

Needham Channel Production Report  
**June 2018**  
 Analysis of New Programs/Episodes

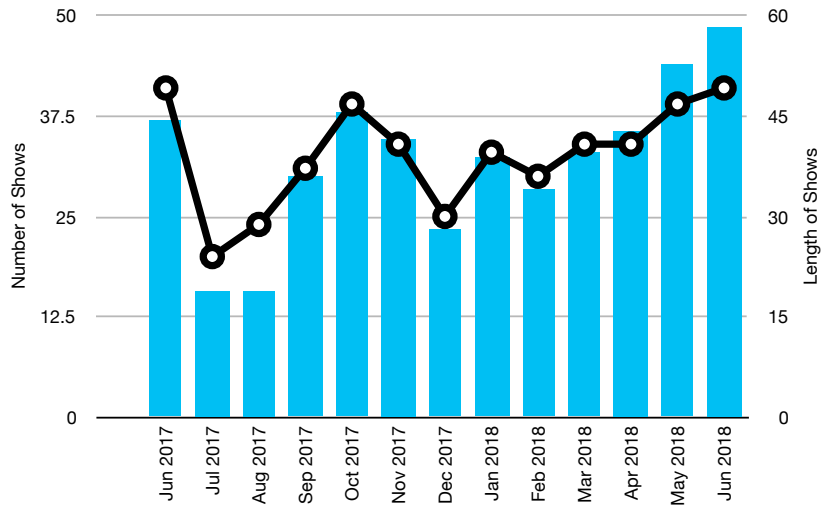
Type	Title	#	Avg. Length in Minutes	Category
Series:	Board of Selectmen	3	109.73	Municipal Meeting
	Carter Church Service	4	68.4	Access Series - Religion
	Clelia's Cucina Italiana	0	30	Access Series - Education
	First Baptist Church	4	73.87	Access Series - Religion
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	15	110.67	Sports
	Needham School Committee	2	115.63	Municipal Meeting
	Needham School Spotlight	0	30	Access Series - Public Affairs
	Rockets Report	0	30	Sports
	What's My House Worth?	1	30	Access Series - Business
	Zoning Board of Appeals	1	20.58	Municipal Meeting
Specials:	Community Conversation on Transgender Equality, 6/6	1	86.75	Public Affairs
	Kendrick Street Bridge Dedication	1	36.4	Community Event
	Needham School Houses - Parker School (short)	1	7.62	Education
	NHS Baseball Playoff Video, 6/29 (short)	1	8.75	Sports
	NHS Graduation Ceremony, 6/4	1	115.48	Community Event
	Planning Board Meeting, 6/26/18	1	196.55	Municipal Meeting
	Pollard Closing Ceremony	1	87.45	Community Event

Community Channel		Municipal Channel		Education Channel		TNC HD	
<b>Playback Accuracy(%)</b>	<b>99.69</b>	<b>Playback Accuracy(%)</b>	<b>97.23</b>	<b>Playback Accuracy(%)</b>	<b>99.17</b>	<b>Playback Accuracy(%)</b>	
Scheduled Events	967	Scheduled Events	397	Scheduled Events	483	Scheduled Events	0
Errors	3	Errors	11	Errors	4	Errors	0

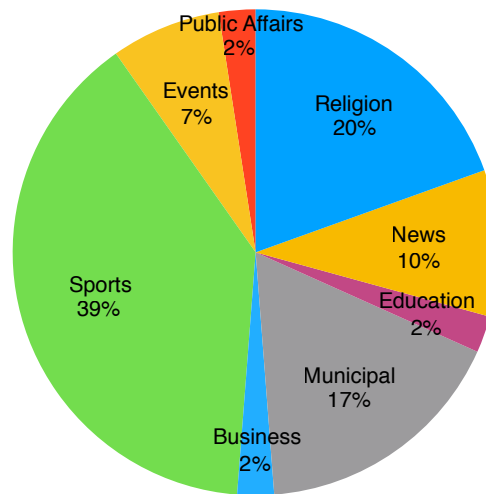
# Needham Channel Production Report

## June 2018

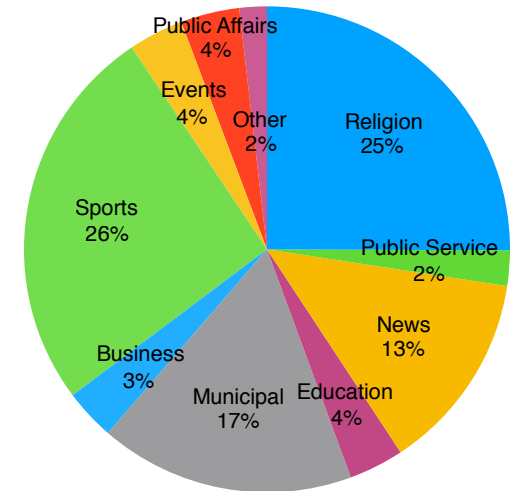
Show Production (Number and Length in Hours)



By Genre (Last Month)



By Genre (Last 12 Months)



### Category Breakdown: What types of programs have we had?

	Religion	Public Svc.	News	Entertainment	Educational	Municipal	Business	Sports	Comm. Event	Public Affairs	Other
Current Month	8	0	4	0	0	6	1	15	0	0	0
Current Month					1	1		1	3	1	
Last 12	96	9	51	0	14	65	13	99	14	15	7
January	8	0	4	0	0	6	1	11	1	2	0
February	7	1	4	0	0	6	1	9	1	1	0
March	8	1	5	0	2	6	1	7	2	2	0
April	9	1	4	0	2	7	1	8	0	2	0
May	8	0	5	0	0	9	1	11	1	1	2
<b>June</b>	<b>8</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>1</b>	<b>7</b>	<b>1</b>	<b>16</b>	<b>3</b>	<b>1</b>	<b>0</b>
July	7	0	4	0	2	2	1	0	2	0	2
August	9	3	5	0	1	2	1	3	0	0	0
September	7	0	4	0	2	5	1	8	0	3	1
October	9	0	4	0	3	6	2	11	1	1	2
November	8	2	4	0	0	5	1	10	3	1	0
December	8	1	4	0	1	4	1	5	0	1	0

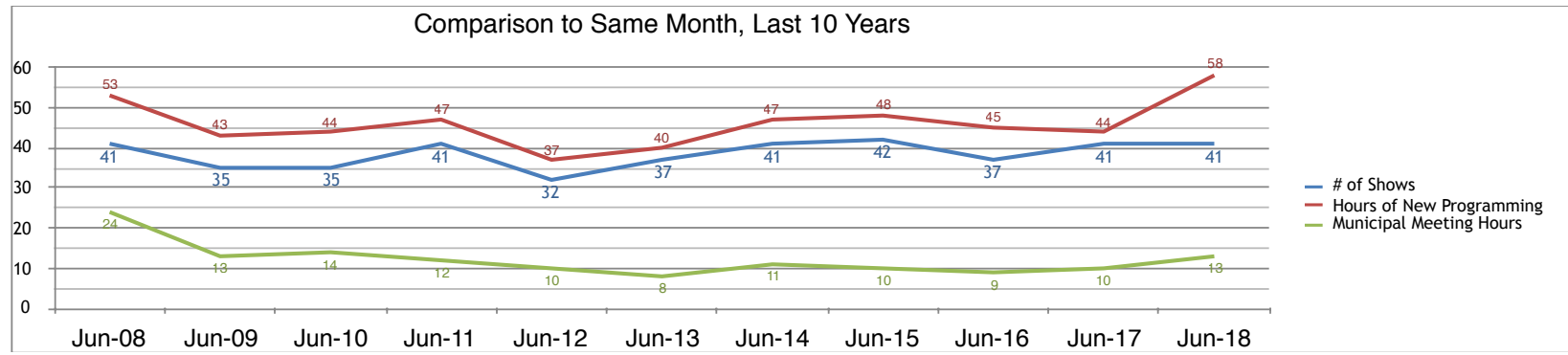
# Needham Channel Production Report

## June 2018

### New Programs over the Past Year:

Date:	Jun 2017	Jul 2017	Aug 2017	Sep 2017	Oct 2017	Nov 2017	Dec 2017	Jan 2018	Feb 2018	Mar 2018	Apr 2018	May 2018	Jun 2018
Shows:	<b>41</b>	<b>20</b>	<b>24</b>	<b>31</b>	<b>39</b>	<b>34</b>	<b>25</b>	<b>33</b>	<b>30</b>	<b>34</b>	<b>34</b>	<b>39</b>	<b>41</b>
Total Hours	44.22	18.72	18.7	35.86	45.46	41.53	27.88	38.72	34.12	39.64	42.9	52.91	58.32
Municipal Meeting Hours	10.3	2.43	1.47	7.33	8.07	9.59	6.11	11.51	8.2	11.06	12.33	21.7	12.96

Number of New Programs (Year to Date): **211**



### Community Bulletin Board Usage

Notices Placed Last Month: **36**

Individuals & Groups Utilizing the CBB

Needham Public Library 36  
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 \_\_\_\_\_  
 \_\_\_\_\_

# Needham Channel Production Report

## June 2018

### June 2018 Social Media/Streaming

#### Follower Count:

Number	Change	Account
752	+10	YouTube
664	+26	NCS Twitter (Needham Channel Sports)
606	+21	TNC Twitter (The Needham Channel)
452	+3	NCN Twitter (Needham Channel News)
412	+45	NCN Facebook (Needham Channel News)
327	N/A	TNC Facebook (The Needham Channel)
277	N/A	Instagram (The Needham Channel)
208	+3	NCS Facebook (Needham Channel Sports)

#### Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
41	8	NCS Twitter	Baseball State Title: Dan Lee/Charlie Sumner Hug
34	8	NCS Twitter	Baseball State Title: Alex Luscher Post-Game Interview
32		Instagram	Baseball State Title: Picture
31		Instagram	Baseball State Title: Final Out
30	9	NCS Twitter	Baseball State Title: Coach Howard Interview
20		Instagram	Baseball State Semis: Victory Picture
19	4	NCS Twitter	Baseball Section Semis: "That Friday Feeling" Picture
19	3	NCS Twitter	Baseball Section Final: Final Out
19		Instagram	Boys Volleyball Section Title: Picture
18		Instagram	Baseball Section Title: Picture
17	7	NCS Twitter	Baseball State Champs Look Back (YouTube Video)

#### Closer Look: Needham Channel Sports Twitter Feed Engagement

475 Total Likes  
 175 Total Link Click-Throughs  
 166 Total Re-Tweets  
 33,313 "Organic Impressions" on Sunday, June 24th

#### Cloudcast Statistics

Total Views This Month: 90  
 Total Views (Lifetime): 5,127

#### Top 10 (June)

- 14 Board of Selectmen Eversource Hearing, 6/13/18
- 12 Independence Day Parade 2017
- 9 Pollard Closing Ceremony 2018
- 9 Needham High School Graduation
- 6 LWV Friday Forum - Lawn Alternatives, 9/15/17
- 4 School Committee, 6/5/18
- 3 School Committee, 5/15/18
- 2 Celebrating Frances Perkins, 4/8/18
- 2 Needham School Committee, 5/9/17
- 2 Board of Selectmen, 6/12/18

+4 Others with 2 Views

#### YouTube Statistics

Total Views This Month: 10,793  
 Total Views (Lifetime): 1,230,147

#### Top 10 (June)

- 3,367 Your World, Bringing it Home: Building a Clothesline
- 376 NCN: Street Fair 2018
- 338 Needham Channel Sports: NHS Baseball State Champions
- 304 NCN: Little Shop of Horrors
- 256 A Brief History of Radio
- 139 NCN Sports Update, 5/31/18
- 131 NCN Sports Update, 6/21/18
- 120 NCN Sports Update, 6/14/18
- 116 NCN Sports Update, 6/28/18
- 82 Rock Stars of the Past