

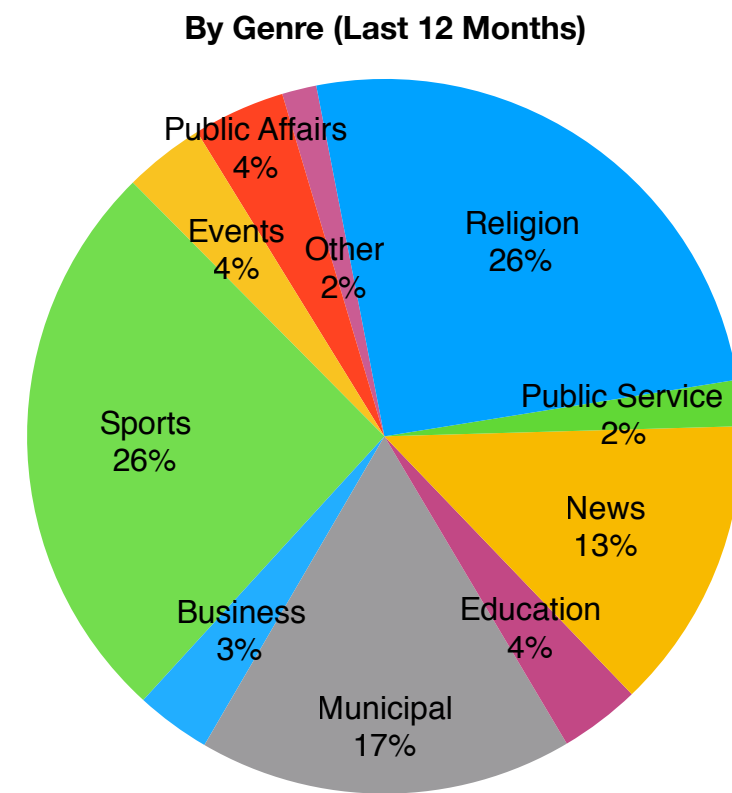
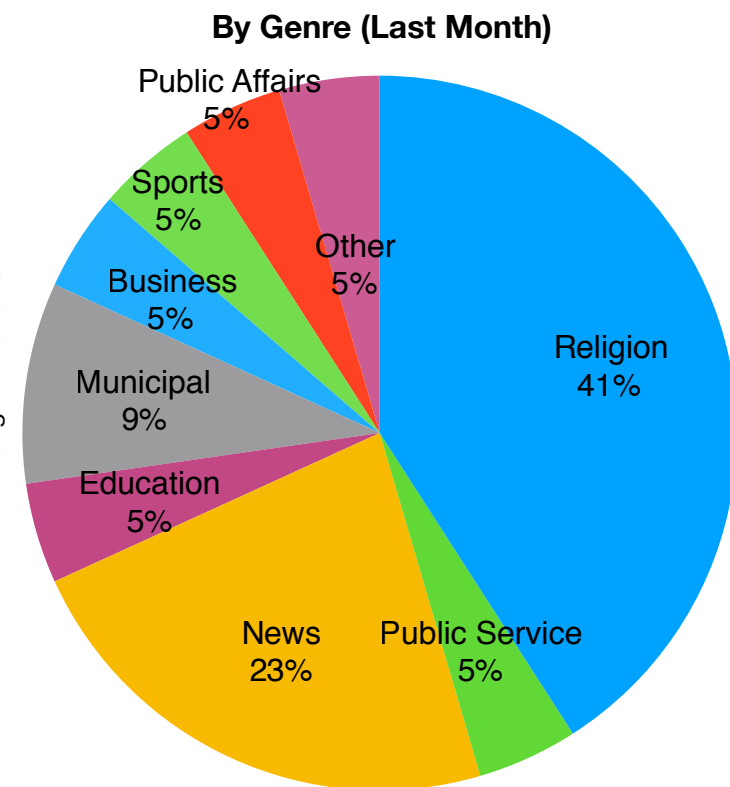
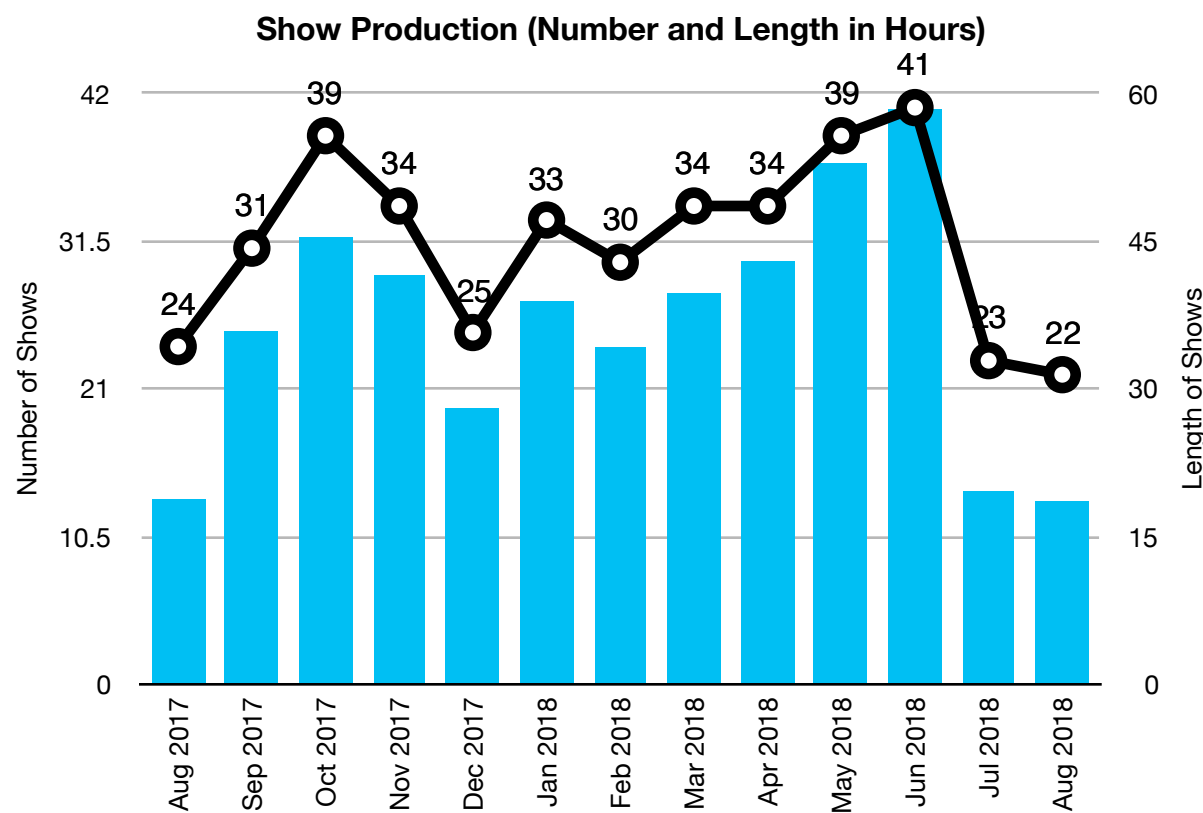
Needham Channel Production Report
August 2018
 Analysis of New Programs/Episodes

Type	Title	#	Avg. Length in Minutes	Category
Series:	Board of Selectmen	1	114	Municipal Meeting
	Carter Church Service	4	49.52	Access Series - Religion
	Clelia's Cucina Italiana	0	30	Access Series - Education
	First Baptist Church	5	66.26	Access Series - Religion
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	1	75.28	Sports
	Needham School Committee	0	115.63	Municipal Meeting
	Needham School Spotlight	0	30	Access Series - Public Affairs
	Rockets Report	0	33.19	Sports
	What's My House Worth?	1	30	Access Series - Business
	Zoning Board of Appeals	1	27.70	Municipal Meeting
Specials:	LWV Candidates' Night, 8/13/18 (8/14/18)	1	86.15	Public Affairs
	Needham Channel Solar Video (short), 8/22/18	1	0.85	Public Service
	Needham High School Documentaries, Episode 2	1	99.82	Education
	TNC-HD Coming Soon Promo (short) 8/24/18	1	0.5	Other

Community Channel		Municipal Channel		Education Channel		TNC HD	
Playback Accuracy(%)	99.73	Playback Accuracy(%)	99.14	Playback Accuracy(%)	99.78	Playback Accuracy(%)	
Scheduled Events	1112	Scheduled Events	347	Scheduled Events	445	Scheduled Events	0
Errors	3	Errors	3	Errors	1	Errors	0

Needham Channel Production Report

August 2018



Category Breakdown: What types of programs have we had?

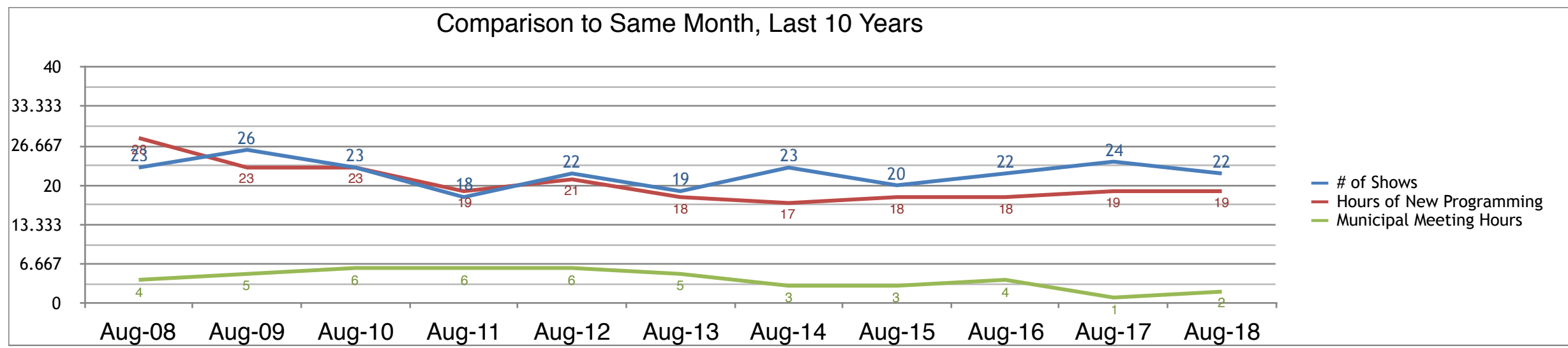
	Religion	Public Svc.	News	Entertainment	Educational	Municipal	Business	Sports	Comm. Event	Public Affairs	Other
Current Month	9	0	5	0	0	2	1	1	0	0	0
Current Month		1			1					1	1
Last 12	98	8	51	0	14	65	13	99	14	16	6
January	8	0	4	0	0	6	1	11	1	2	0
February	7	1	4	0	0	6	1	9	1	1	0
March	8	1	5	0	2	6	1	7	2	2	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	1	5	0	1	2	1	1	0	1	1
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 August 2018

New Programs over the Past Year:

Date:	Aug 2017	Sep 2017	Oct 2017	Nov 2017	Dec 2017	Jan 2018	Feb 2018	Mar 2018	Apr 2018	May 2018	Jun 2018	Jul 2018	Aug 2018
Shows:	24	31	39	34	25	33	30	34	34	39	41	23	22
Total Hours	18.7	35.86	45.46	41.53	27.88	38.72	34.12	39.64	42.9	52.91	58.32	19.55	18.56
Municipal Meeting Hours	1.47	7.33	8.07	9.59	6.11	11.51	8.2	11.06	12.33	21.7	12.96	3.73	2.36

Number of New Programs (Year to Date): **256**



Community Bulletin Board Usage

Notices Placed Last Month: **20**

Individuals & Groups Utilizing the CBB

Needham Public Library	17
Pam's Run	1
Ellie Bloom Olympics	1
Center at the Heights	1

Needham Channel Production Report

August 2018

August 2018 Social Media/Streaming

Follower Count:

Number	Change	Account
777	+15	YouTube
679	+11	NCS Twitter (Needham Channel Sports)
630	+10	TNC Twitter (The Needham Channel)
462	+9	NCN Twitter (Needham Channel News)
423	N/A	NCN Facebook (Needham Channel News)
329	+2	TNC Facebook (The Needham Channel)
289	+7	Instagram (The Needham Channel)
212	+2	NCS Facebook (Needham Channel Sports)

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
22		Instagram	Coach Duffy Retirement Interview Pic
17	6	NCS Twitter	Football Media Day Captains & Coaches Pic
14	4	NCS Twitter	Coach Duffy Retirement Video
12		Instagram	Arnie/Mike NCN Pic
12		Instagram	Liz/Denise Interview Pic
10		Instagram	NCN Behind the Scenes (8/16)
9		Instagram	Ageless Grace Pilot Shoot Pics
9		Instagram	What's My House Worth Shoot Pic
8	3	NCN Twitter	Liz/Denise Interview Pic
8		Instagram	TNC-HD Promo Video

Closer Look: Needham Channel Instagram Feed Engagement

191 Total Likes from 10 posts
247 Extra Views from 6 story posts

Cloudcast Statistics

Total Views This Month: 89
Total Views (Lifetime): 5,285

Top 10 (August)

31	LWV Candidates' Forum 8-13-18
3	Needham School Committee 5/1/18
3	Board of Selectmen, 8/7/18
2	Needham School Committee 5/15/18
2	Needham School Committee 4/24/18
2	Board of Selectmen, 6/12/18

*All others were single view events

YouTube Statistics

Total Views This Month: 9,876
Total Views (Lifetime): 1,250,793

Top 10 (August)

2,656	Your World, Bringing it Home: Building a Clothesline
355	Dave Duffy Reflects on NHS Coaching Career
353	Your World, Bringing it Home: Crabapple Jelly
346	A Brief History of Radio
245	NCN: Clear the Shelters
179	NCN: Therapy Dogs
177	NCN: Longwood Opera 2018
173	Needham Channel Sports: NHS Baseball State Champions
142	NCN: Mandatory Recycling
118	NCN: North Hill Small House Concept

Cloudcast Statistics: Lifetime

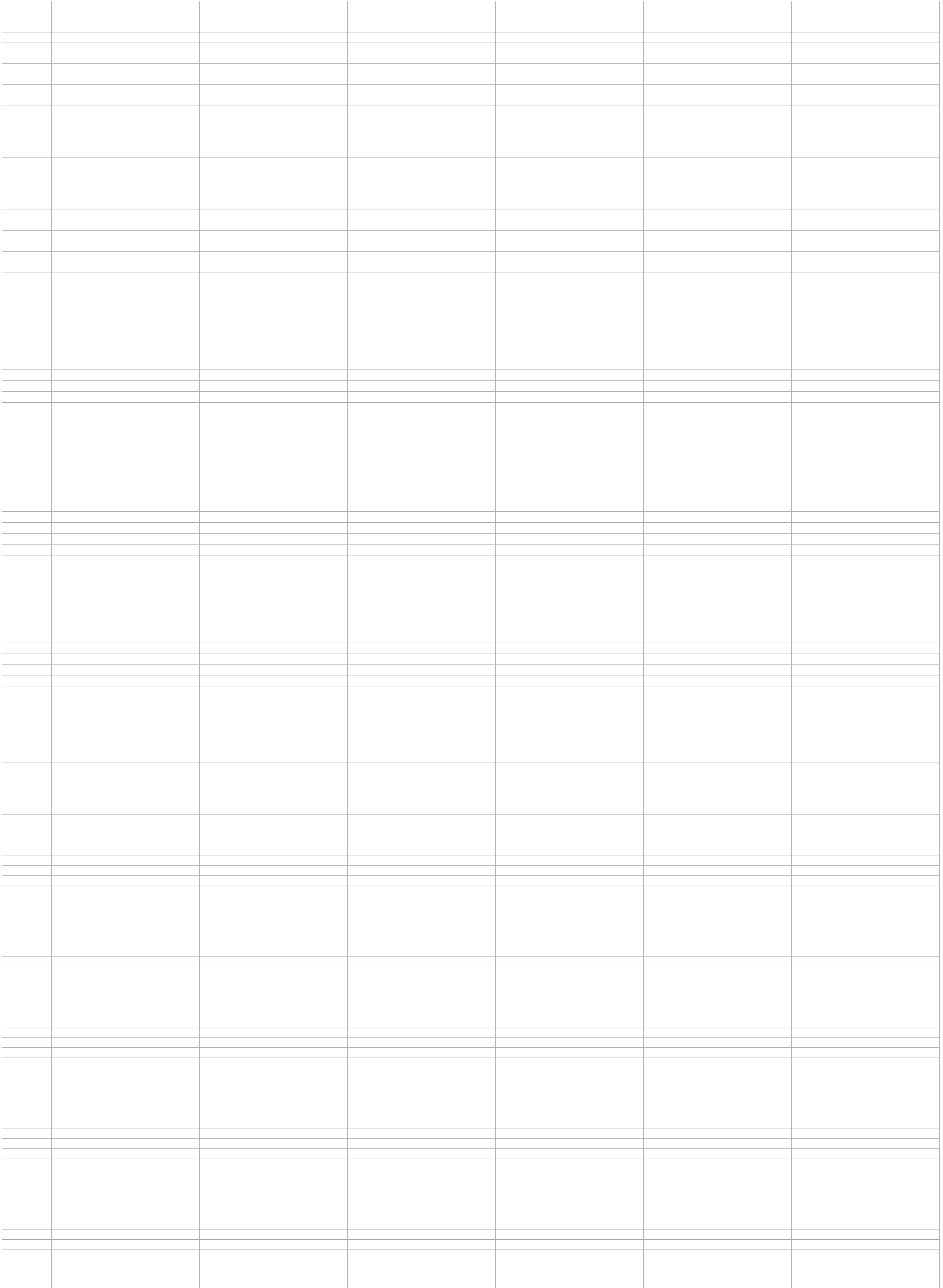
Top 10 (as of August 31)

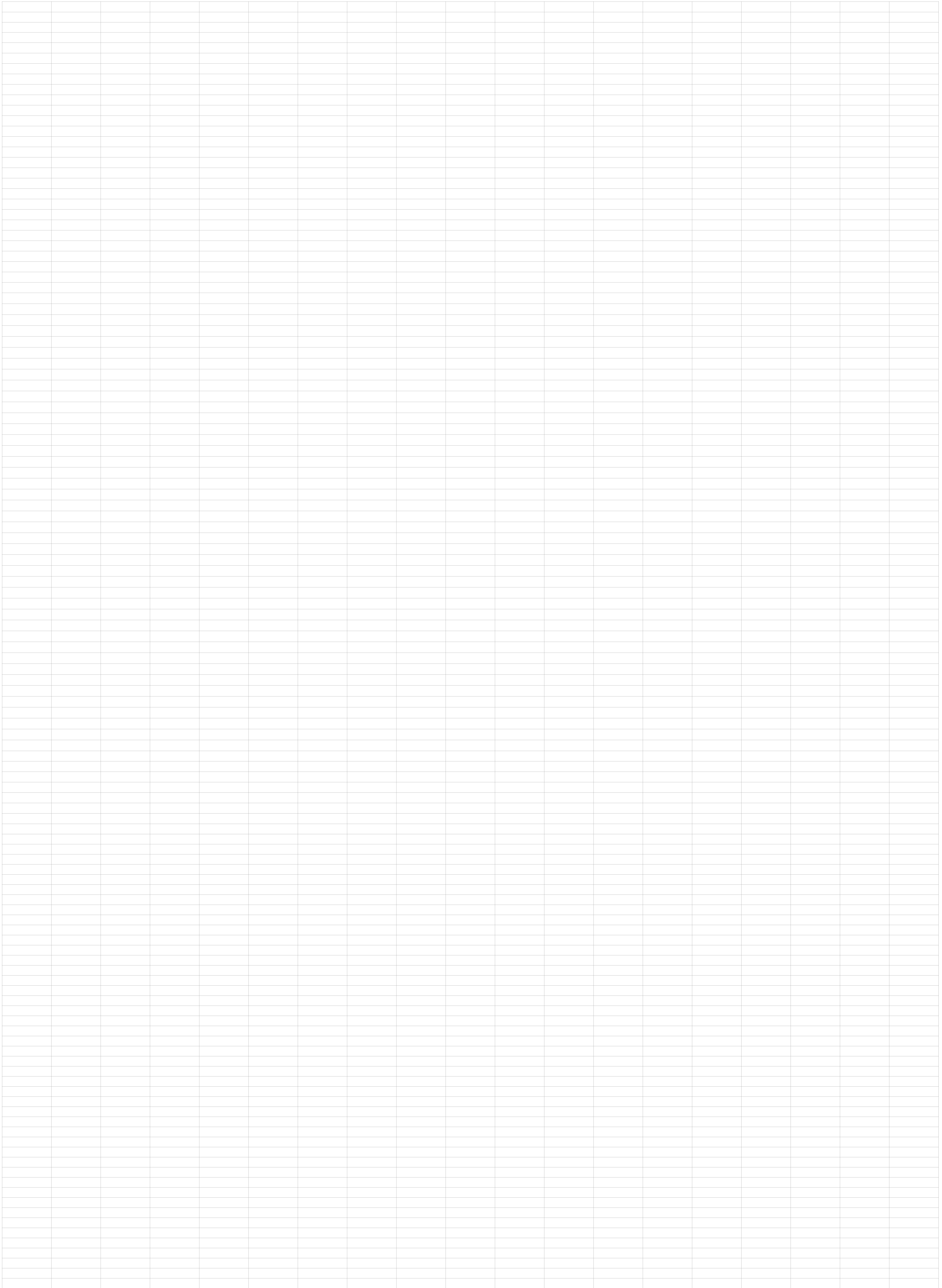
127	Large House Public Hearing, 1/10/17
63	Needham School Committee, 12/2/14
57	2017 Independence Day Parade
57	Needham High School Graduation 2015
56	Green Needham Solar 101
52	Needham School Committee, 2/3/15
49	LWV Democratic Primary Candidates' Night, 8/27/14
48	Needham School Committee, 10/4/16
47	Green Needham - Too Good to Waste
	LWV - Money in Politics 2015
	Needham School Committee, 6/2/15

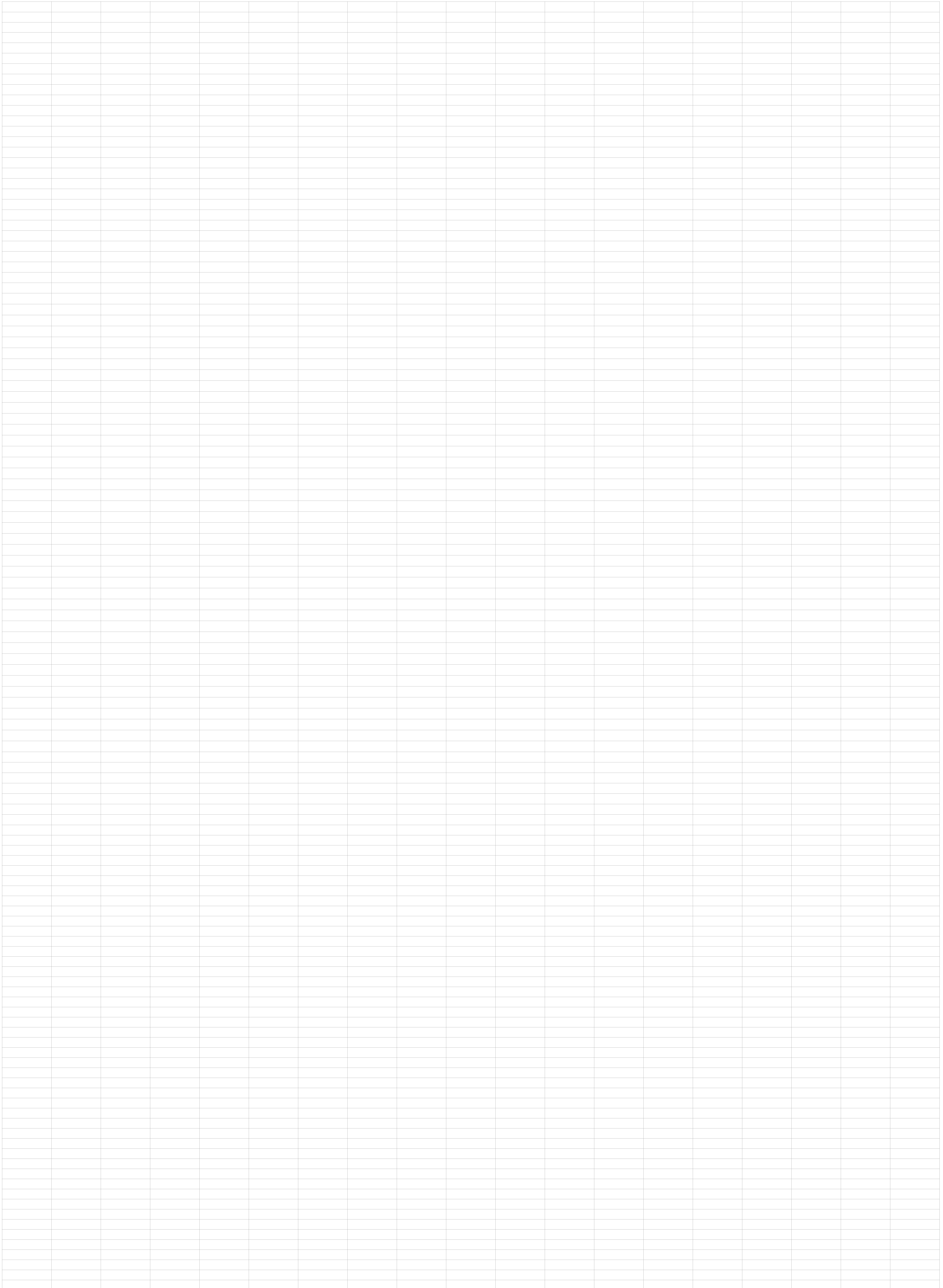
YouTube Statistics: Lifetime

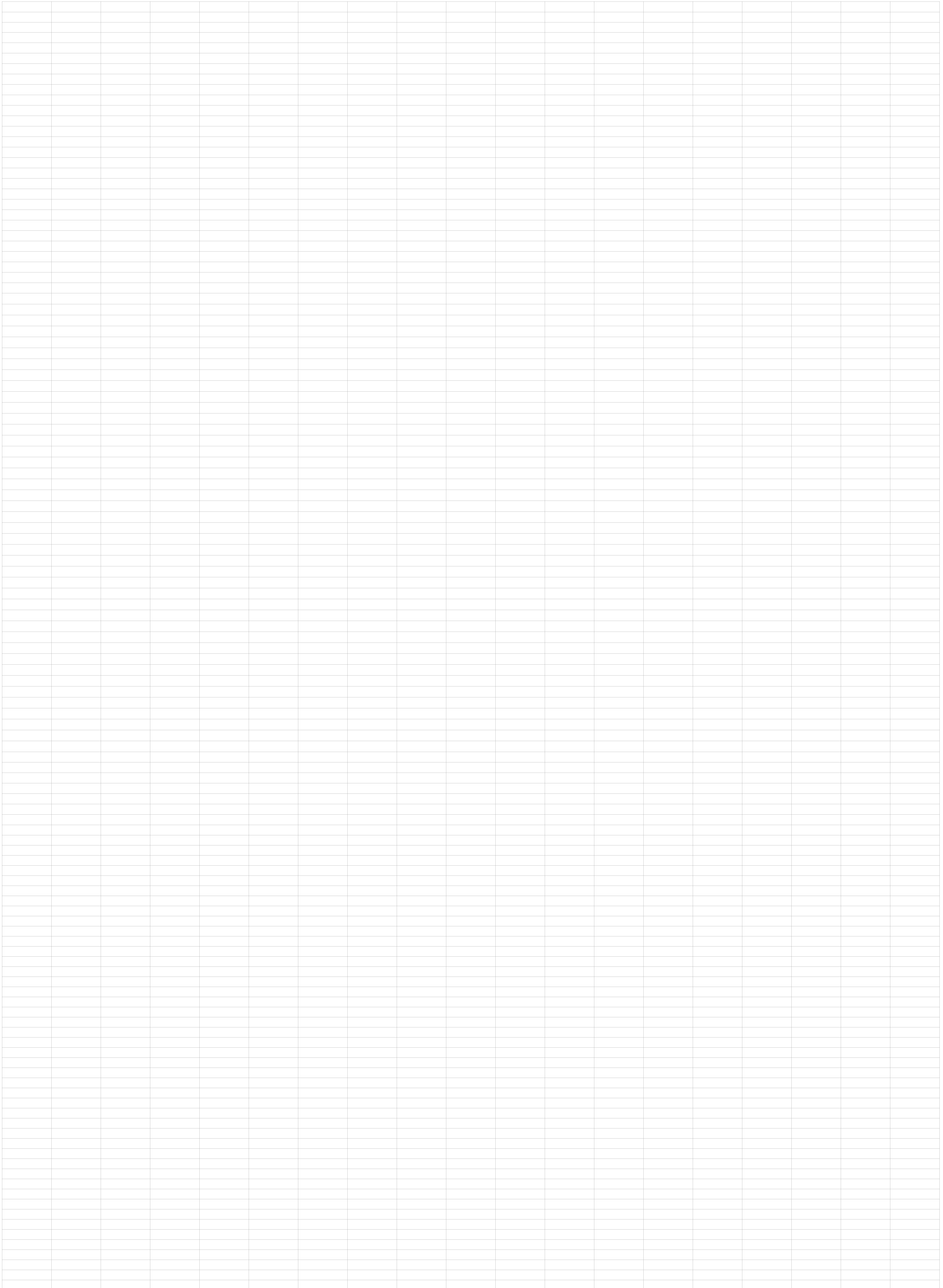
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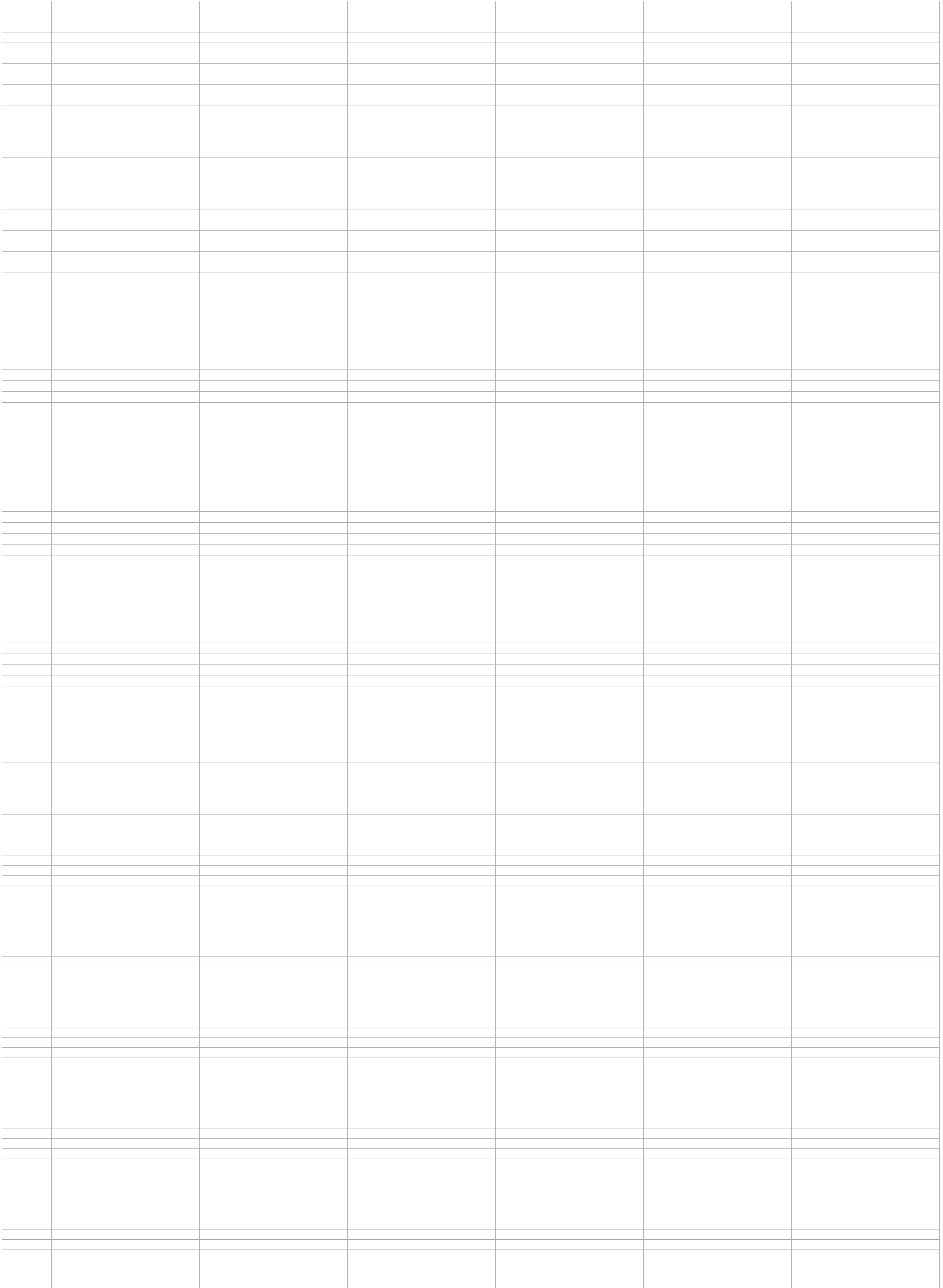
152,415	Your World, Bringing it Home: Building a Clothesline
44,224	Needham Channel Sports: Cliff Kurker Punt Return
36,521	Football Highlights vs. Natick, 10/28/11
23,877	Your World, Bringing it Home: Konarka Technology
21,971	Great Stuff That Works - Choose a Great Toilet
16,395	A Brief History of Radio
14,215	Bay State All-Star Game, Basketball Highlights 3/1/09
8,220	Needham Channel Sports: Luke Geraghty One-Handed TD Catch
7,990	Your World, Bringing it Home: Making Crabapple Jelly
7,150	Talk of The Town - Attic Space



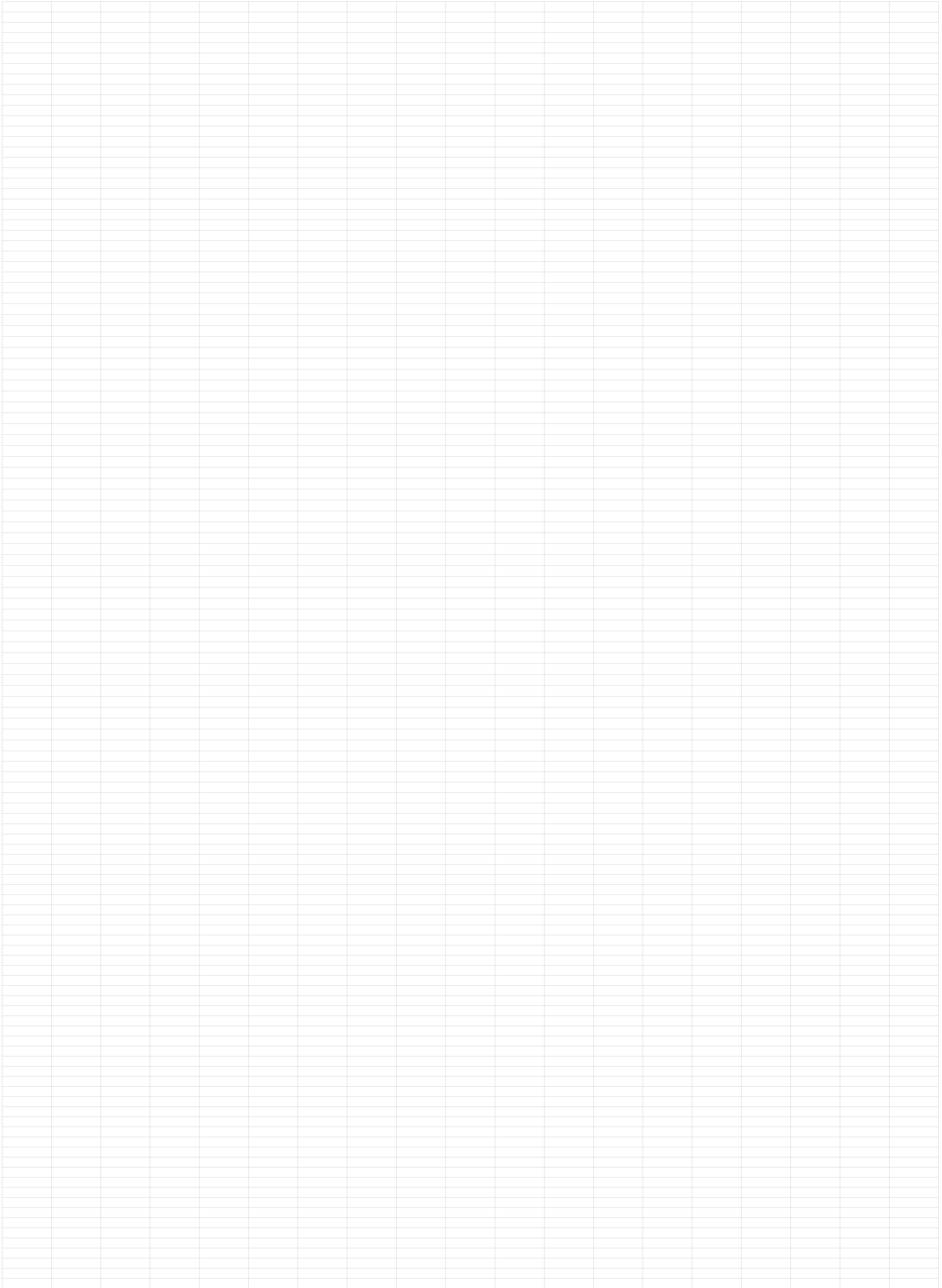


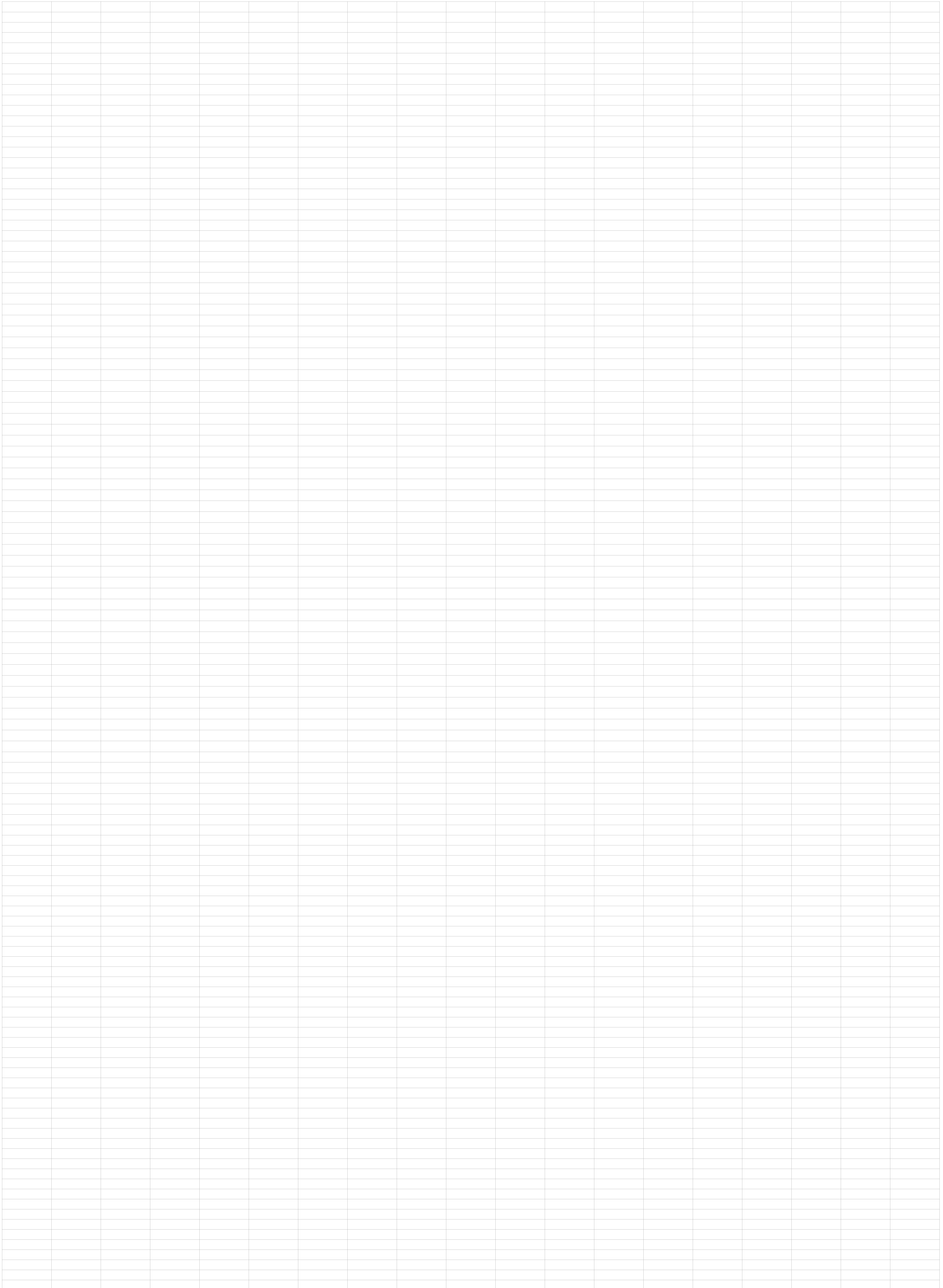


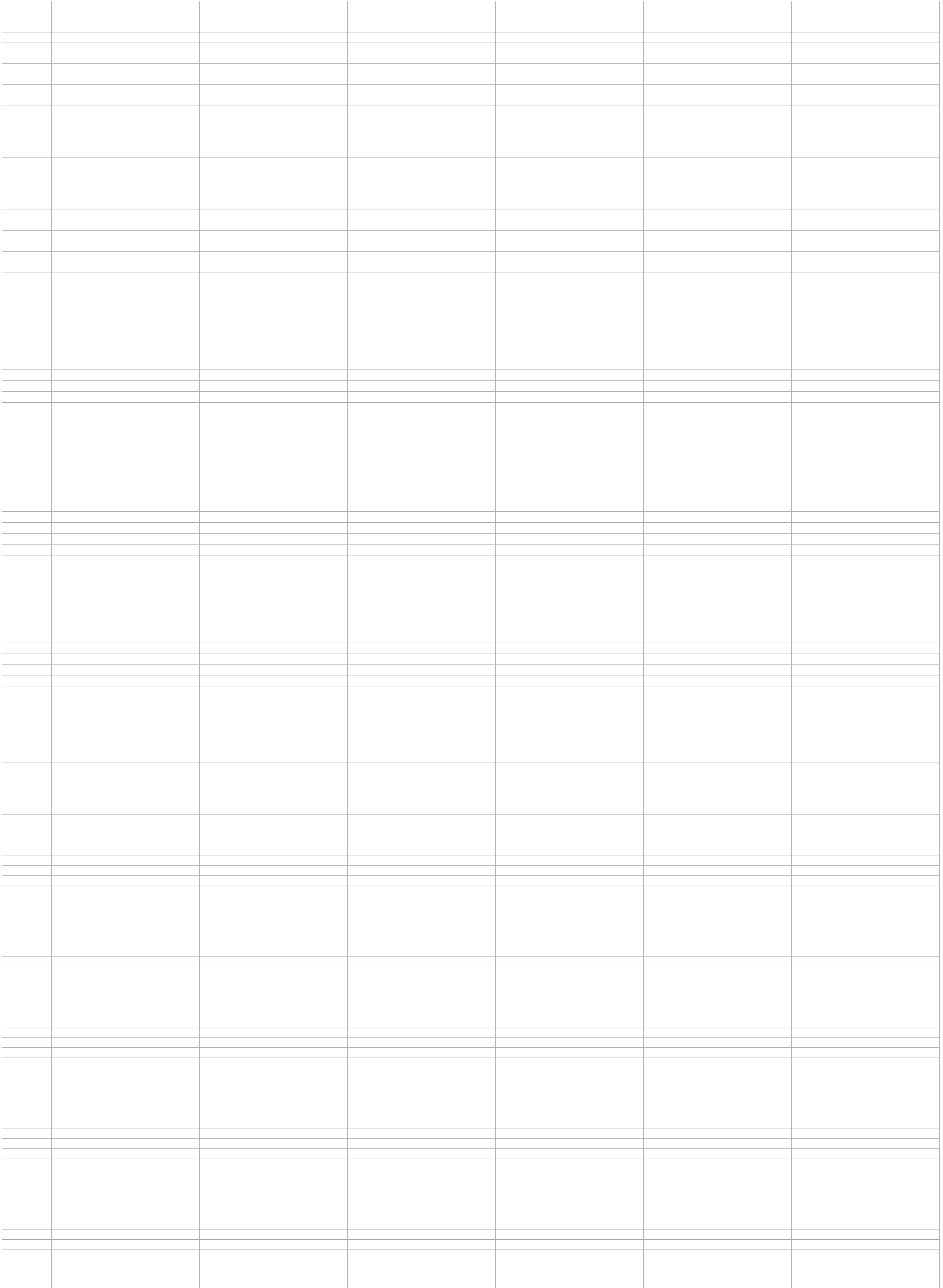


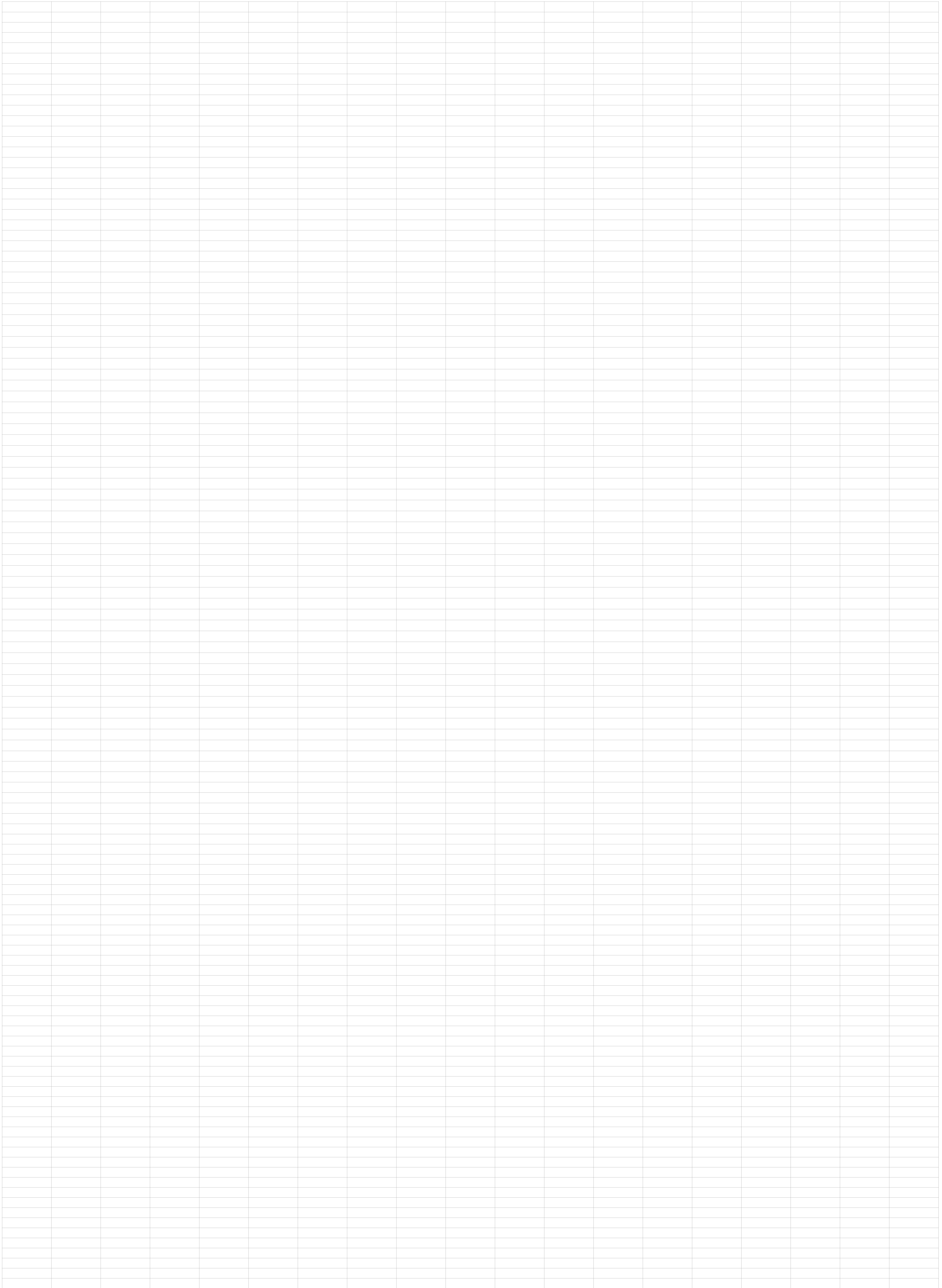


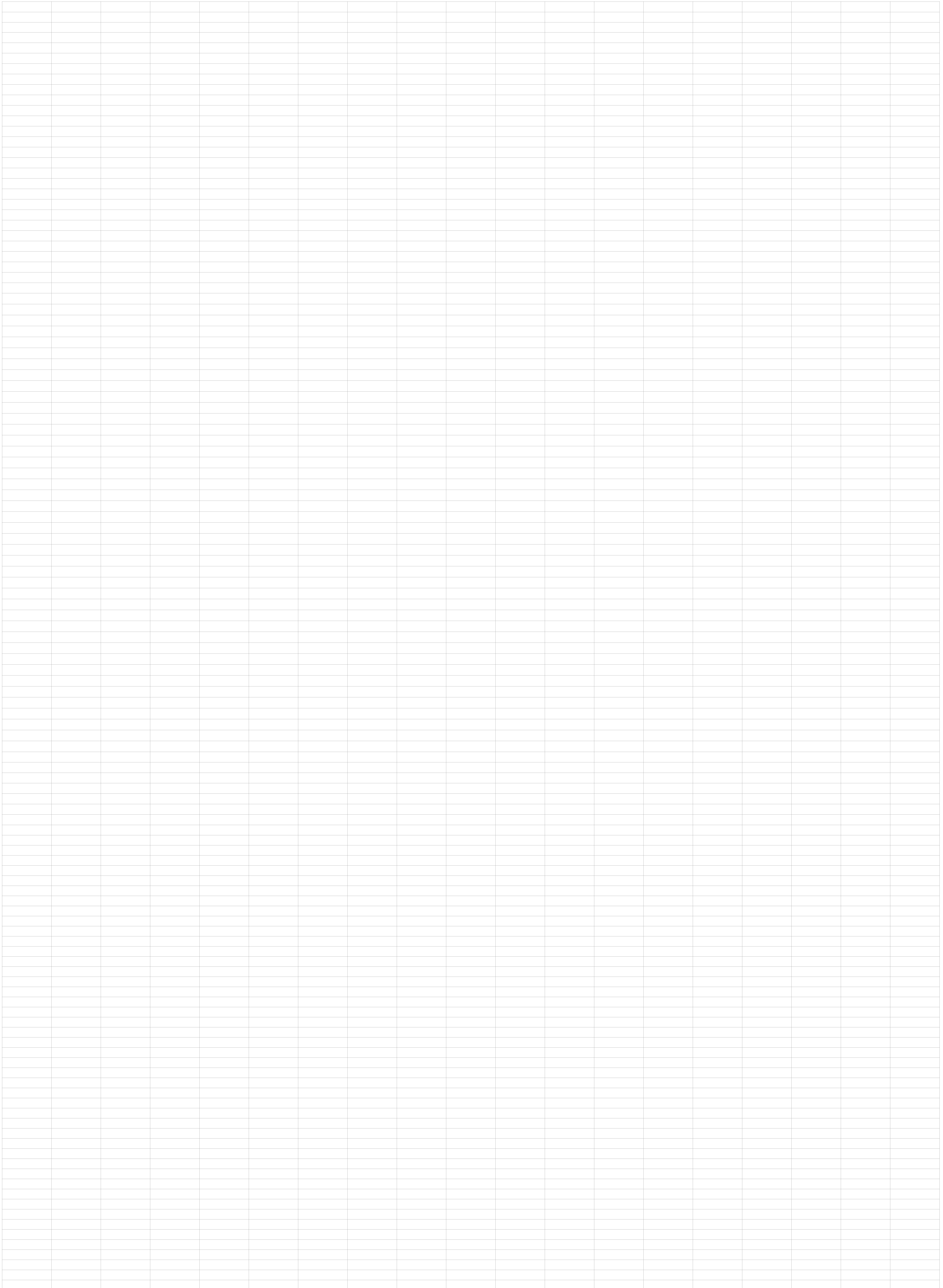












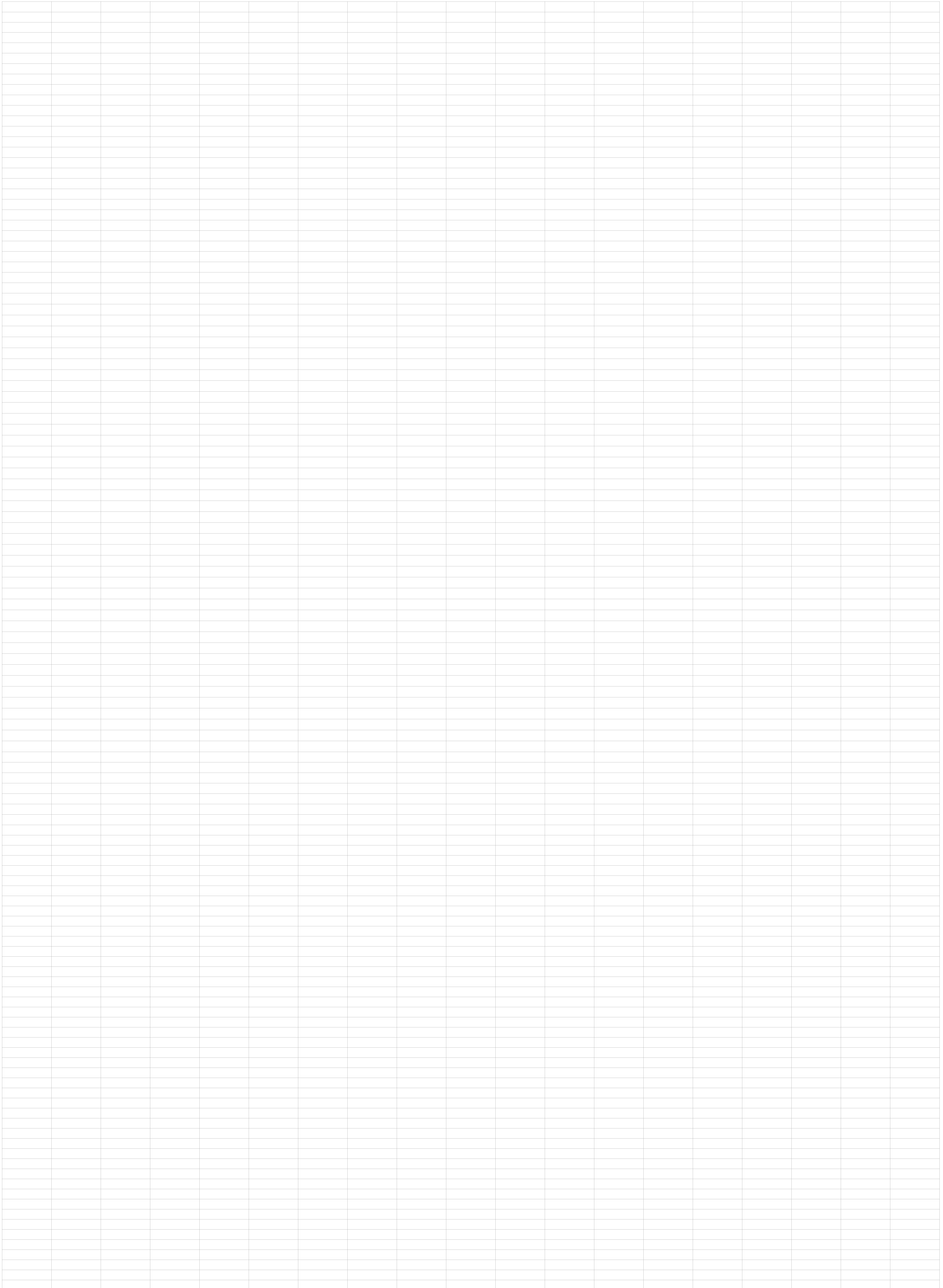


Table 1

For Monthly Summary: Month Comparison Graph											
Aug-08	Aug-09	Aug-10	Aug-11	Aug-12	Aug-13	Aug-14	Aug-15	Aug-16	Aug-17	Aug-18	
23	26	23	18	22	19	23	20	22	24	22	# of Shows
28	23	23	19	21	18	17	18	18	19	19	Hours of New Programming
4	5	6	6	6	5	3	3	4	1	2	Municipal Meeting Hours
For Yearly Summary: Year Comparison Graph											
2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	
465	469	433	440	430	436	413	395	389	387	256	New Pgms
548	538	496	510	498	495	461	460	454	445	455	Hrs of Prg.
0	0	0	0	0	0	0	0	0	115	115	Municipal
For Yearly Summary: Last Year's Genre Percentages (2017)											
93	12	51	1	18	64	21	93	12	16	6	

Time Calculator

Hours	Minutes	Seconds	Total Expressed as Minutes	Avg. Time
	27	42	27.70	27.70
	56	51	56.85	42.28
1	16	21	76.35	53.63
1	4	37	64.62	56.38
1	18	58	78.97	60.90
			0.00	50.75