Count:

Number	Change	Account
1,801	+22	YouTube
1,232	+5	TNC Twitter (The Needham Channel)
1,196	+16	NCS Twitter (Needham Channel Sports)
1,174	+6	Instagram (The Needham Channel)
742	+1	NCN Twitter (Needham Channel News)
786	+8	TNC Facebook (The Needham Channel)
651	+2	NCN Facebook (Needham Channel News)
443	—	NCS Facebook (Needham Channel Sports)

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
107	30	Instagram	NHS Graduation: Processional Video & Pics
107	14	Instagram	Boys VB State Title Celebration Video
65	2	NCS FB	Boys VB State Title Coverage on needhamlocal.org
58	11	Instagram	Boys VB State Title: Coach Powell Interview
58	2	TNC FB	NHS Graduation: Grey Skies Before Ceremony
54	10	Instagram	NHS Graduation: Grey Skies Before Ceremony
50	8	Instagram	NHS Graduation: Grads We Know Pics & Video
47	2	Instagram	Boys VB State Title: Raymond Weng Interview
43	5	Instagram	Pollard Closing Ceremony Video & Pics
38	1	TNC FB	Pollard Closing Ceremony Pics

Closer Look: Twitter, YouTube Still Impress...
 While Instagram led the Social Media month again, both Twitter and You Tube held strong in impressions. The NHS Athletic Director announcement on our Sports Twitter had over 5,000, with YouTube posts on Sunita Williams Day & Real Money Moves each getting over 3,000. June was strong overall, with several posts getting over 20-30 likes without cracking our Top Ten. The 3rd straight Boys Volleyball Title, NHS Graduation & Pollard Closing Ceremony all helped generate interest.

DO NOT TRUST THESE NUMBERS!!

This month, Google Analytics changed systems to their Analytics 4 format. Great for them, not so great for us. We only are able to get sporadic information about June 2023 viewership online. A new system was put in place, but we only have access to information from June 29th on. We will only include confirmed numbers in our long-term statistics, so (unfortunately) the data from June will be largely inaccurate for this account.

YouTube Statistics

Total Views This Month: 8,773
 Total Views (Lifetime): 1,713,728

Top 10 (June)

1,780	Your World, Bringing it Home: Building a Clothesline (2009)
590	NCN: An Egypt Affair, 5/8/23
433	NCN: Boys Volleyball State Championship (6/16/23)
330	NCN: Sunita Williams Day (5/30/23)
142	NCN: NHS Graduation (6/9/23)
126	NCN: Top Plays of Spring (6/25/23)
121	NCN: Race Amity Day (6/16/23)
103	Needham Creates: Nelson Hammer (6/16/23)
102	NCN: Library of Things (6/2/23)
99	A Brief History of Radio (2013)

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 49
 Lifetime Views: Cloudcast/Connect/Archive.org: 263,383

Top 10 Connect (June)

2	Needham HD Channel Stream
19	July 4th Parade 2022
18	July 4th Fireworks 2022
3	Needham Channel News, 6/22/23
2	Needham Creates (June 2023)
1	Needham School Houses: Carter School
1	Needham School Houses: Needham High School
1	Needham School Houses: Avery School
1	The Writer's Block, May 2023
1	Legion Baseball, 6/26/23