

Needham Channel Production Report July 2023

Show Headlines: 4th of July parade coverage a big hit on social media • Mindful Me debuts three episodes on consecutive weeks with Meg Jacobi • Life is Good Founders honored with mural, NCN draws big social media numbers for story • Writer's Block, Real Money Moves, and final Western Gunslingers debut • NHS Student Documentaries to close out summer programming

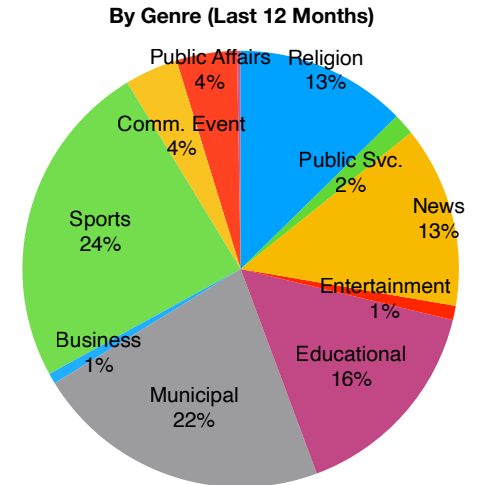
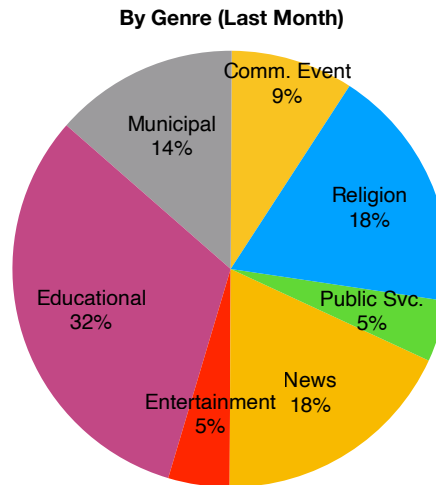
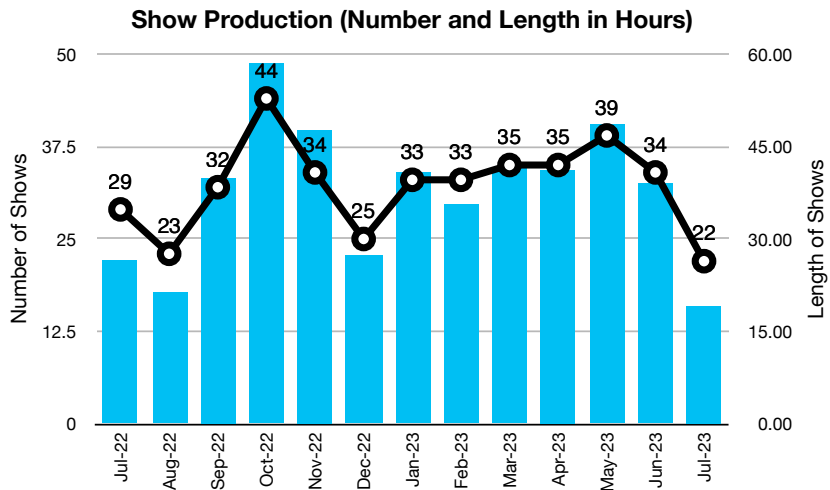
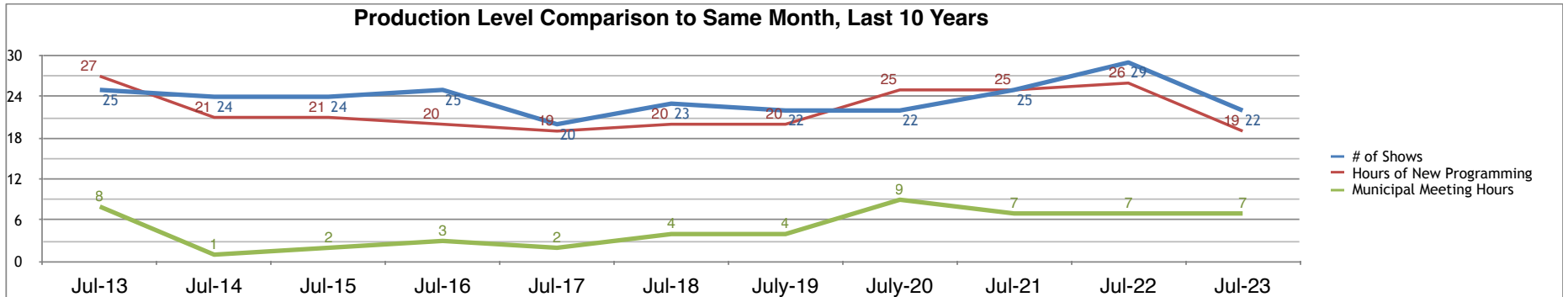
Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	64.98	Access Series - Religion
	Mindful Me	3	24.49	Access Series - Educational
	Moving Forward Together	0	30	Access Series - Public Affairs
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	0	85.76	Sports
	Needham Planning Board	1	164.27	Municipal Meeting
	Needham School Committee	0	120	Municipal Meeting
	Needham Select Board	1	166.57	Municipal Meeting
	Rockets Report	0	29.07	Sports
	Western Gunslingers	1	59.7	Educational
	The Writer's Block	1	25.33	Educational
	Zoning Board of Appeals	1	62.98	Municipal Meeting
Specials:	4th of July Fireworks, 7/3/23	1	24.28	Community Event
	4th of July Parade, 7/4/23	1	62.57	Community Event
	The Great Boston Fire, 6/11/23	1	50	Educational
	Needham Creates, Episode 3	1	15.73	Entertainment
	Real Money Moves, Episode 4 (short)	1	4.33	Educational
	SPAN: What Parents Need to Know to Keep Kids Safe (June 2023), 7/6/23	1	52.98	Public Service
			0	
		0		

Production Pipeline:

Proposal	Pre-Production	In Production	Post- Production	Due:
Domestic Violence Action Cmte Series	Chamber Needham Night - Aug 16	Anti-Bullying Program	Making Meals with Mike - New Location	Aug 3
Rockets Classics in Aug/Sept?	Int'l Overdose Awareness Day - Aug 31	How Needham Runs 101 - R/E Taxes and Levy	Purple Heart Ceremony - Aug 7	Aug 8
Harvest Fair/New TNC Promos	Fall Sports - Live Football/Volleyball	Real Money Moves Ep 5	Mindful Me - 2 Eps w/Miranda Cohen	Late Aug?
	The Writer's Block - Aug Ep?	Needham Channel News	NHS Student Documentaries	Late Aug?

Needham Channel Insight: This was the first month with the new analytics system in place for our online views and Roku app, and the numbers are quite interesting. We had 677 viewers this month who clicked around on a few programs, or at least clicked around within the programs they were watching. On the 3rd of July we had over 300 people click on the Fireworks display from 2022, which means that there is an appetite for LIVE coverage—something that we will have to consider in 2024!

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Accuracy/Error Incidents:

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	99.73	Playback Accuracy(%)	100.00	Playback Accuracy(%)	100.00	Playback Accuracy(%)	99.89
Scheduled Events	1095	Scheduled Events	406	Scheduled Events	693	Scheduled Events	945
Errors	3	Errors	0	Errors	0	Errors	1

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Social Media Follower Count:

Number	Change	Account
1,820	+19	YouTube
1,233	+1	TNC Twitter (The Needham Channel)
1,203	+7	NCS Twitter (Needham Channel Sports)
1,174	—	Instagram (The Needham Channel)
741	-1	NCN Twitter (Needham Channel News)
729	+3	TNC Facebook (The Needham Channel)
653	+2	NCN Facebook (Needham Channel News)
443	—	NCS Facebook (Needham Channel Sports)

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
42	9	Instagram	4th of July Parade: Pics/Clips Part 1
40	4	TNC FB	4th of July Parade: Picture Gallery
38	8	Instagram	Life is Good Mural NCN PKG
28	6	Instagram	Rosemary Pools Open NCN PKG
23	1	Instagram	Life is Good Mural Pics
19	2	Instagram	4th of July Parade: People We Know Pics
19		Instagram	Coach Diccio Bench Dedication NCN PKG
14		Instagram	Rotary Club Scholarship NCN PKG
13	6	Instagram	David Roche SB Appreciation NCN PKG
13	2	Instagram	Real Money Moves Episode 4

Clouser Look: 4th... is Good, on Instagram (Mostly)

The top social media posts this month centered around the annual 4th of July Parade, as well as a story from the news on the mural in honor of the founders of Life is Good. (In fact, the Instagram post from that story is continuing to get likes!) While Instagram continued to be the overall winner for most posts liked, a few other places also generated interest, such as the TNC Facebook page, with the YouTube page also getting 12 likes from a segment of "Needham Creates."

BY FAR, Needham is an Independence Day Town!

We experienced our highest surge of viewers online in the first five days of the month, where the Fireworks dominated by a large margin. When you discount those first few days, however, Needham settled down to its usual business, with a small spike on July 11th, when *someone* scrolled through quite a few of the Planning Board meetings in our archive. Prepping for that night's meeting, perhaps?

YouTube Statistics

Total Views This Month: 8,608

Total Views (Lifetime): 1,722,336

Top 10 (July)

1,689	Your World, Bringing it Home: Building a Clothesline (2009)
655	NCN: An Egypt Affair, 5/8/23
581	NCN: Sunita Williams Day (5/30/23)
241	NCN: Rotary Carnival Preview 2023 (6/14/23)
180	NCN: Pools at Rosemary 2023 (7/2/23)
179	Needham Creates: Paula Pitman (7/17/23)
129	NCN: Boys Volleyball State Championship (6/16/23)
122	NCN Sports: Legion Baseball vs Norwood (7/2/23)
111	Needham Creates: Nancy Walton (3/10/23)
109	A Brief History of Radio (2013)

Cloudcast/Connect/Archive.org Statistics

Connect Viewers/Views (This Month): 677/959

Lifetime Views: Cloudcast/Connect/Archive.org: 267,462

Top 10 Connect (July)

331	July 4th Fireworks 2022
169	July 4th Parade 2022
153	Needham HD Channel Stream
64	Independence Day Parade 2023
21	Needham Select Board, 6/27/23
12	Needham School Committee, 6/20/23
12	Needham High School Graduation, 6/5/23
10	Big Little Town - The Story of Needham (2012)
9	Western Gunslingers, 5/23
9	Needham Planning Board, 4/4/23