

Needham Channel Production Report August 2023

Show Headlines: Historic flooding in town results in busy month, power outages including at TNC • Anti-Bullying program “Building Confidence in Kung Fu” debuts • Western Gunslingers ends its run • September set to soar with two special meetings, a new “How Needham Runs 101”, and coverage of the Overdose Awareness Vigil • Sports season previews make some noise!

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	5	66.59	Access Series - Religion
	Mindful Me	0	30	Access Series - Educational
	Moving Forward Together	0	30	Access Series - Public Affairs
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	0	85.76	Sports
	Needham Planning Board	1	102.68	Municipal Meeting
	Needham School Committee	0	120	Municipal Meeting
	Needham Select Board	1	146.42	Municipal Meeting
	Rockets Report	0	29.07	Sports
	Western Gunslingers	0	59.7	Educational
	The Writer's Block	0	25.33	Educational
	Zoning Board of Appeals	0	62.98	Municipal Meeting
Specials:	Building Confidence With Kung Fu	1	19.48	Educational
	Making Meals with Mike: Tour and CB Burgers (short)	1	3.9	Educational
	NHS Student Documentaries 2023	1	122.48	Educational
	Purple Heart Ceremony 2023 (8/10/23)	1	13.87	Community Event
			0	

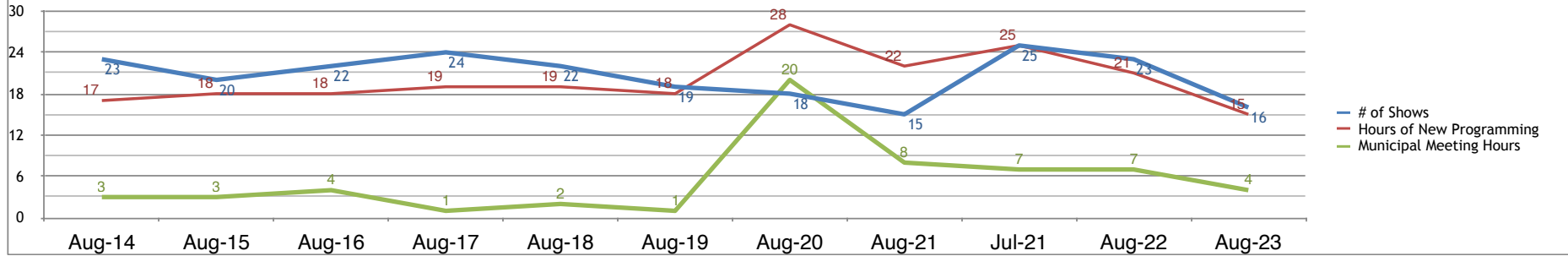
Production Pipeline:

Proposal	Pre-Production	In Production	Post- Production	Due:
Domestic Violence Action Cmte Series	Ndm-Newton Community Way Mtg - Sep 7	Making Meals with Mike - First attempt recipe	Mindful Me - Miranda Cohen, Episode 1	Sep 7
Fall Sports Rockets Report	Housing Advisory Group Mtg - Sep 7	John Schneider Farewell - News and ZBA event	Int'l Overdose Awareness Day	Sep 7
Harvest Fair/New TNC Promos	Monday Sports Update	The Writer's Block - Ep recording Sep 13	How Needham Runs 101: Property Tax Levy	Sep 14
	Fall Sports - Live Football/Volleyball	Rockets Previews: Girls Soccer & Volleyball	Real Money Moves Ep 5	Sep 21?

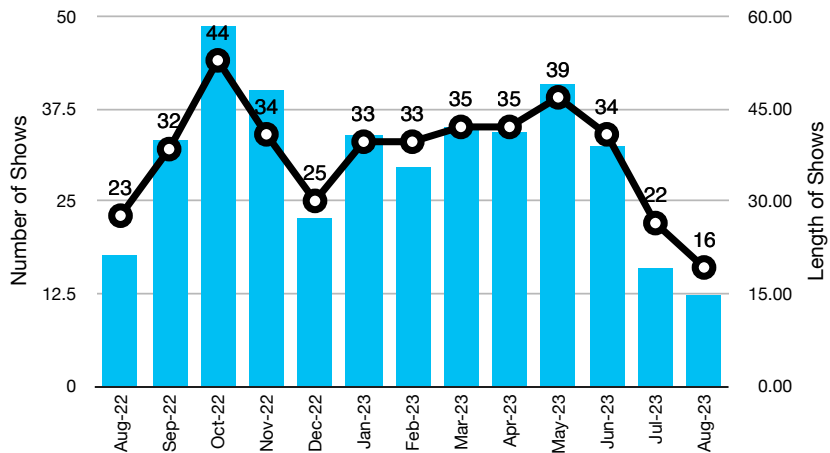
Needham Channel Insight: While television production levels were down—way down—for the month of August, our online numbers were very encouraging, and the groundwork has been laid for a very dynamic September. We even hit a phenomenal milestone this month: **2,000,000** online views of Needham Channel programming. By far, the bulk of that came from YouTube, which has brought us 1,731,925 views since its inception on October 22, 2008 (fifteen years ago!), augmented by our on-demand views, our web viewer on needhamchannel.org, and the digital library which serves as our online repository at archive.org.

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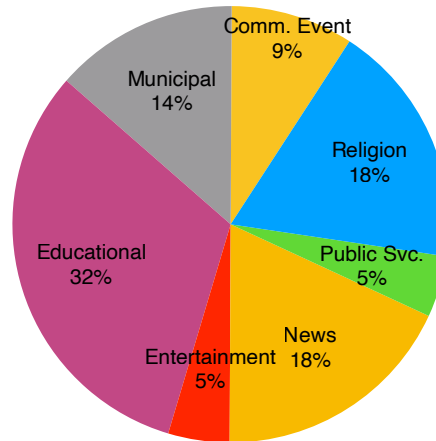
Production Level Comparison to Same Month, Last 10 Years



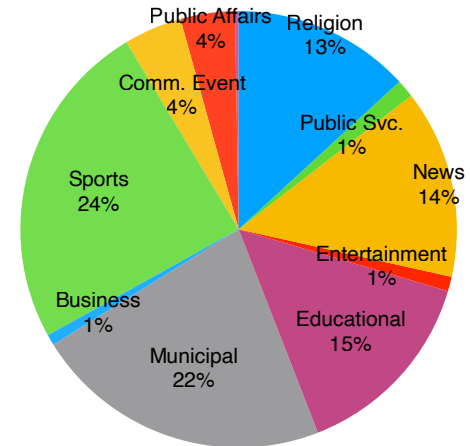
Show Production (Number and Length in Hours)



By Genre (Last Month)



By Genre (Last 12 Months)



Accuracy/Error Incidents:

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	97.63	Playback Accuracy(%)	98.48	Playback Accuracy(%)	97.70	Playback Accuracy(%)	98.00
Scheduled Events	1099	Scheduled Events	395	Scheduled Events	610	Scheduled Events	951
Errors	26	Errors	6	Errors	14	Errors	19

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Social Media Follower Count:

Number	Change	Account
1,839	+19	YouTube
1,252	+49	Instagram (The Needham Channel)
1,240	+7	TNC X (The Needham Channel)
1,177	+3	NCS X (Needham Channel Sports)
750	+9	NCN X (Needham Channel News)
737	+8	TNC Facebook (The Needham Channel)
664	+9	NCN Facebook (Needham Channel News)
442	-1	NCS Facebook (Needham Channel Sports)

Closer Look: Flooding, Football... and Sheamus!!
 On August 8th, Needham was hit by downpours that caused historic amounts of flooding. TNC snapped and received pics from all over town that day, resulting in multiple posts across social media, as well as the new Needham Local news site. The 4 posts alone on Instagram & FB totaled 528 likes, an average of 132/post. Football Media Day also grabbed some interest, with a few Insta, FB & X posts not even listed here, as well as Joe McGinty's son Sheamus, who made a cameo!

YouTube Statistics

Total Views This Month: 9,489

Total Views (Lifetime): 1,731,925

Top 10 (August)

1,689	NCN: Sunita Williams Day (5/30/23)
655	Your World, Bringing it Home: Building a Clothesline (2009)
581	NCN Sports: Featured Athlete - Lily Schmalz (8/11/23)
241	A Brief History of Radio (2013)
180	NCN: An Egypt Affair, 5/8/23
179	NCN Sports: Football Media Day (8/25/23)
129	NCN: Boys Volleyball State Championship (6/16/23)
122	Your World, Bringing It Home: Crabapple Jelly (2009)
111	NCN: Flooding Caused by August 8th Storm (8/11/23)
109	NCN: Ethics of Artificial Intelligence (8/18/23)

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
262		TNC FB	8/8 Flooding at Knights of Columbus Pics
98		TNC FB	8/8 Flooding in Needham Pics
87	55	Instagram	8/8 Flooding in Needham Pics
81	80	Instagram	8/8 Flooding at Knights of Columbus Pics
79	2	NCN FB	Amie, Joe & Sheamus Video
51	10	Instagram	Football Media Day: Jake Reiser Interview
46	2	Instagram	Chamber Needham Night: Pics & Video
38	2	TNC FB	State of Emergency Needham Local Link
34	25	Instagram	Select Board: Resident Talks Flood Damage
31	2	Instagram	Football Media Day: Tate Hoffmeister Interview

YAY!! Thank You For the Big Boost on Instagram Followers!

Cloudcast/Connect/Archive.org Statistics

Connect Viewers/Views (This Month): 220/134

Lifetime Views: Cloudcast/Connect/Archive.org: 272,392

Top 10 Connect (August)

72	Needham HD Channel Stream
22	Needham Select Board, 8/15/22
10	Big Little Town - The Story of Needham (2012)
9	Needham Select Board, 7/25/23
9	Needham Planning Board, 8/15/23
8	Needham High School Graduation, 6/5/23
7	Needham Channel News, 8/3/23
6	Needham Channel News, 8/17/23
5	Needham School Committee, 6/20/23
4	What is the ZBA?
4	Western Gunslingers, 10/22
4	Building Confidence With Kung Fu (Aug 2023)
4	Affordable Housing in Needham, 10/28/21
4	Writer's Block: Avi Sealing (Jul 2023)