

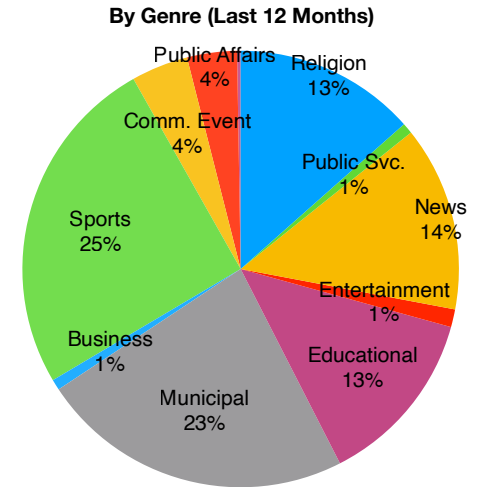
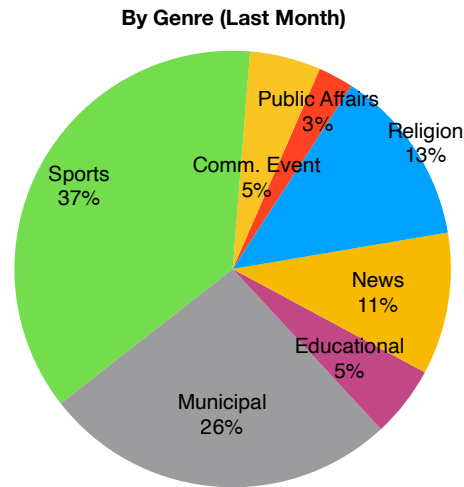
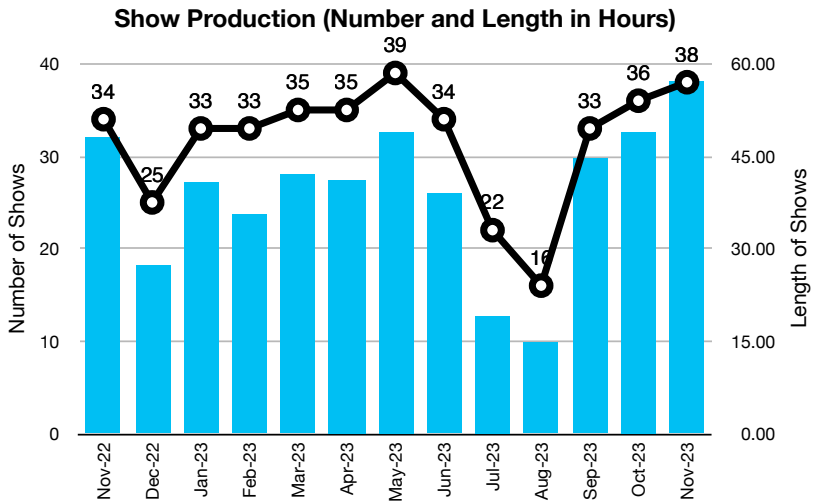
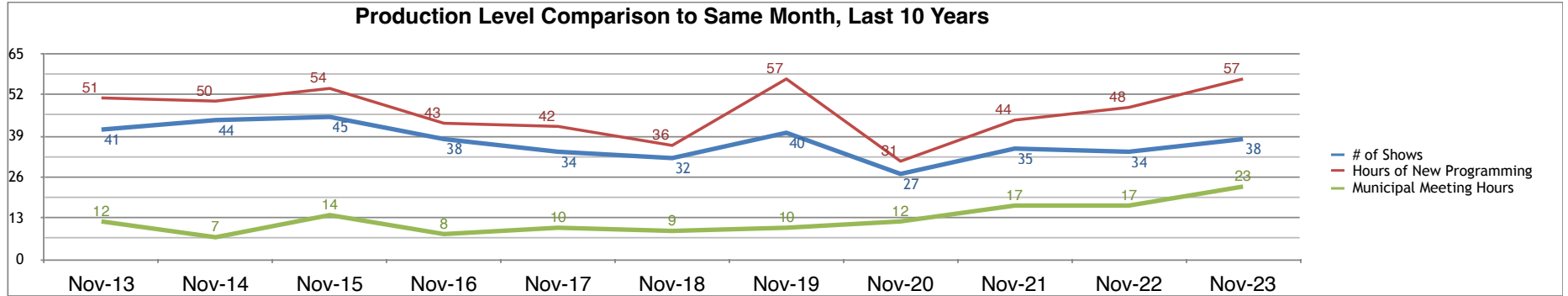
Needham Channel Production Report November 2023

Show Headlines: New Instagram record set after Girls Volleyball advances to Final 4 • New Equipment at PSAB makes debut with Planning Board • NHS Fall Sports teams have big successes in 2023, with intense TNC coverage • TNC has busy day on 11/9 with Playoff Football, News & HONE meeting • Bracing for lots of Municipal coverage in December

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	5	73.57	Access Series - Religion
	Mindful Me	1	29.5	Access Series - Educational
	Moving Forward Together	0	30	Access Series - Public Affairs
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	14	93.86	Sports
	Needham Planning Board	3	183.57	Municipal Meeting
	Needham School Committee	2	142.85	Municipal Meeting
	Needham Select Board	2	138.05	Municipal Meeting
	Rockets Report	0	29.07	Sports
	Western Gunslingers	0	59.7	Educational
	The Writer's Block	0	28.08	Educational
	Zoning Board of Appeals	1	173.88	Municipal Meeting
Specials:	Housing Needham Community Workshop, 11/9/23	1	103.37	Municipal Meeting
	Friends of the NPL: NewsFlash!, 11/12/23 (11/30/23)	1	70.63	Public Affairs
	Needham Single House Historic District Meeting, 11/15/23	1	15.17	Municipal Meeting
	The Enigma of John Singer Sargent, October 2023 (11/2/23)	1	59.12	Educational
	Town Common Rededication, 10/28/23 (11/2/23) (Short)	1	10.72	Community Event
	Veterans Day Observances, 11/11/23	1	42.33	Community Event

Needham Channel Insight: TNC Social Media had a breakout month in November, with our Instagram feed in particular breaking out of its comfort zone! The addition of the Reels Video feature on Insta in particular paved the way for this success, as the feature allows users to scroll through many videos quickly. The app itself may have suggested some of our most popular videos to new and recurring users alike. **The video from Girls Volleyball clinching a trip to the State Final 4 went viral, with over 400 likes, 19 shares and over 13k plays. It had a reach of nearly 8.9k, with a total watch time of nearly 36 hours.** Impressive stats for a 25 second video! There were 6 posts this month that all picked up over 100 likes and with an expanded Top 20 this month, all of them had at least 45 likes. Although it was tied for 4th in likes this month, the Instagram post of Boys Soccer warming up for their state title game still had 106 likes and over 9.5k plays, with a reach of over 5.6k and a total watch time of nearly 16 hours. Our **Thanksgiving Football** coverage was also a huge draw online, with a **pregame warm-up video from Insta getting 124 likes, 5 shares and over 4.1k plays, while also reaching 2.8k people. It had a total watch time of over 7 hours.** A few weeks earlier, our **highlights video from the Football Playoff opener vs. Westford Academy had a watch time of nearly 11 hours!** We also had a renaissance of the Sports X (formerly known as Twitter) feed, with football leading the way as well. **On 11/18, the day after Needham fell to Xaverian in the state final 4, NCS X had over 50k impressions, with more than 27k more on Thanksgiving Day. The final score update from Needham's 1st Turkey Day win over Wellesley in 5 years set a new X record for us, with 57 likes. It also had nearly 10k impressions, as did our tease video of the broadcast open a few days prior.**

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Accuracy/Error Incidents:

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	99.87	Playback Accuracy(%)	100.00	Playback Accuracy(%)	100.00	Playback Accuracy(%)	100.00
Scheduled Events	798	Scheduled Events	353	Scheduled Events	434	Scheduled Events	640
Errors	1	Errors	0	Errors	0	Errors	0

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Social Media Follower Count:

Number	Change	Account
1,922	+38	YouTube
1,357	+71	Instagram (The Needham Channel)
1,307	+38	TNC X (The Needham Channel)
1,302	+78	NCS X (Needham Channel Sports)
782	+15	NCN X (Needham Channel News)
769	+7	TNC Facebook (The Needham Channel)
671	+2	NCN Facebook (Needham Channel News)
460	+9	NCS Facebook (Needham Channel Sports)

YouTube Statistics

Total Views This Month: 8,472

Total Views (Lifetime): 1,761,397

Top 10 (November)

844	NCN: Sunita Williams Day (5/30/23)
505	Your World, Bringing it Home: Building a Clothesline (2009)
307	A Brief History of Radio (2013)
220	Needham Sports Roundup (11/6/23)
215	NCN Sports Update (11/20/23)
162	NCN: An Egypt Affair, 5/8/23
158	2022 Thanksgiving Football v Wellesley (12/2/22)
156	NCN Sports Update (11/9/23)
129	Needham Sports Roundup (11/13/23)
129	Boys Volleyball State Championship Highlights (6/16/23)

Cloudcast/Connect/Archive.org Statistics

Connect Viewers/Views (This Month): 675/1663

Lifetime Views: Cloudcast/Connect/Archive.org: 286,727

Top 12 Connect (November)

1304	Needham HD Channel Stream
44	Football vs. Methuen, 11/9/23
42	Needham School Committee, 11/7/23

Top 20 Social Media Posts

Likes	Re-Tweets	Account	Post
402	19	Instagram	Girls VBall Clinch Final 4 Video
198	4	NCS FB	Thanksgiving Football Raw Highlights
124	5	Instagram	Thanksgiving Football Warmups Video
106	10	Instagram	Football vs. Methuen Playoff Highlights
106		Instagram	Boys Soccer State Final Warmups Video
101	1	TNC FB	Ben Gilman's NCN Sports Anchor Debut Pics
85	1	Instagram	Thanksgiving Football Pre & Post-Game Pics
76	5	Instagram	Girls VBall State Semis Warmup Video
69	2	NCS FB	Football vs. Xaverian Playoff Highlights
66	2	NCS FB	Football vs. Westford Academy Playoff Highlights
64	15	Instagram	Football vs. Westford Academy Playoff Highlights
59	3	Instagram	Football vs. X
57	10	NCS X	Thanksgiving
55	2	Instagram	Girls Swim & I
53	6	Instagram	Boys Soccer (
53	5	Instagram	Boys & Girls Soccer Playoff Highlights
49	15	NCS X	Thanksgiving Football Open Tease Video
47	7	NCS FB	Football vs. Methuen Playoff Highlights
45	15	Instagram	Thanksgiving Football Raw Highlights

17	Needham School Committee, 11/21/23
13	Needham Select Board, 11/14/23
13	Boys Soccer vs. BC High, 11/8/23
10	Zoning Board of Appeals, 11/16/23
10	Needham Planning Board, 10/3/23
10	Boys Soccer vs. Franklin, 11/11/23
9	Thanksgiving Football vs. Wellesley, 11/23/23
9	Needham School Committee, 10/17/23
9	The Millen Faber Gang (2013)