

Needham Channel Production Report October 2023

Show Headlines: TNC Sports provides comprehensive coverage of sensational Sports Season with more live coverage • TNC takes part in LWV News Forum and showcase the new Needham Local platform • Town Meeting, Housing among big programs in October & November • TNC lends a hand to Public Health campaign to provide training to Needham Food Vendors

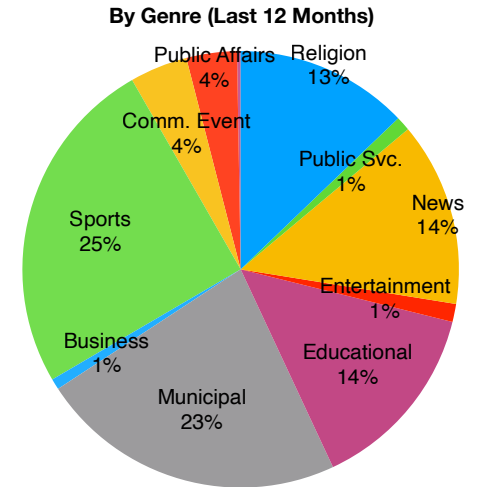
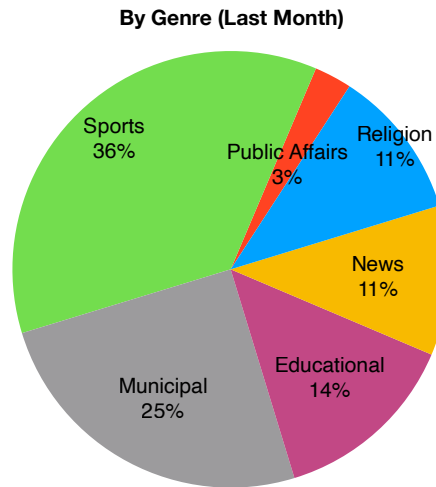
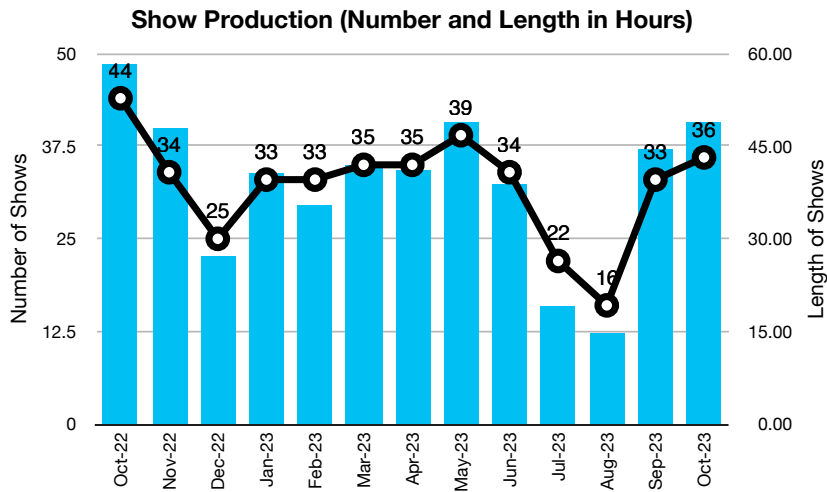
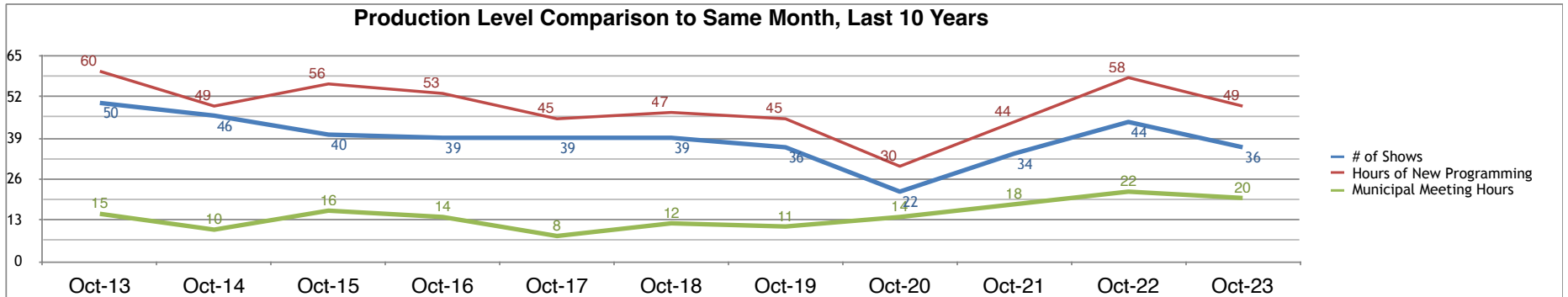
Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	77.67	Access Series - Religion
	Mindful Me	1	21.67	Access Series - Educational
	Moving Forward Together	0	30	Access Series - Public Affairs
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	13	84.97	Sports
	Needham Planning Board	2	207.66	Municipal Meeting
	Needham School Committee	2	126.98	Municipal Meeting
	Needham Select Board	2	77.64	Municipal Meeting
	Rockets Report	0	29.07	Sports
	Western Gunslingers	0	59.7	Educational
	The Writer's Block	1	28.08	Educational
	Zoning Board of Appeals	1	41.35	Municipal Meeting
Specials:	10 Minutes with the School Committee (short)	1	11	Educational
	Housing Needham Advisory Committee, 10/5/23	1	130.03	Municipal Meeting
	LWV: Sources of Needham News (10/16/23)	1	83.98	Public Affairs
	NPH Training for Food Vendors (10/11/23)	1	60	Educational
	Real Money Moves, Episode 6 (short)	1	5.02	Educational
	Special Town Meeting	1	200	Municipal Meeting

Production Pipeline:

Proposal	Pre-Production	In Production	Post- Production	Due:
Single Parcel Historic District Mtg - Nov 15	Veterans Day Ceremony - Nov 11	Fall Sports - Thanksgiving FB, Live Playoffs	The Enigma of John Singer Sargent	Nov 2
PB Community Mtg at Broadmeadow - Dec 6	Housing Advisory Group Meeting 11/9	Writer's Block - Nov/Dec Episode	Mindful Me 4 Zoom Episodes	Late Nov?
Chamber Town Videos for CBB	Observer at NPL Event - Nov 12	Real Money Moves - Ep 7	Making Meals w/Mike - 1st attempt recipe	Late Nov?
Most Influential Leaders of Color Series	Housing Coalition Mtg at NPL Nov 29	Planning Board Mtgs - 11/7, 11/17, 11/28	Distinguished Career Awards	Late Nov?

Needham Channel Insight: Needham Local has been getting noticed! In October, 57 new subscribers signed up for our weekly newsletter, and our website has had over 4,000 new views from 2,188 users. That is practically twice the traffic of September. The most popular page is the front page, which aggregates all our stories, but the site got a big boost from our football coverage as well as the human interest stories that new staff member Cameron Morsberger has written.

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Accuracy/Error Incidents: 10/19 & 20 - Server Crash due to Eversource outage; 10/27 - LiveU issues caused Football game to drop out a few times

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	98.73	Playback Accuracy(%)	98.74	Playback Accuracy(%)	99.34	Playback Accuracy(%)	98.51
Scheduled Events	1023	Scheduled Events	398	Scheduled Events	454	Scheduled Events	804
Errors	13	Errors	5	Errors	3	Errors	12

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Social Media Follower Count:

Number	Change	Account
1,884	+26	YouTube
1,286	+16	Instagram (The Needham Channel)
1,269	+11	TNC X (The Needham Channel)
1,224	+14	NCS X (Needham Channel Sports)
767	+8	NCN X (Needham Channel News)
762	+7	TNC Facebook (The Needham Channel)
669	+1	NCN Facebook (Needham Channel News)
451	+1	NCS Facebook (Needham Channel Sports)

Closer Look: Football vs. Braintree Updates on X
 Throughout the Football season we had several opportunities to expand coverage with extra cameras and a stat keeper. That had a huge impact during the 10/13 home game vs. Braintree, around which we had 17 updates on the NCS X feed. They totaled 35,515 impressions (an average of over 2k per post), as well as 76 likes and 32 retweets. 3 of our top 5 liked posts this month also came from game stories from Football on Needham Local, shared to the NCS Facebook page.

YouTube Statistics

Total Views This Month: 9,919

Total Views (Lifetime): 1,752,695

Top 10 (October)

978	Your World, Bringing it Home: Building a Clothesline (2009)
680	NCN: Sunita Williams Day (5/30/23)
495	A Brief History of Radio (2013)
262	NCN Sports Update (10/2/23)
187	NCN: Railroad Crossing Traffic Light (4/14/17)
181	NCN Sports Update (10/16/23)
164	NCN: Town Faces Challenge in Castle Farm Land Acquisition (9/28/23)
155	NCN: 3 Rosemary Street Historic District (10/27/23)
143	NCN: An Egypt Affair, 5/8/23
135	NCN Sports Update (10/10/23)

Top 11 Social Media Posts

Likes	Re-Tweets	Account	Post
94	2	NCS FB	Football vs. Framingham Highlights
72	3	Instagram	Field Hockey at Varano Cookie Monstah Video
82	2	NCS FB	Football at Weymouth Needham Local Story Link
60	2	TNC FB	Spooky Walk Pics
58	2	NCS FB	Football vs. Braintree Needham Local Story Link
52	0	Instagram	Football vs. Braintree Highlights
47	15	Instagram	Adriano Varano Soundbites at Cookie Monstah Event
47	10	Instagram	Football vs. Framingham Highlights
44	1	NCS FB	Football vs. Framingham Highlights
36	2	Instagram	Football vs. Walpole Play of the Weekend
36	0	Instagram	Football at Weymouth Highlights

Cloudcast/Connect/Archive.org Statistics

Connect Viewers/Views (This Month): 403/857

Lifetime Views: Cloudcast/Connect/Archive.org: 280,785

Top 10 Connect (October)

445	Needham HD Channel Stream
59	Needham School Committee, 10/17/23
50	Needham School Committee, 10/3/23
28	Boys Soccer vs. St. Johns Prep, 9/23/23
26	How Needham Runs 101 (Sep 2023)
21	Football vs. Walpole, 9/29/23
16	Needham School Committee, 9/19/23
16	Kay and Clark: Because They Said Yes (2021)
11	The Millen-Faber Gang (2013)
11	Needham Select Board, 10/10/23
11	Big Little Town - The Story of Needham (2012)