

Needham Channel Production Report
July 2018
 Analysis of New Programs/Episodes

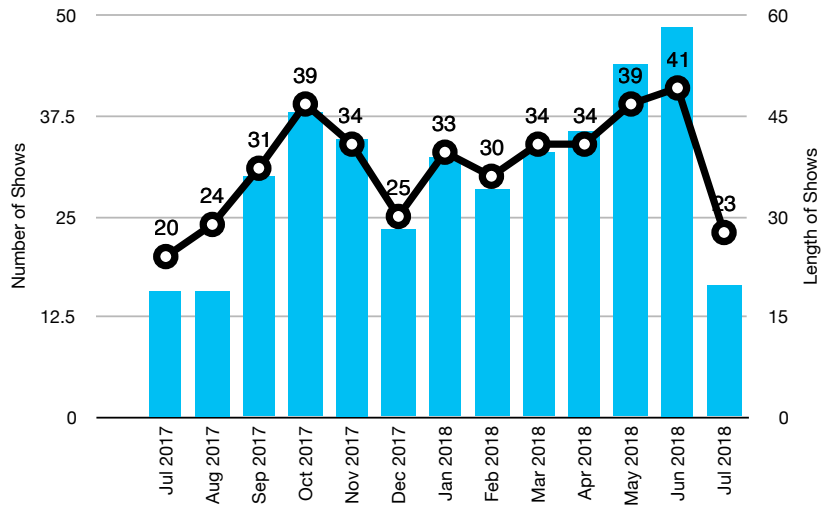
Type	Title	#	Avg. Length in Minutes	Category
Series:	Board of Selectmen	1	149.58	Municipal Meeting
	Carter Church Service	5	52.38	Access Series - Religion
	Clelia's Cucina Italiana	0	30	Access Series - Education
	First Baptist Church	4	68.08	Access Series - Religion
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	0	110.67	Sports
	Needham School Committee	0	115.63	Municipal Meeting
	Needham School Spotlight	0	30	Access Series - Public Affairs
	Rockets Report	2	33.19	Sports
	What's My House Worth?	1	50.4	Access Series - Business
	Zoning Board of Appeals	1	74.03	Municipal Meeting
Specials:	Fourth of July Fireworks, 7/3/18	1	19.32	Community Event
	Fourth of July Parade	1	70.28	Community Event
	LEPC Know Needham Poster Available (short)	1	5.88	Public Service
	METCO Documentary Trailer, Version 2 (short)	1	1.05	Education
	Needham High School Documentaries, Episode 1	1	82.05	Education

Community Channel		Municipal Channel		Education Channel		TNC HD	
Playback Accuracy(%)	98.99	Playback Accuracy(%)	99.12	Playback Accuracy(%)	100.00	Playback Accuracy(%)	
Scheduled Events	990	Scheduled Events	454	Scheduled Events	457	Scheduled Events	0
Errors	10	Errors	4	Errors	0	Errors	0

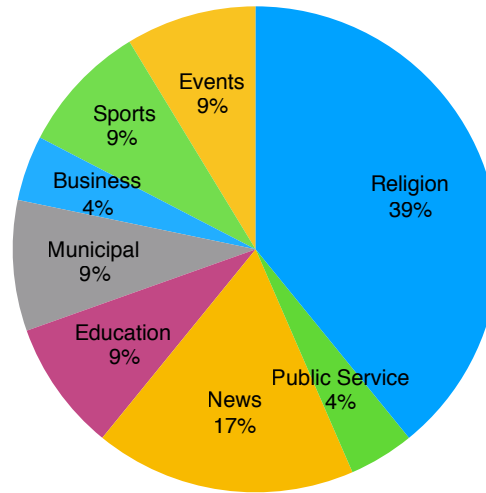
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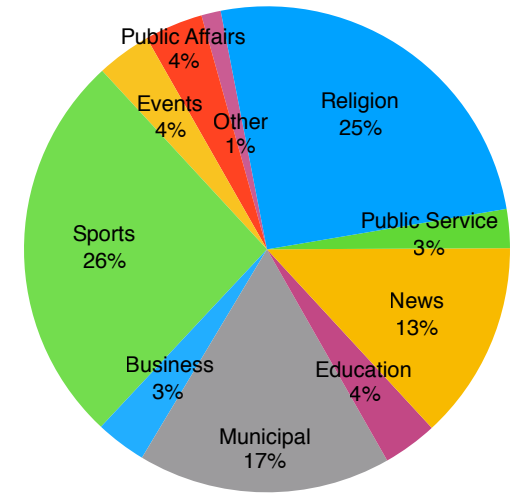
Show Production (Number and Length in Hours)



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	9	0	4	0	0	2	1	2	0	0	0
Current Month		1			2				2		
Last 12	98	10	51	0	14	65	13	101	14	15	5
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
June	8	0	4	0	1	7	1	16	3	1	0
July	9	1	4	0	2	2	1	2	2	0	0
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

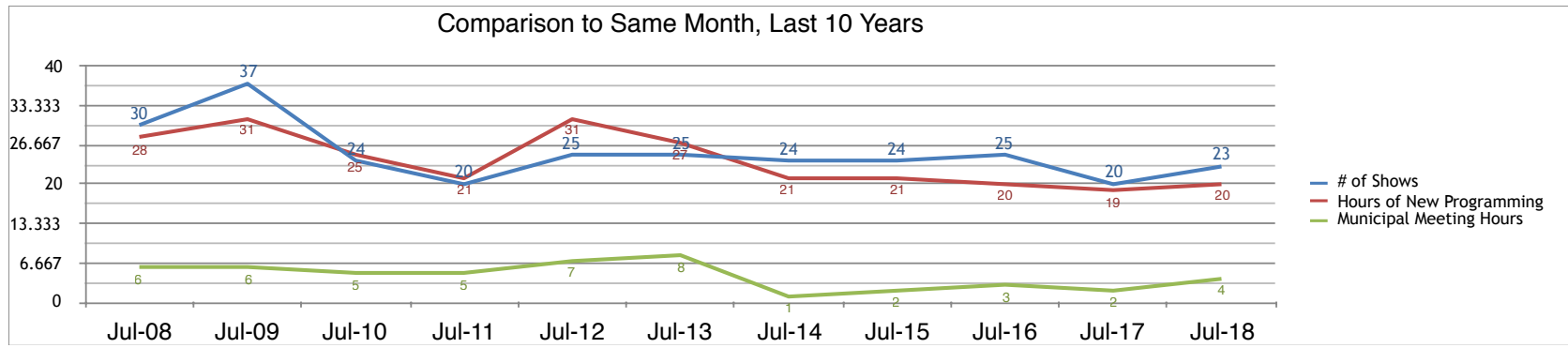
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New Programs over the Past Year:

Date:	Jul 2017	Aug 2017	Sep 2017	Oct 2017	Nov 2017	Dec 2017	Jan 2018	Feb 2018	Mar 2018	Apr 2018	May 2018	Jun 2018	Jul 2018
Shows:	20	24	31	39	34	25	33	30	34	34	39	41	23
Total Hours	18.72	18.7	35.86	45.46	41.53	27.88	38.72	34.12	39.64	42.9	52.91	58.32	19.55
Municipal Meeting Hours	2.43	1.47	7.33	8.07	9.59	6.11	11.51	8.2	11.06	12.33	21.7	12.96	3.73

Number of New Programs (Year to Date): **234**



Community Bulletin Board Usage

Notices Placed Last Month: **28**

Individuals & Groups Utilizing the CBB

Needham Public Library	25
Wingate	1
Visiting Nurses	1
Town of Needham	1

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July 2018 Social Media/Streaming

Follower Count:

Number	Change	Account
762	+10	YouTube
668	+4	NCS Twitter (Needham Channel Sports)
620	+14	TNC Twitter (The Needham Channel)
453	+1	NCN Twitter (Needham Channel News)
423	+11	NCN Facebook (Needham Channel News)
327	N/A	TNC Facebook (The Needham Channel)
282	+5	Instagram (The Needham Channel)
210	+2	NCS Facebook (Needham Channel Sports)

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
42		Instagram	4th of July Parade: Baseball team rolling through video
29		Instagram	4th of July Parade: Baseball players w/Sen Ross pic
28		Instagram	4th of July Parade: Jordan Gold w/baseball trophy
19		Instagram	4th of July Parade: Misc videos & pics
17		Instagram	4th of July Parade: Fire trucks video
16		Instagram	4th of July Parade: Mike and Colleen pic
16		Instagram	Progressive Needham Protest pic
15	9	TNC Twitter	Progressive Needham Protest: Harmony Wu
10		Instagram	4th of July Parade: Select Board pics
9	6	TNC Twitter	Progressive Needham Protest pic

Closer Look: Needham Channel Instagram Feed Engagement
 191 Total Likes from 10 posts
 247 Extra Views from 6 story posts

Clouddcast Statistics

Total Views This Month: 69
 Total Views (Lifetime): 5,196

Top 10 (July)

- 28 Independence Day Parade 2017
- 6 Rockets Report, Episode 2
- 3 Board of Selectmen, 7/24/18
- 2 Planning Board, 6/26/18
- 2 Independence Day Parade 2018
- 2 Rockets Report, Episode 1
- 2 Big Little Town
- 2 Green Needham, 3/5/18
- 2 Annual Town Meeting, 5/16/18
- 2 Thanksgiving Football 2017

YouTube Statistics

Total Views This Month: 9,604
 Total Views (Lifetime): 1,239,751

Top 10 (July)

- 3,432 Your World, Bringing it Home: Building a Clothesline
- 465 NCN: Needham Carnival 2018
- 262 A Brief History of Radio
- 230 Needham Channel Sports: NHS Baseball State Champions
- 178 NCN: Center at the Heights Garden Project
- 153 NCN Sports Update, 7/5/18
- 90 NCN: Rosemary Pool Complex Construction Update
- 87 How to Choose a Great Toilet - Great Stuff That Works
- 84 NCN Sports Update, 6/28/18
- 81 Rock Stars of the Past