

## Programs on the Needham Channels:

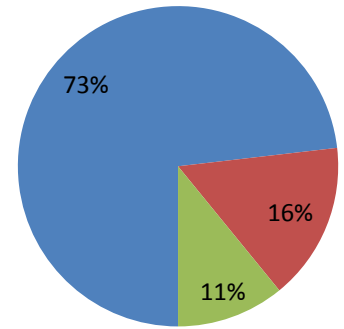
C = Community Channel

M = Municipal Channel

E = Education Channel

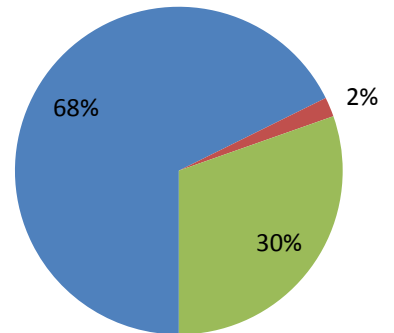
| Show                              | Category                 | Avg. Length (min) | Number of Times Aired |         |         |
|-----------------------------------|--------------------------|-------------------|-----------------------|---------|---------|
|                                   |                          |                   | C                     | M       | E       |
| 502 Sessions                      | Outside - Entertainment  | 55.52             | 13                    | 0       | 0       |
| Board of Selectmen*               | Municipal                | 97.92             | 0                     | 56      | 0       |
| Carter Church                     | Religion                 | 64.91             | 17                    | 0       | 0       |
| Chef's Table                      | Outside - Instructional  | 53.87             | 13                    | 0       | 0       |
| Clelia's Cucina Italiana          | Instructional            | 30.02             | 38                    | 0       | 0       |
| Community Bulletin Board          | Community Bulletin Board | 6.06              | 776.6683              | 2166.38 | 2149.76 |
| Democracy Now                     | Outside - News           | 59.43             | 44                    | 0       | 0       |
| Drawing With Fred                 | Outside - Instructional  | 29.72             | 12                    | 0       | 0       |
| First Baptist Church              | Religion                 | 76.34             | 18                    | 0       | 0       |
| Galah                             | Outside - Entertainment  | 30.45             | 0                     | 0       | 0       |
| Going Postal                      | Outside-Other            | 15.53             | 9                     | 0       | 0       |
| Language of Business              | Business                 | 30.03             | 71                    | 0       | 0       |
| Meet Your Needham Merchants       | Business                 | 30                | 36                    | 0       | 0       |
| Nameste Needham                   | Education                | 27.83             | 9                     | 0       | 0       |
| Needham Channel News*             | News                     | 29.97             | 137                   | 59      | 46      |
| Ndm Ch. Sports/Rocket Cl.         | Sports                   | 107.78            | 98                    | 0       | 91      |
| Needham Schools Spotlight         | Public Affairs           | 30                | 26                    | 0       | 33      |
| Norfolk County DA                 | Outside - Public Affairs | 29.68             | 13                    | 0       | 0       |
| Olive Tree                        | Outside - Religion       | 22.69             | 13                    | 0       | 0       |
| Physician Focus                   | Outside - Medical        | 28.5              | 12                    | 0       | 0       |
| School Committee*                 | Municipal                | 121.66            | 0                     | 57      | 52      |
| Senior Exercise Program           | Public Service           | 39.11             | 26                    | 0       | 0       |
| Totally PC                        | Outside - Entertainment  | 59.51             | 13                    | 0       | 0       |
| What's My House Worth?            | Business                 | 29.49             | 49                    | 0       | 0       |
| Zoning Board of Appeals*          | Municipal                | 51.84             | 0                     | 60      | 0       |
| Celebrating James Hugh Powers     | Community Event          | 28.47             | 8                     | 0       | 0       |
| Distinguished Career Awards       | Community Event          | 44.93             | 1                     | 0       | 1       |
| Immigration Reform & CPA          | Public Affairs           | 96.23             | 7                     | 57      | 0       |
| LWV/Suffrage MA 100               | Education                | 75.27             | 4                     | 0       | 30      |
| More than a Field Trip            | Education                | 54.07             | 21                    | 57      | 52      |
| Preventing Domestic Violence      | Public Service           | 27                | 9                     | 37      | 35      |
| Right Information, The Right Time | Public Service           | 81.5              | 4                     | 19      | 5       |
| Solar 101                         | Education                | 88.5              | 6                     | 0       | 42      |
| Sunita William Groundbreaking     | Community Event          | 25.35             | 3                     | 2       | 7       |
| Thanksgiving Special              | Sports                   | 52.28             | 18                    | 0       | 25      |
| Town Meeting                      | Municipal                | 159.1             | 0                     | 2       | 0       |
| Veterans Day                      | Community Event          | 20.92             | 8                     | 38      | 0       |
|                                   |                          |                   | 0                     | 0       | 0       |
|                                   |                          |                   | 0                     | 0       | 0       |
|                                   |                          |                   | 0                     | 0       | 0       |
| <b>Short Subjects</b>             |                          |                   |                       |         |         |
| CBB Listings Pages                | Community Bulletin Board |                   | 407                   | 628     | 601     |
| Public Works, Making it Happen    | Outside - Public Service | 7.42              | 75                    | 112     | 0       |
| Rock Stars of the Past            | Other                    | 13.17             | 181                   | 0       | 0       |
|                                   |                          |                   | 0                     | 0       | 0       |
| Off-Air                           |                          | 0                 | 0                     | 0       | 0       |

Community Channel Playback



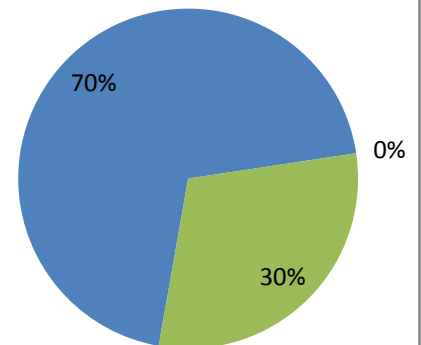
0%  
 ■ Needham Programs  
 ■ Outside Programs  
 ■ Community Bulletin Board  
 ■ Off-Air

Municipal Channel Playback



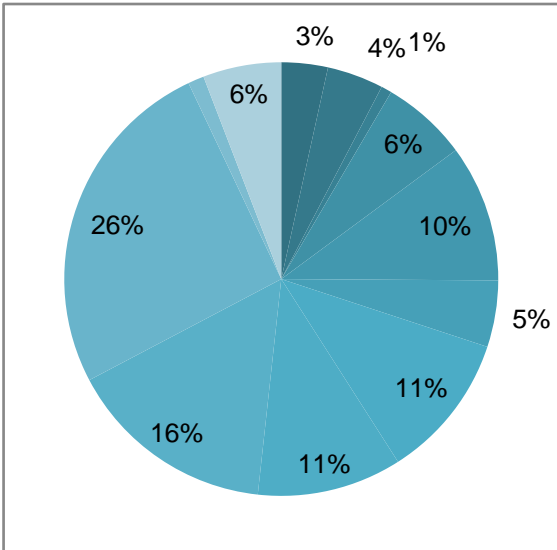
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 ■ Needham Programs  
 ■ Outside Programs  
 ■ Community Bulletin Board  
 ■ Off-Air

Education Channel Playback



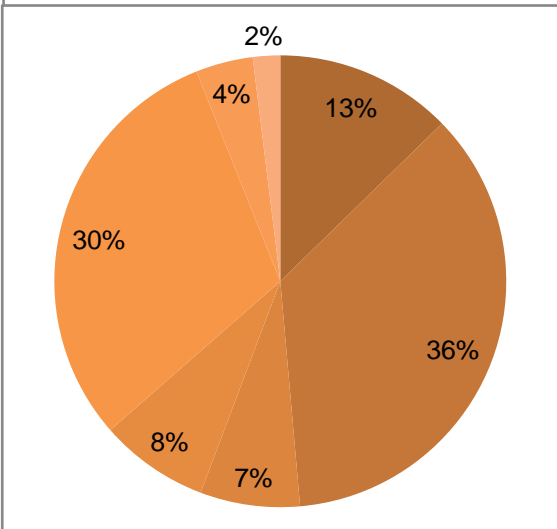
0%  
 ■ Needham Programs  
 ■ Outside Programs  
 ■ Community Bulletin Board  
 ■ Off-Air

# November 2017



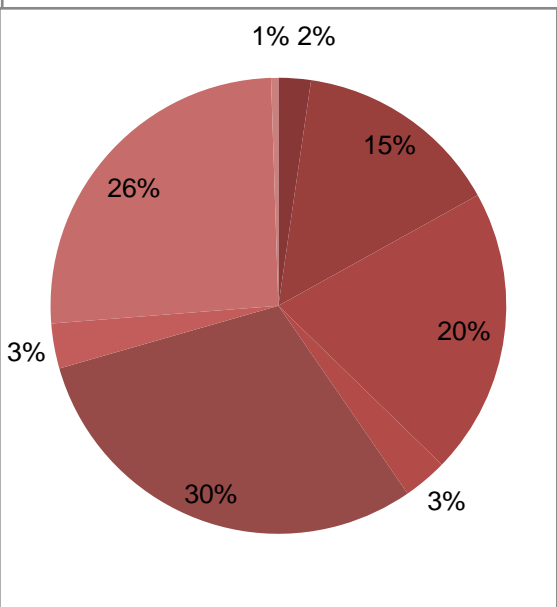
**Community Channel Playback by Genre (%)**

- 3 Entertainment
- 4 Public Affairs
- 1 Medical
- 0 Municipal
- 6 Religion
- 10 Educational
- 5 Public Service
- 11 Community Bulletin Board
- 11 Business
- 16 News
- 26 Sports
- 1 Community Event
- 0 Self-Help
- 6 Other
- 0 Off-Air



**Municipal Channel Playback by Genre (%)**

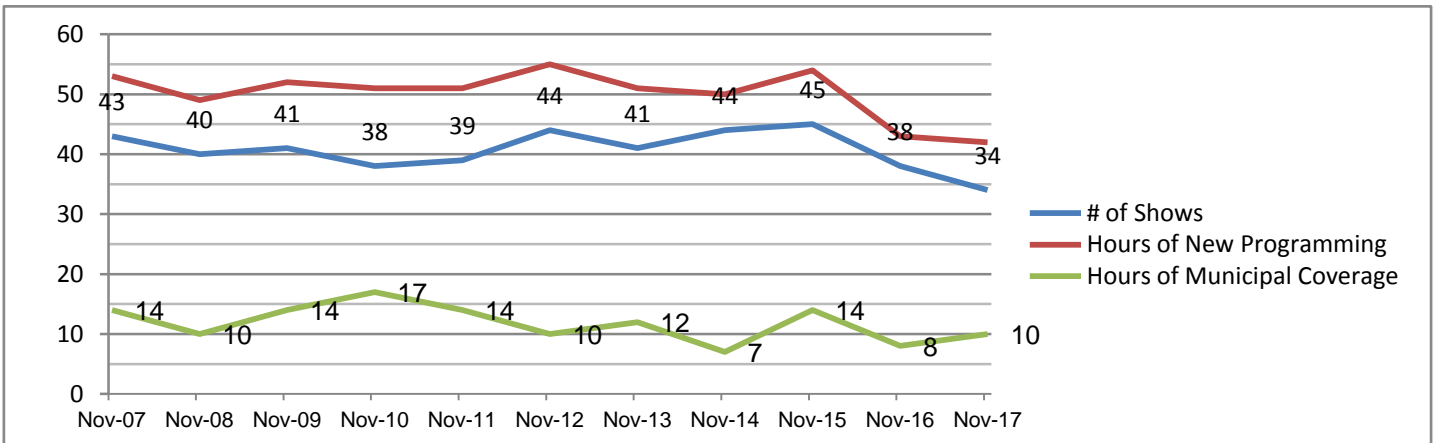
- 0 Entertainment
- 13 Public Affairs
- 0 Medical
- 36 Municipal
- 0 Religion
- 7 Educational
- 8 Public Service
- 30 Community Bulletin Board
- 0 Business
- 4 News
- 0 Sports
- 2 Community Event
- 0 Self-Help
- 0 Other
- 0 Off-Air



**Education Channel Playback by Genre (%)**

- 0 Entertainment
- 2 Public Affairs
- 0 Medical
- 15 Municipal
- 0 Religion
- 20 Educational
- 3 Public Service
- 30 Community Bulletin Board
- 0 Business
- 3 News
- 26 Sports
- 1 Community Event
- 0 Self-Help
- 0 Other
- 0 Off-Air

November 2017



**Historical Comparison of Production Activity (10 Years)**

**Community Bulletin Board Usage:**

Notices Placed Last Month: 34

**Who is using it:**

|                            |    |
|----------------------------|----|
| Needham Public Library     | 26 |
| Needham Town Clerk         | 1  |
| Denise Garlick             | 1  |
| Dedham Savings Bank        | 1  |
| Needham Diversity          | 1  |
| Needham Women's Club       | 1  |
| Needham Clergy Association | 1  |
| Office of Veterans Affairs | 1  |
| Center at the Heights      | 1  |
| Suffrage 100 MA            | 1  |