

Needham Channel Production Report September 2023

Show Headlines: Sports back with a vengeance thanks to strong start by Football • TNC Staff has some fun with live multi camera Volleyball broadcast • Debuts for Overdose Awareness Vigil, Needham to Arlington Walk & new “How Needham Runs 101” • HONE meetings begin on TNC • Social Media dominated by Football & Dance Team • LWV News Forum Coming Oct 16

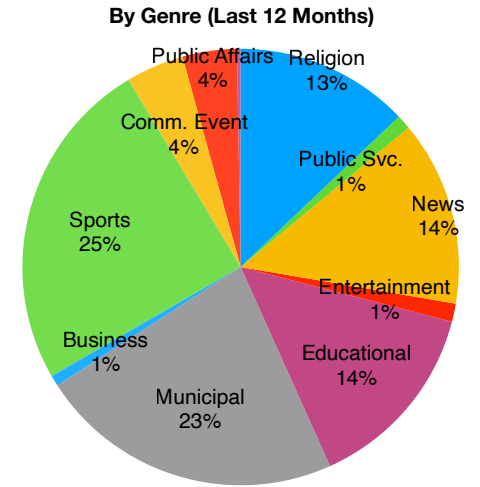
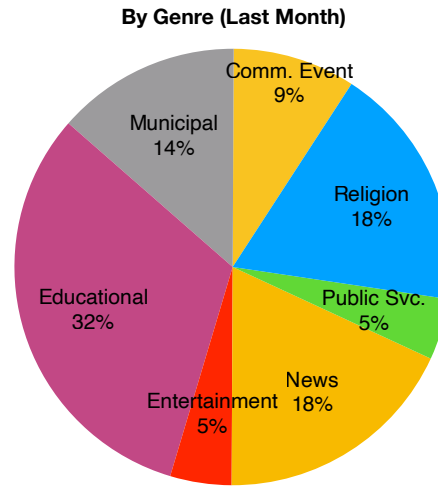
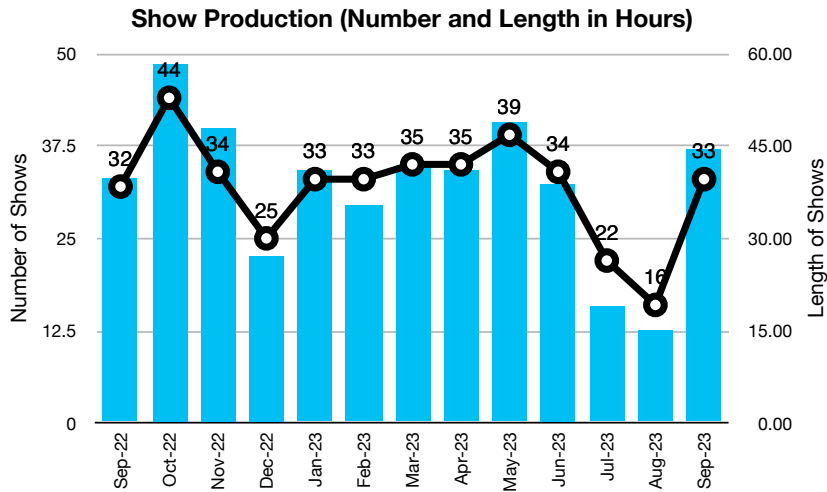
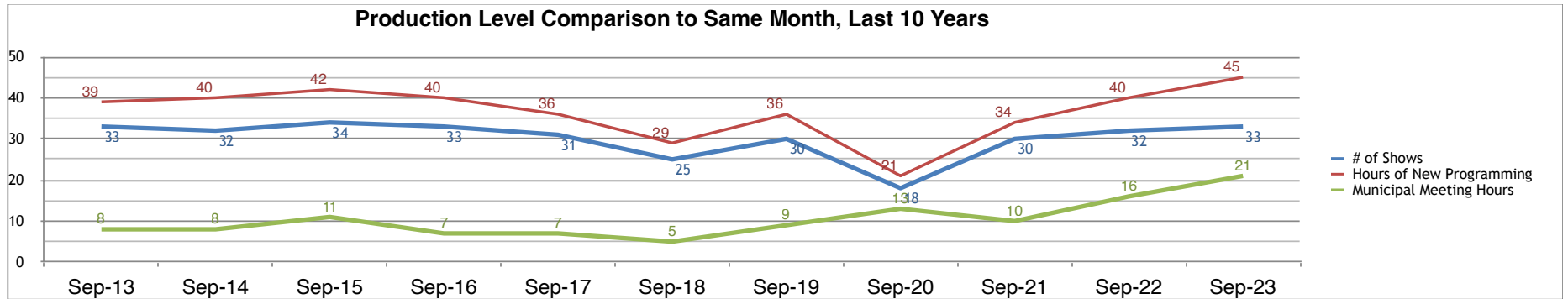
Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	3	72.78	Access Series - Religion
	Mindful Me	1	22.22	Access Series - Educational
	Moving Forward Together	0	30	Access Series - Public Affairs
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	10	95.82	Sports
	Needham Planning Board	2	219.39	Municipal Meeting
	Needham School Committee	2	95.72	Municipal Meeting
	Needham Select Board	2	179.88	Municipal Meeting
	Rockets Report	0	29.07	Sports
	Western Gunslingers	0	59.7	Educational
	The Writer's Block	1	28.22	Educational
	Zoning Board of Appeals	1	20.5	Municipal Meeting
Specials:	10 Minutes with Ryan and Richard (short)	1	10.48	Educational
	Housing Needham Meeting, 9/7/23	1	147.17	Municipal
	How Needham Runs 101: Property Tax Levy, 9/14/23	1	17.87	Educational
	N2A Needham to Arlington Walk (9/28/23)	1	20.08	Entertainment
	Needham Newton Community Way, 9/7/23	1	75.42	Municipal Meeting
	Overdose Awareness Day 2023	1	37.63	Community Event
	Real Money Moves, Episode 5 (short)	1	4.98	Educational

Production Pipeline:

Proposal	Pre-Production	In Production	Post- Production	Due:
Writer's Block - October Episode	Harvest Fair PSA & News Story- Oct 1	Fall Sports - Live Football/Volleyball	Mindful Me - Miranda Cohen Ep2	Oct 12
Chamber Town Videos for CBB	LWV News Forum - Live Oct 16	Housing Advisory Group - Next Mtg 10/5	10 Minutes - October Episode	Oct 19
Most Influential Leaders of Color Series?	Football Multicam - Oct 27?	Mindful Me 4 Zoom Eps this Fall	Making Meals w/Mike - 1st attempt recipe	Late Oct?
Health Department Training Session Video	Friends Lecture on Sargeant - Oct. 29			

Needham Channel Insight: Call it the “Football Effect”. Fall is usually a very popular time for us, but we had a whole slew of new people check out our video offerings online this month. In fact, our count of streamers went from 110 in August to 554 in September—almost 5 times the viewers! Why call it the Football Effect? Quite simply, we saw a spike in viewership on every date that we streamed them live. Go Rockets, indeed!

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Accuracy/Error Incidents:

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	99.90	Playback Accuracy(%)	99.14	Playback Accuracy(%)	99.82	Playback Accuracy(%)	99.75
Scheduled Events	966	Scheduled Events	348	Scheduled Events	541	Scheduled Events	787
Errors	1	Errors	3	Errors	1	Errors	2

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September 2023

Social Media Follower Count:

Number	Change	Account
1,858	+19	YouTube
1,270	+18	Instagram (The Needham Channel)
1,258	+18	TNC X (The Needham Channel)
1,210	+3	NCS X (Needham Channel Sports)
759	+9	NCN X (Needham Channel News)
755	+18	TNC Facebook (The Needham Channel)
668	+4	NCN Facebook (Needham Channel News)
450	+8	NCS Facebook (Needham Channel Sports)

Closer Look: X marks the spot for Football win vs. Walpole
 At the end of the month, 9/29, TNC broadcast football live vs. rival Walpole, with Needham edging out a two point win. A full crew meant we could keep stats, as well as update our X Sports feed several times. The 16 posts received over 40,000 impressions, with the final stats post itself getting over 13k! The average impressions per post were over 2,500, with 11 of the 16 getting at least 1.4k. Plus, our live stream received over 100 unique viewers, making this a huge win for all!

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
102	19	Instagram	NHS Dance Team Performing at FB Opener
86	3	NCS FB	Football Opening Night: Highlights & Celebration
75	5	Instagram	Football Opening Night: Highlights & Celebration
60	2	NCS FB	Football at Newton North: Hoffmeister 3 TDs
58	4	Instagram	Football at Newton North: Hoffmeister 3 TDs
50	3	NCS FB	Girls Soccer Season Preview PKG
41	1	Instagram	Football Opening Night: Pregame Pic & Video
30	2	Instagram	Overdose Awareness Day Pics
23	8	NCS X	Football at Newton North: Hoffmeister 3 TDs
21	6	NCS X	Football Opening Night: Hoffmeister 74 yard TD
21	3	NCS X	Football vs. Walpole Final Stats

It has been a glitchy year. First, Google changed analytics systems, wiping out our June data, and now archive.org is experiencing problems. Fortunately, we can extrapolate some of the data, but watch for a big jump when their systems come back online. Hopefully, it won't take them too long!

YouTube Statistics

Total Views This Month: 10,752
 Total Views (Lifetime): 1,742,677

Top 10 (September)

1,497	NCN: Sunita Williams Day (5/30/23)
1,425	Your World, Bringing it Home: Building a Clothesline (2009)
471	A Brief History of Radio (2013)
285	NCN: An Egypt Affair, 5/8/23
284	NCN Sports: Football v. Lincoln Sudbury (9/15/23)
277	NCN Sports: Girls Soccer Preview (9/8/23)
220	NCN Sports Update (9/11/23)
187	NCN Sports: Football Media Day (9/1/23)
181	NCN Sports: Volleyball Preview (9/17/23)
170	NCN: Reasons for a New Town Seal (9/1/23)

Cloudcast/Connect/Archive.org Statistics

Connect Viewers/Views (This Month): 554/1113

Lifetime Views: Cloudcast/Connect/Archive.org: 274,859

Top 10 Connect (September)

696	Needham HD Channel Stream
198	Needham School Committee, 9/19/23
19	Needham School Committee, 9/5/23
15	Needham Select Board, 9/12/23
12	Needham Planning Board, 9/19/23
10	Needham Select Board, 8/15/22
10	Needham Channel News, 9/7/23
9	How Needham Runs 101 (Sep 2023)
8	Kay and Clark: Because They Said Yes (2021)
8	Football vs. Natick, 9/8/23
8	Boys Soccer vs. Milton, 9/7/23