

Programs on the Needham Channels:

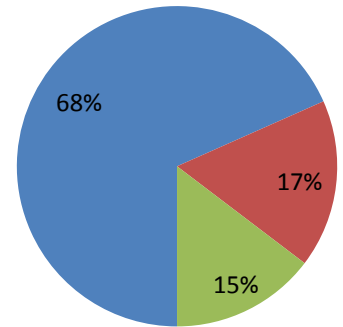
C = Community Channel

M = Municipal Channel

E = Education Channel

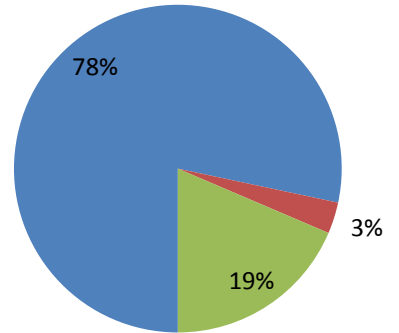
Show	Category	Avg. Length (min)	Number of Times Aired		
			C	M	E
502 Sessions	Outside - Entertainment	55.5	14	0	0
Board of Selectmen*	Municipal	166.65	0	60	0
Carter Church	Religion	60.61	18	0	0
Chef's Table	Outside - Instructional	55.78	13	0	0
Clelia's Cucina Italiana	Instructional	30	72	0	62
Community Bulletin Board	Community Bulletin Board	3.54	1848.91	2342.56	4373.32
Democracy Now	Outside - News	56.77	42	0	0
Drawing With Fred	Outside - Instructional	29.09	14	0	0
First Baptist Church	Religion	70.14	17	0	0
Going Postal	Outside-Other	15.53	14	0	0
House Stories	Other	30	0	0	0
Language of Business	Business	30	85	0	0
Life Matters	Outside - Public Affairs	27.14	0	0	0
Meet Your Needham Merchants	Business	30	44	0	0
Needham Channel News*	News	29.99	218	61	58
Ndm Ch. Sports/Rocket Cl.	Sports	51.11	6	0	5
Needham Schools Spotlight	Public Affairs	27.1	46	0	0
Norfolk County DA	Outside - Public Affairs	29.74	13	0	0
Olive Tree	Outside - Religion	24.43	13	0	0
Physician Focus	Outside - Medical	26.62	13	0	0
School Committee*	Municipal	72.15	0	62	62
Senior Exercise Program	Public Service	36.31	34	0	0
Totally PC	Outside - Entertainment	57.12	14	0	0
What's My House Worth?	Business	29.84	72	0	0
Zoning Board of Appeals*	Municipal	68.14	0	78	0
2017 Fireworks	Community Event	23.42	19	54	0
2017 Parade	Community Event	69.74	19	54	0
Beautiful and Bizarre	Education	71.45	20	57	58
Declaration of Independence	Public Affairs	57.72	18	57	0
Immigration and Identity	Public Affairs	119.77	18	0	0
Millen Faber Gang	Education	87.32	9	0	21
Mitchell Moving On	Community Event	36.67	19	0	44
NHS Graduation	Community Event	107.13	2	0	10
Pirates of Penzance	Entertainment	109.9	3	0	7
Pollard Closing Ceremony	Community Event	81.63	12	0	38
Student Documentaries	Education	116.85	0	0	71
Short Subjects					
CBB Listings Pages	Community Bulletin Board		672	496	628
Ask The Experts - Katy Colthart	Public Service	1.67	37	37	0
Ask The Experts - Carol Read	Public Service	2.35	28	33	0
Ask The Experts - Tom Denton	Public Service	3	59	57	0
Ask The Experts - Tanya C.	Public Service	3.48	57	54	0
Ask The Experts - Chief Schlittler	Public Service	3.18	126	144	0
Charles River Center 5K	Public Service	1.62	266	0	0
Lost Needham	Other	2.48	10	0	0
Needham Drugged Driving	Outside - Public Service	4.47	273	309	0

Community Channel Playback



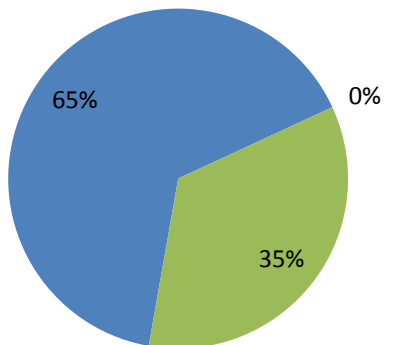
0%
 ■ Needham Programs
 ■ Outside Programs
 ■ Community Bulletin Board
 ■ Off-Air

Municipal Channel Playback



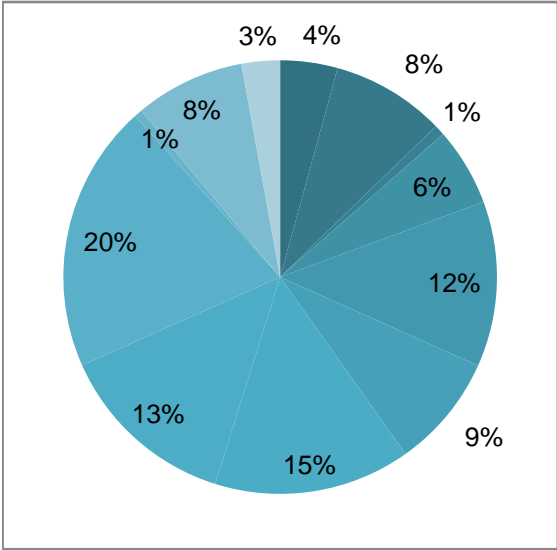
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Education Channel Playback



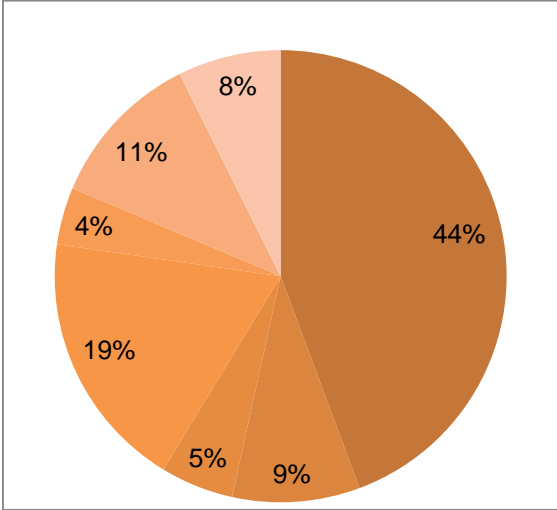
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 ■ Needham Programs
 ■ Outside Programs
 ■ Community Bulletin Board
 ■ Off-Air

July 2017



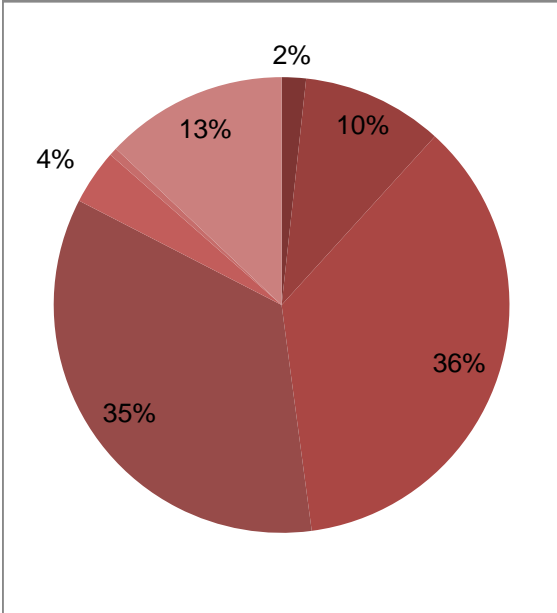
Community Channel Playback by Genre (%)

- 4 Entertainment
- 8 Public Affairs
- 1 Medical
- 0 Municipal
- 6 Religion
- 12 Educational
- 8 Public Service
- 15 Community Bulletin Board
- 13 Business
- 20 News
- 1 Sports
- 8 Community Event
- 0 Self-Help
- 3 Other
- 0 Off-Air



Municipal Channel Playback by Genre (%)

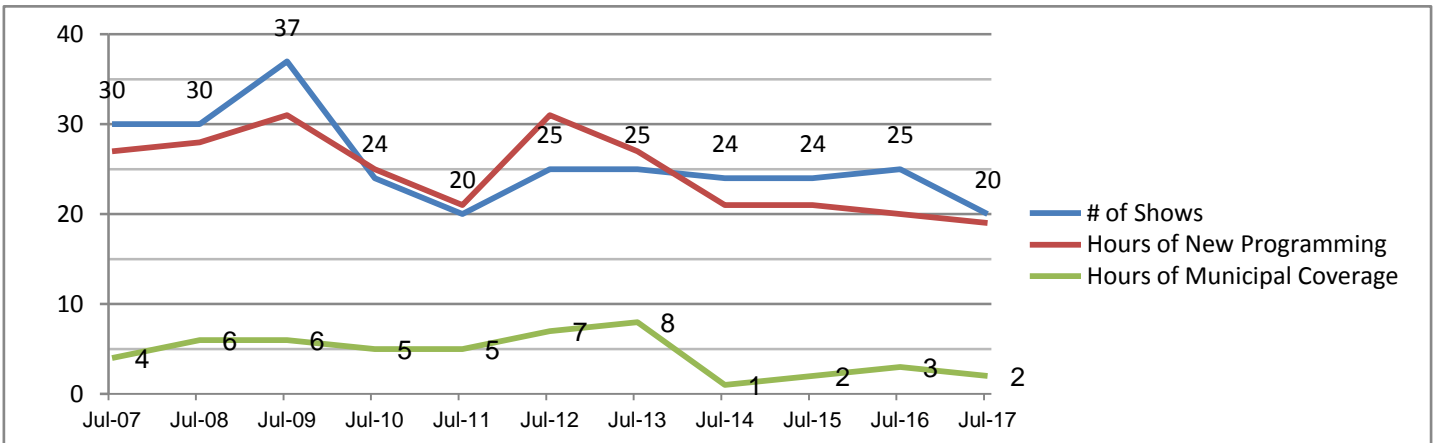
- 0 Entertainment
- 0 Public Affairs
- 0 Medical
- 44 Municipal
- 0 Religion
- 9 Educational
- 5 Public Service
- 19 Community Bulletin Board
- 0 Business
- 4 News
- 0 Sports
- 11 Community Event
- 0 Self-Help
- 7 Other
- 0 Off-Air



Education Channel Playback by Genre (%)

- 2 Entertainment
- 0 Public Affairs
- 0 Medical
- 10 Municipal
- 0 Religion
- 36 Educational
- 0 Public Service
- 35 Community Bulletin Board
- 0 Business
- 4 News
- 1 Sports
- 13 Community Event
- 0 Self-Help
- 0 Other
- 0 Off-Air

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Historical Comparison of Production Activity (10 Years)

Community Bulletin Board Usage:

Notices Placed Last Month: 37

Who is using it:

Needham Public Library	34
Needham Youth Services	1
Women's Equity Day	1
Russian School of Math	1