

*North TV  
Public Relations  
Contract*

March 2025

# *Content*



Overview

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Videos

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Podcasts

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Government Channel Access

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Competitive Analysis

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Future Outlook

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March 2025

# *Production Overview to Date*

**10**

Videos  
Produced

—

**13**

Podcasts  
Produced

—

**8**

Published  
Meeting Clips

—

# Video Production

# 5,000

Community members have devoted over 5,000 hours to viewing our content since October, which includes important updates on the CIP and the Tax Classification Hearing

*(Data from Vimeo)*

## Video Topics

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Ten videos to date to showcase our Capital Improvement Projects (CIP), events, and other key town initiatives. North TV has also provided meeting clips for topics discussed during Town Council meetings.

## Unique Views

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Over 500 recorded unique views from community members.

## Data

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Several videos shared on social media prior to October, however, we lacked reliable metrics for that period. Current data clearly demonstrates an upward trend in engagement and outreach.

# Podcasts

# 45

Community members have devoted over 45 hours to listening to our podcasts, which highlights and acknowledges the individuals working behind the scenes at Town Hall and beyond.

*(Data from Spotify)*

## Town Hall Talks

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The Town's first ever podcast closed out its first season with 13 episodes. Topics included:

- FEMA Flood Reimbursements
- House/Personal Property Assessments
- Roads and Public Works
- North Attleborough Senior Technology Program
- K-9 Officer Nelson & Yoshi
- Elections

## Data

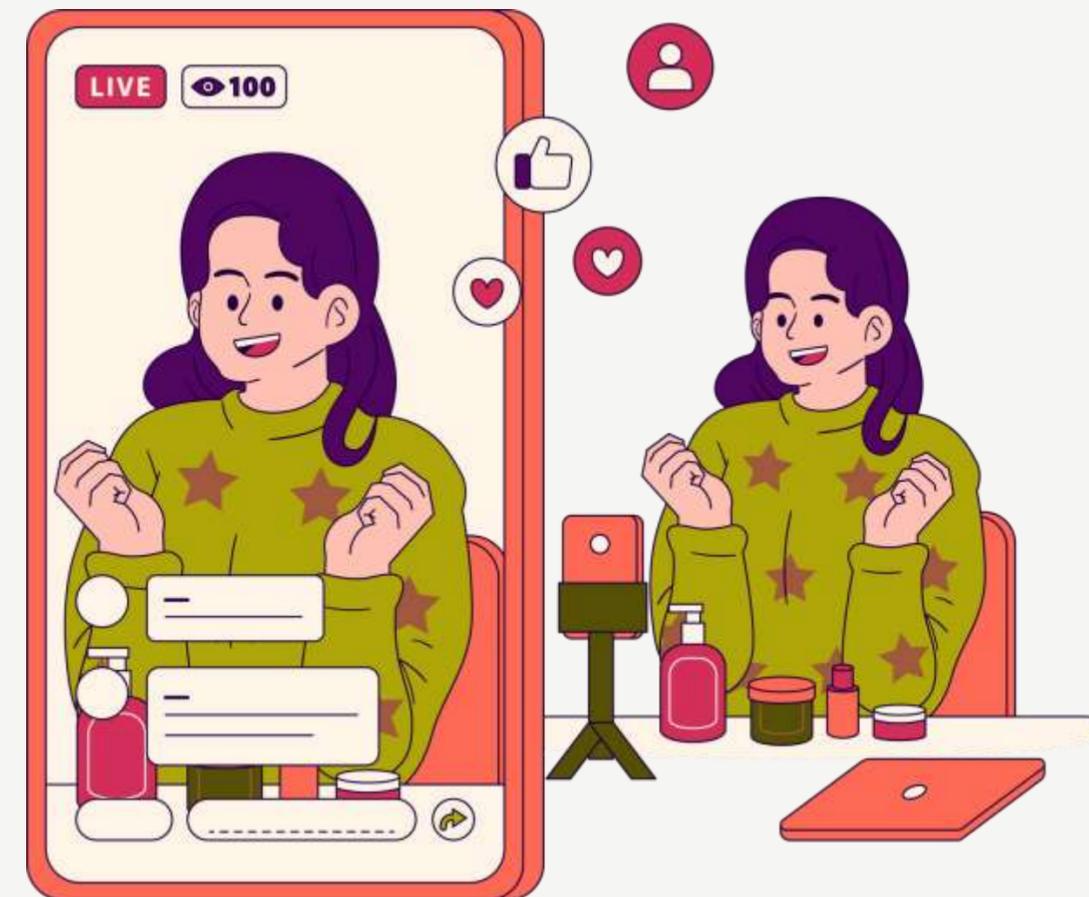
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Our podcast averages approximately 20 listeners per episode and has accumulated over 45 hours of consumption

# *Access to Government Channel*

A standout achievement of our collaboration has been the removal of the government channel's paywall. This change allows residents to livestream meetings or watch them at their convenience, fostering a greater sense of community involvement.

Feedback from community members indicate that many community members now choose to engage with our meetings virtually, using the livestream as another source of information about town affairs.



# NORTH TV PUBLIC RELATIONS PROJECTS FOR THE TOWN OF NORTH ATTLEBOROUGH (2/15/24 THROUGH 2/14/25)

## Videos completed:

- Town Election 2024 video with Neil Lambert (3:36)	\$3,000.00
- Town's 9/11 Ceremony (1:55)	\$500.00
- NAFD's new shift commander vehicle (1:40)	\$3,000.00
- Tax Classification Presentation Summary (2:06)	\$375.00
- Richards Memorial Library Ribbon-Cutting (2:17)	\$500.00
-Third Annual Leftover Turkey Trot (1:54)	\$375.00
- Jessie Macomber's 20 Years of Service (1:48)	\$3,000.00
- Fire Recruitment Video (IN EDITING)	\$1,000.00
- Stop and Shop Certificate Presentation (IN EDITING)	\$500.00
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	\$12,250.00

## Video Clips Pulled

- Town Council Budget Presentation (5:48)	\$250.00
- Community Feedback to Citizens Petition (10:30)	\$500.00
- Future of the Webster Mill property (6:15)	\$375.00
- Potential stipends for NA board, committee & commission members (11:19)	\$500.00
- DPW Director PFAS Update to Town Council on June24 (4:00)	\$250.00
- Director of Public Facilities Tim Chouinard Update on June 24 (2:55)	\$250.00
- DPW Boil Water Emergency Update on Aug. 13 (3:57)	\$250.00
- Regional Opioid Discussion (2:20:20)	\$1,250.00
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	\$3,625.00

# NORTH TV PUBLIC RELATIONS PROJECTS FOR THE TOWN OF NORTH ATTLEBOROUGH (2/15/24 THROUGH 2/14/25)

## Podcasts of Town Hall Talks -

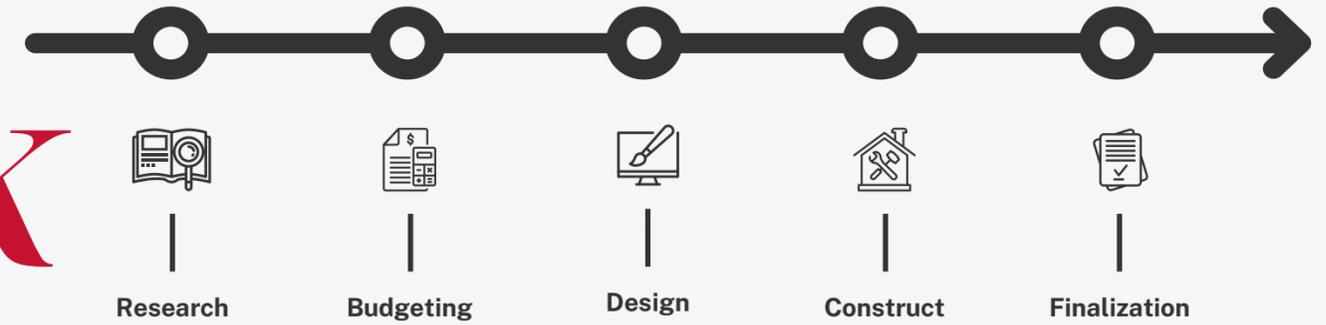
Microphones and mixer for podcasts	\$ 1,025.19
- Assessments in North Attleborough (22:27)	\$ 1,500.00
- Richards Memorial Library (21:12)	\$ 1,500.00
- Memorial Day (29:23)	\$ 1,500.00
- FEMA Flood Assistance (36:19)	\$ 2,500.00
- Ready for the Storm: Emergency Preparedness for Hurricane Season 2024 (27:04)	\$ 1,500.00
- Paving the Way: Roads and Public Works in North Attleborough (29:58)	\$ 1,500.00
- Bonus Episode: Community Conversations Recording (40:34)	\$ 2,500.00
- Meet Officer Nelson: North Attleborough's Fire K-9 Officer (20:01)	\$ 1,500.00
- Exercising Your Civic Duty And Right To Vote In Upcoming Elections (32:03)	\$ 2,500.00
- Exploring What Makes North Attleborough Great: NA's Parks and Recreation (27:42)	\$ 1,500.00
- Supporting Our Community: NA's Partnership w/William James College Interface Referral Service (25:18)	\$ 1,500.00
- North Attleborough Senior Technology Program: Bridging Generations Through Technology (20:23)	\$ 1,500.00
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	\$ 22,025.19

## Production of government meetings with no paywall

- Contract labor from 3/1/24 through 2/28/25	\$ 5,880.00
-Production specialist's coverage of meetings (50% of salary - DOESN'T include payroll taxes, benefits & election coverage)	\$ 21,007.00
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	\$ 26,887.00

\$ 64,787.19

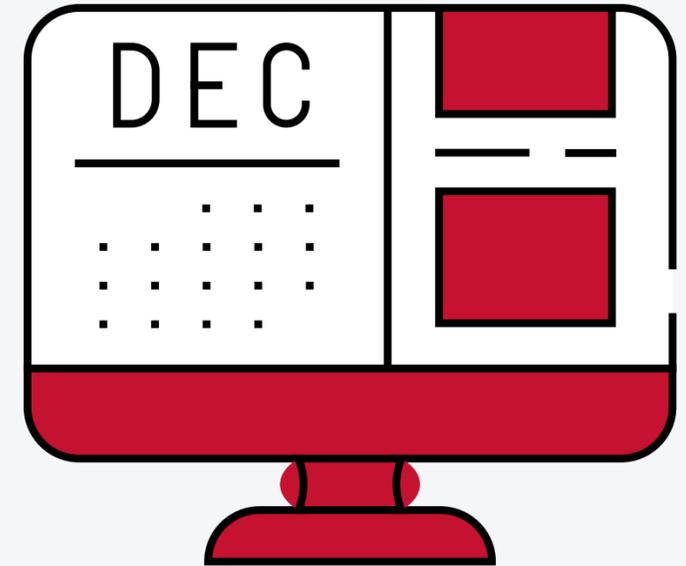
# *Future Outlook*



**Bi-weekly  
podcast schedule**



**Broaden Video  
Initiatives**



**Content  
Calendar**