Needham Channel Production Report

August 2018

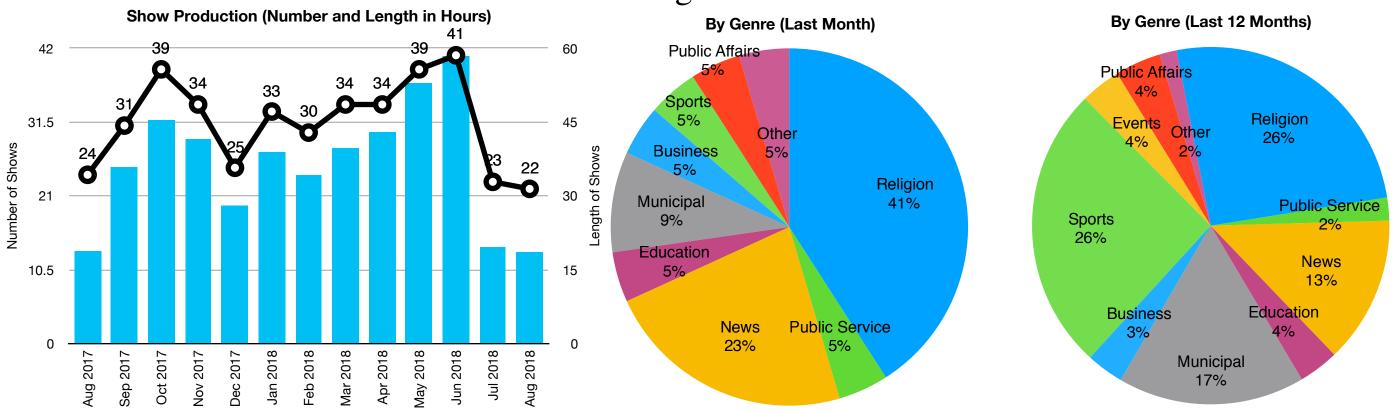
Analysis of New Programs/Episodes

Туре	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 Chan	inel	Municipal Chanr	nel	Education Chan	nel	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	

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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

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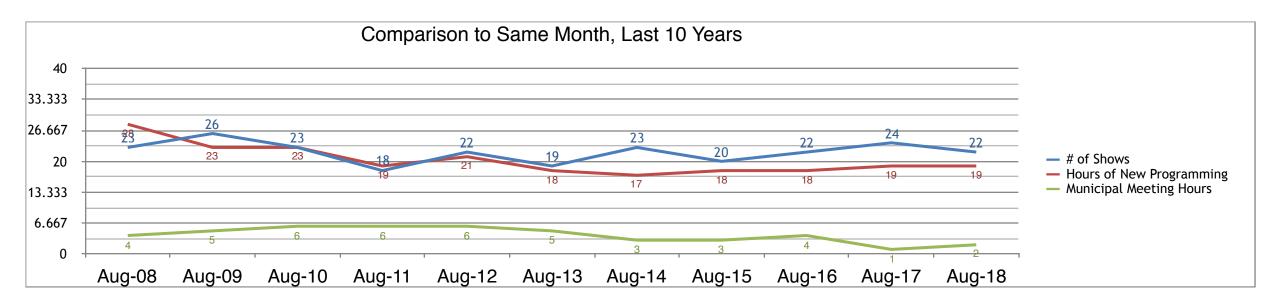
August 2018

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):





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
•	

August 2018

August 2018 Social Media/Streaming

Follower Count:

Change Account Number 777 +15 YouTube 679 NCS Twitter (Needham Channel Sports) +11 630 +10 TNC Twitter (The Needham Channel) 462 NCN Twitter (Needham Channel News) +9 423 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)

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)

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

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

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

^{*}All others were single view events

2018 Production Year at a Glance**

	ZOTO I TOGUCTION TEAL AL A GIANCE							1							
	2018	2017	2018	2017	2018	2017	2018				2018	2017		2018	2017
	Jan	uary	Febr	ruary	Ма	rch	Ap	oril	М	ay	Ju	ne	Specials	39	64
Board of Selectmen	2	2	2	2	2	1	3	2	1	2	3	2	Exploring 21st Century Voting, 1/2	(1/25)	
Carter Church Service	5	4	3	3	4	4	5	4	3	5	4	4	Martin Luther King Jr Day 2018, 1/	15 (1/26)	
Clelia's Cucina Italiana	0	0	0	1	0	0	0	0	0	0	0	1	Patrick Forde Good Person Award	1/29 (2/5)	
First Baptist Church Service	3	3	4	2	4	5	4	4	5	4	4	3	LWV: Needham Age-Friendly Con	munity (2/15)	
The Language of Business	0	2	0	2	0	3	0	0	0	0	0	0	NHS Parking Video (short) 2/8		
Meet Your Needham Merchants	0	0	0	0	0	1	0	0	0	0	0	0	Needham Planning Board, 2/13 (2	14)	
Needham Channel News	4	4	4	4	5	5	4	4	5	4	4	5	Green Needham: No-Waste Future, 3/5 (3/9)		
											-				
Needham Channel Sports/Classics	11	10	9	7	7	9	8	6	11	11	15	12	Representatives Report, 3/12 (3/1/		
Needham School Committee	3	3	2	2	2	2	2	3	2	2	2	2	LWV Civics Bee, 3/11/17 (3/16/18)		
Needham Schools Spotlight	1	0	0	1	1	0	0	1	1	0	0	1	Community Preservation Hearing,	3/14 (3/19/18)	
Rockets Report	0	0	0	0	0	0	0	0	1	0	0	0	NHS: Student Documentary Shorts	(3/22)	
Specials (see sidebar)*	2	4	4	5	7	8	6	4	4	4	7	9	NHNA: Marijuana, 3/19 (3/22)		
Town Meeting	0	0	0	0	0	0	0	0	4	4	0	0	NEF Spelling Bee, 3/18/18 (3/26/1	3)	
What's My House Worth?	1	1	1	1	1	1	1	1	1	1	1	1	LWV Candidates' Night, 4/2/18		
Zoning Board of Appeals	1	1	1	1	1	1	1	1	1	1	1	1	Vaping Explained, Mar 2018 (4/2/1	8)	
	Ju	lv	Διια	gust	Sent	ember	Oct	ober	Nove	ember	Dece	mber	NHS: One Day 2018 (4/5/18)		
Board of Selectmen	1	1	1	1	Зери	2	OCI	2	14076	2	Dece	2	Planning Board Meeting, 4/9 (4/10		
				·											
Carter Church Service	5	4	4	4		4		5	ļ	4		4	Celebrating Frances Perkins, 4/8 (
Clelia's Cucina Italiana	0	0	0	0		0		0		0		0	Sports, Race and Protest, 4/9 (4/1	3/18)	
First Baptist Church Service	4	3	5	5		3		4		4		4	Town Meeting PSA (short) 5/3/18		
The Language of Business	0	0	0	0		0		0		0		0	Public Safety Public Hearing, 5/22	(5/23/18)	
Meet Your Needham Merchants	0	0	0	0		0		1		0		0	Graduation PSA (Short) 5/25		
Needham Channel News	4	4	5	5		4		4	Ī	4		4	Memorial Day Ceremony, 5/28		
Needham Channel Sports/Classics	0	0	1	3		8		11		9		5	Kendrick Street Bridge Dedication	5/29 (6/4)	
Needham School Committee	0	0	0	0		2		2		2		2	Ndm School Houses: Parker Scho		
Needham Schools Spotlight	0	0	0	0		1		0	 	1		1	NHS Graduation Ceremony, 6/4/18		
									-						
Rockets Report	2	0	0	0		0		0	ļ	0		0	Community Conversation on Trasr	gender,6/6 (6/11)	
Specials (see sidebar)*	5	6	4	4		5		7	ļ	6		2	Pollard Closing Ceremony, 6/18		
Town Meeting	0	0	0	0		0		1	<u> </u>	0		0	Planning Board Meeting, 6/26/18 (5/28)	
What's My House Worth?	1	1	1	1		1		1		1		1	NHS Baseball Playoff Video, 6/29	short)	
Zoning Board of Appeals	1	1	1	1		1		1		1		0	July 4th Fireworks, 7/3/18		
	ning Board of Appeals 1 1					<u> </u>							Suly 4011 lieworks, 773/10		
			22	24		·				· ·			July 4th Parade		
	Total Produc	etions (2018):	22 256		rogramming l		455		lunicipal Cov		115			ries, part 1, 7/19/1	8
	Total Produc	, ,		P			455 445	N	•		115 115		July 4th Parade		8
		, ,	256	P		lours (2018):		N	•	erage (2018):			July 4th Parade Needham High School Documenta	rt), 7/23/18	8
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548 538 465 469 450 150 0 0 0 2008 2009 Other New 2% Public Affair 4%	496 433 O 2010 Municip V Shows R S Sports	0 201 al By Geni eligion 26% F	256 387 10 Year (0 0 1 2 re (2018) Public Se 2%	0 2012 Nev	o 2013 v Pgms	dours (2018): Hours (2017): Production 46 413 0 2014 her New % blic Affairs 4%	on Level Shows Sports Sports	0 2015 Hrs of P 8 By Gen eligion P 24%	454 389 0 2016 rg. re (2017 Public Se 3%	115 2017	115	455 256	July 4th Parade Needham High School Documents LEPC Know Needham Poster (sho METCO Documentary Trailer (sho LWV Candidates' Forum 8/13/18 (iii) Needham Channel Solar Video (sho	rt), 7/23/18 t), 7/23/18 t), 7/23/18 //14/18) ort), 8/22/18 ries, part 2, 8/6/18	
548 538 465 469 450 300 150 0 0 2008 2009 Other New 2% Public Affair 4%	496 433 0 2010 Municip Shows R S vents 4%	o 2011 al By Geni eligion 26% F	256 387 10 Year () 1 2 re (2018) Public Se 2% ews 3% pal Edu	Compari 498 430 Nev	o 2013 v Pgms	dours (2018): Hours (2017): Production 46 413 0 2014 her New % blic Affairs 4%	on Level Shows R Tents	0 2015 Hrs of P 8 By Gen eligion P 24%	454 389 2016 rg. Public Se 3% ews 3% pal Edu	115 2017	115	455 256	July 4th Parade Needham High School Documents LEPC Know Needham Poster (sho METCO Documentary Trailer (sho LWV Candidates' Forum 8/13/18 (iii) Needham Channel Solar Video (sho	rt), 7/23/18 t), 7/23/18 t), 7/23/18 //14/18) ort), 8/22/18 ries, part 2, 8/6/18	
548 538 465 469 450 300 150 0 0 2008 2009 Other New 2% Public Affair 4%	496 433 0 2010 Municip V Shows XS Vents 4% Sports 26%	0 2017 al By Geni eligion 26% Municip 17%	256 387 10 Year () 1 2 re (2018) Public Se 2% ews 3% pal Edu	Compari 498 430 O 2012 New rvice	o 2013 v Pgms	dours (2018): Hours (2017): Production 46 413 0 2014 her New % blic Affairs 4%	y Shows Sports 24%	0 2015 Hrs of P 3 By Gen eligion P 24% N 1 Munici 17%	454 389 2016 rg. Public Se 3% ews 3% pal Edu	2017 115 2017	115	455 256	July 4th Parade Needham High School Documents LEPC Know Needham Poster (sho METCO Documentary Trailer (sho LWV Candidates' Forum 8/13/18 (iii) Needham Channel Solar Video (sho	rt), 7/23/18 t), 7/23/18 t), 7/23/18 //14/18) ort), 8/22/18 ries, part 2, 8/6/18	
548 538 465 469 450 300 150 0 0 2008 2009 Other New 2% Public Affair 4%	496 433 0 2010 Municip Shows R Syents 4% Sports 26% Bu	eligion Policy 17% Municip 17% siness	256 387 10 Year () 1 2 re (2018) Public Se 2% ews 3% pal Edu	Compari 498 430 O 2012 New rvice	o 2013 v Pgms	dours (2018): Hours (2017): Production 46 413 0 2014 her New % blic Affairs 4%	y Shows Sports 24%	0 2015 Hrs of P 8 By Gen eligion P 24% N 1 Municin 17% siness	454 389 2016 rg. Public Se 3% ews 3% pal Edu	2017 115 2017	115	455 256	July 4th Parade Needham High School Documents LEPC Know Needham Poster (sho METCO Documentary Trailer (sho LWV Candidates' Forum 8/13/18 (iii) Needham Channel Solar Video (sho	rt), 7/23/18 t), 7/23/18 t), 7/23/18 //14/18) ort), 8/22/18 ries, part 2, 8/6/18	
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548 538 465 469 450 150 0 0 0 2008 2009 Other New 2% Public Affair 4%	496 433 0 2010 Municip V Shows XS Vents 4% Sports 26% Bu	eligion Policy 17% Siness 3%	256 387 10 Year () 1	Compari 498 430 O 2012 New rvice	o 2013 v Pgms	dours (2018): Hours (2017): Production 46 413 0 2014 her New % blic Affairs 4%	y Shows Sports 24%	0 2015 Hrs of P 8 By Gen eligion P 24% N 1 Municin 17% siness	454 389 2016 rg. Public Se 3% ews 3% pal Edu	2017 115 2017	115	455 256	July 4th Parade Needham High School Documents LEPC Know Needham Poster (sho METCO Documentary Trailer (sho LWV Candidates' Forum 8/13/18 (iii) Needham Channel Solar Video (sho	rt), 7/23/18 t), 7/23/18 t), 7/23/18 //14/18) ort), 8/22/18 ries, part 2, 8/6/18	
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Cloudcast Statistics: Lifetime

Top 10 (as of August 31)

Large House Public Hearing, 1/10/17
Needham School Committee, 12/2/14
2017 Independence Day Parade
Needham High School Graduation 2015

Green Needham Solar 101Needham 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 WasteLWV - Money in Politics 2015

Needham School Committee, 6/2/15

YouTube Statistics: Lifetime

Top 10 (as of August 31)
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

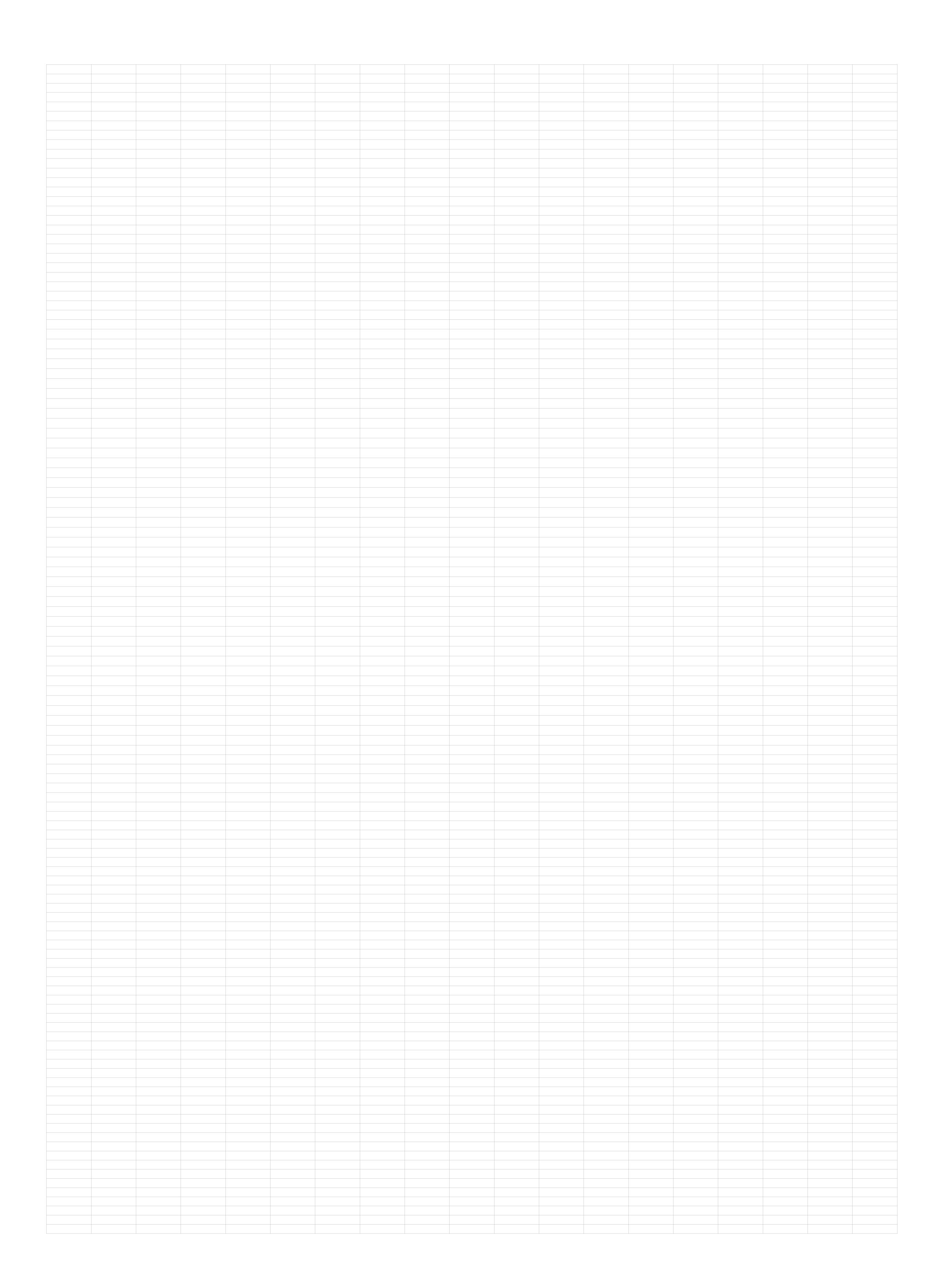
8,220 Needham Channel Sports: Luke Geraghty One-Handed TD Catch

7,990 Your World, Bringing it Home: Making Crabapple Jelly

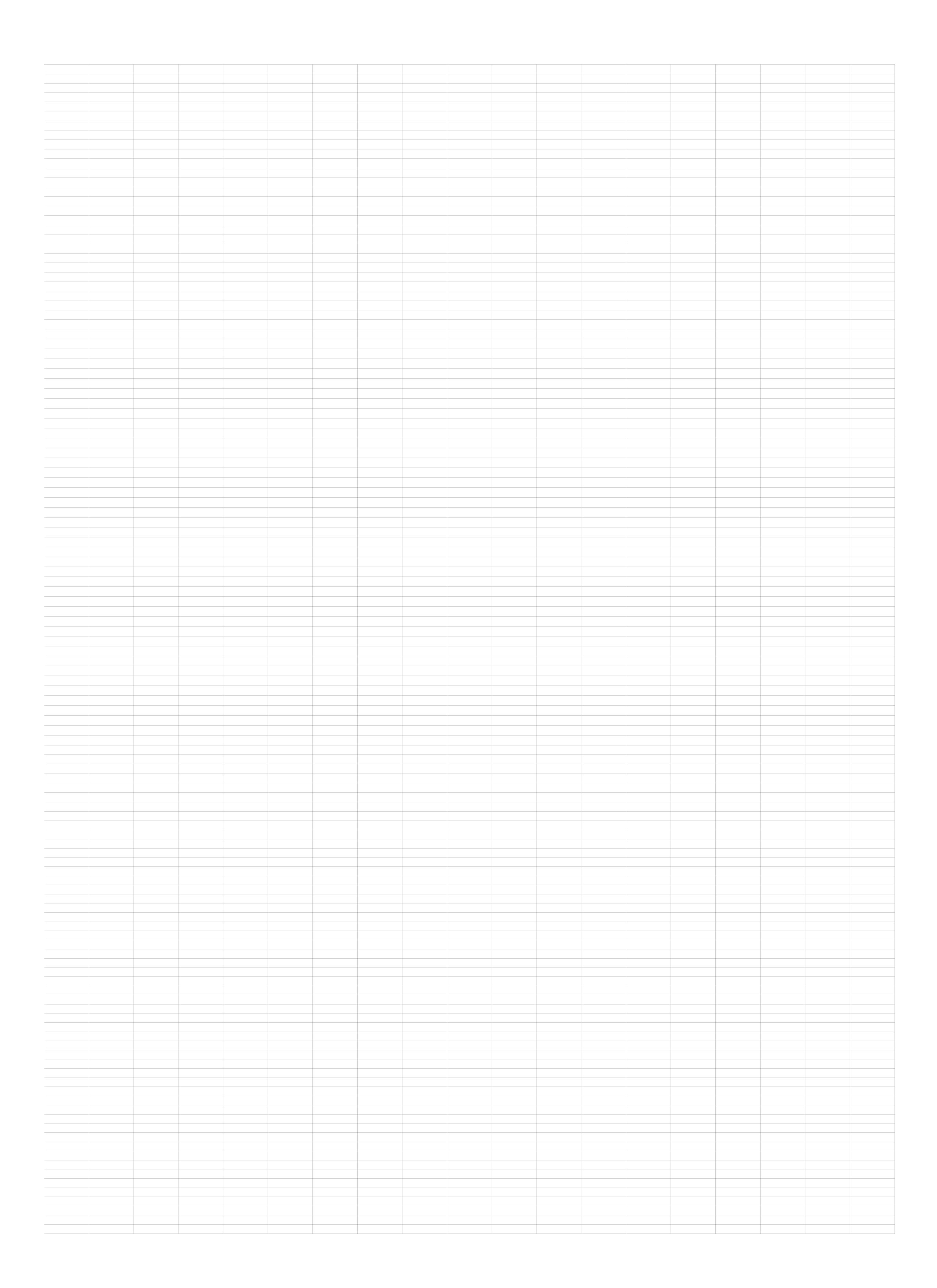
7,150 Talk of The Town - Attic Space

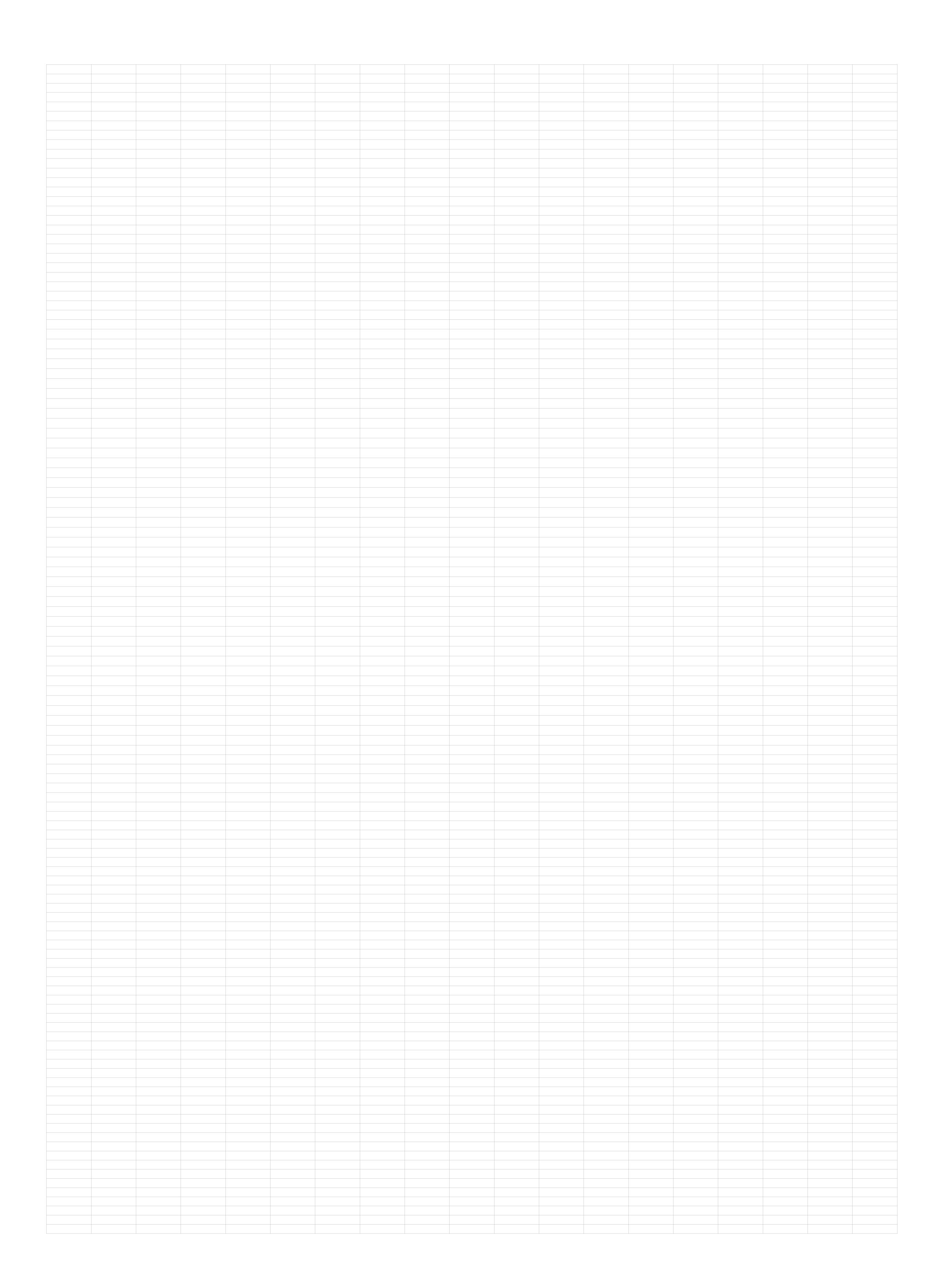
Table 1

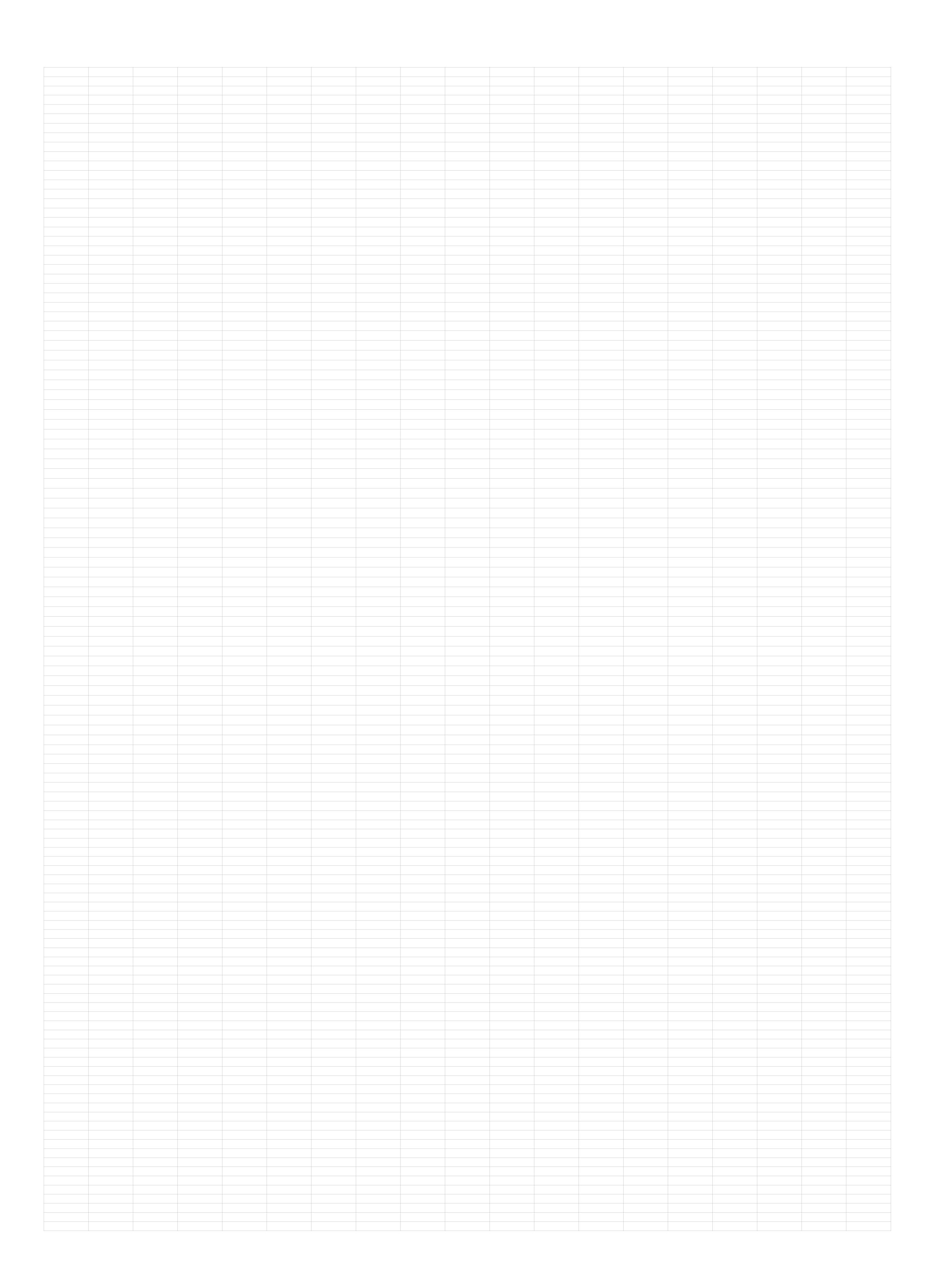
Community Channel	Municipal Channel		Education Channe		TNC-HD			
Playback Accuracy(%) 99.73 Scheduled Events 1112	Playback Accuracy(%) Scheduled Events	99.14 347	Playback Accuracy(%) Scheduled Events	99.78 445	Playback Accuracy(%) Scheduled Events	0		
Scheduled Events 1112 Errors 3	Scheduled Events Errors	347 3	Scheduled Events Errors		Scheduled Events Errors			
Date Program	Error	Date	Program	Error				
8/6/18 Board of Selectmen	Human Error							
8/13/18 LWV Pre-Primary Candidate Night								
8/20/18 LWV Pre-Primary Candidate Night 8/21/18 What's My House Worth?	Server Crash Server Crash							
8/21/18 LWV Age Friendly Community	Server Crash							
8/24/18 Clelia's Cucina Italiana	Human Error							
8/24/18 What's My House Worth?	Human Error							
	0							
Server Playback Error (Playback occurred, but with skips/jum	os)		0					
Human Error (Scheduling Errors, program late or not aired)			3					
Server Crash/Equipment Failure (Program did not play)			3					
Capture Error (File did not get captured/loaded correctly) Production Error (Significant problems with production)			1					
, , ,	То	otal	7	7				
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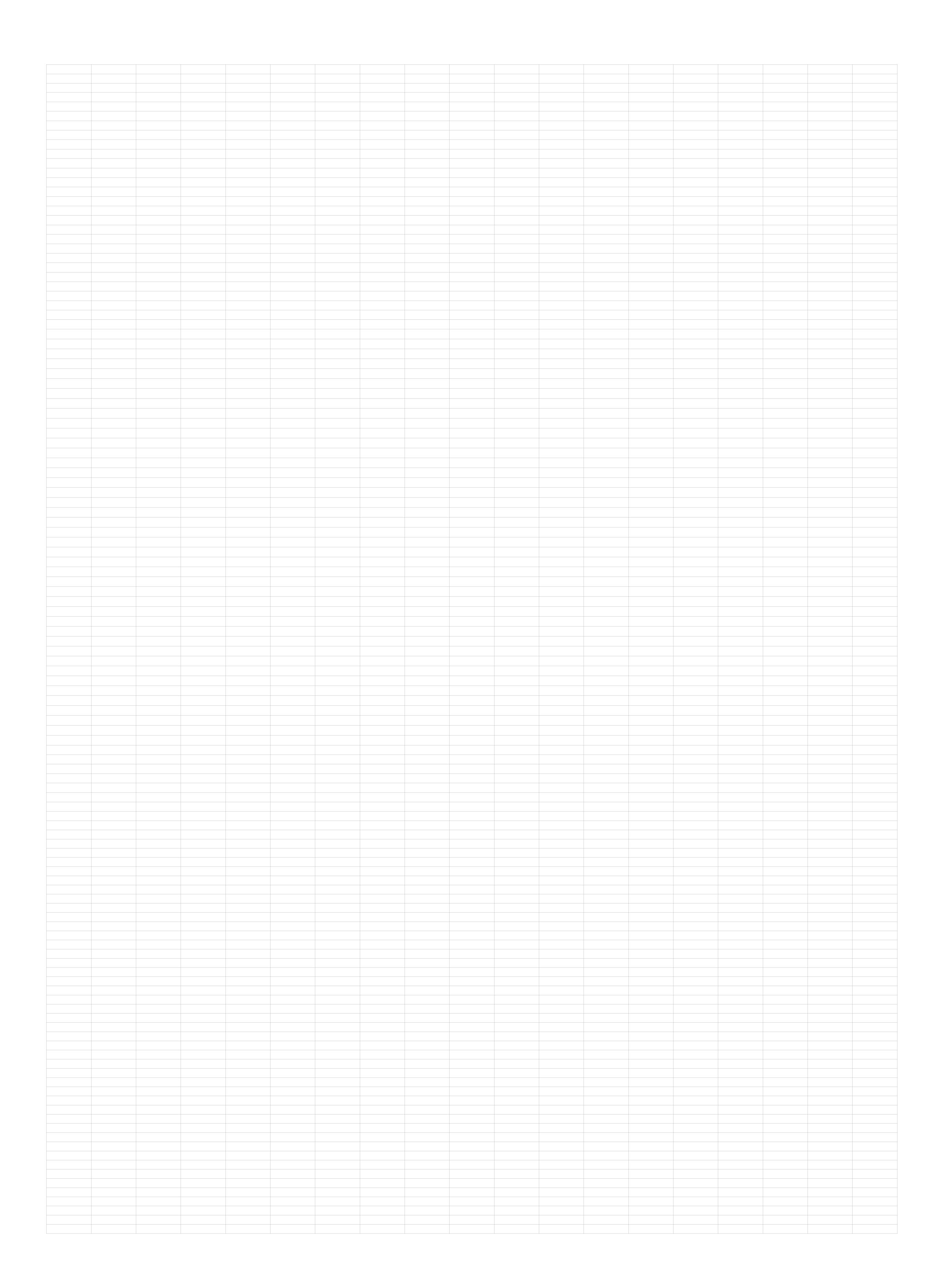


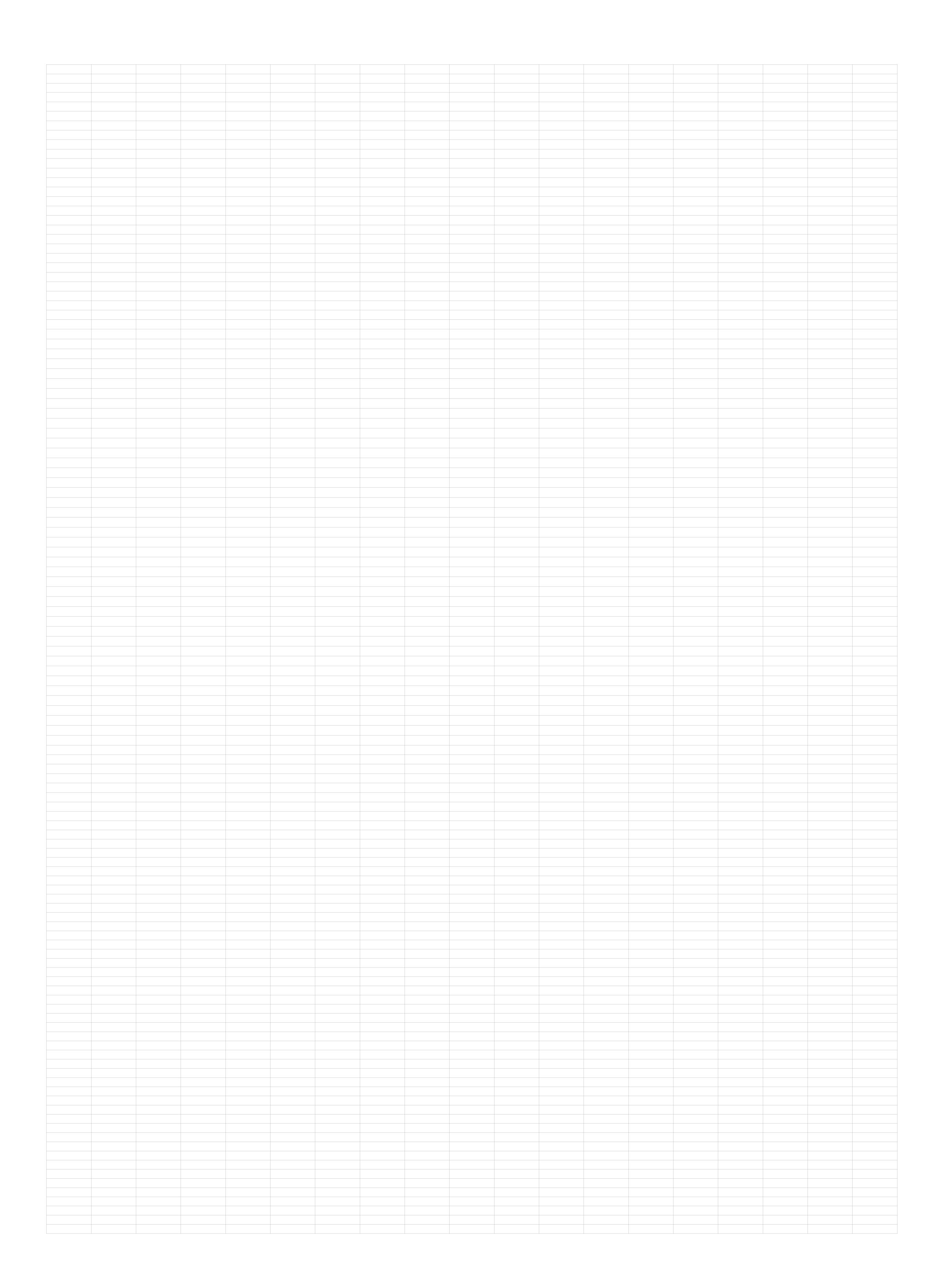
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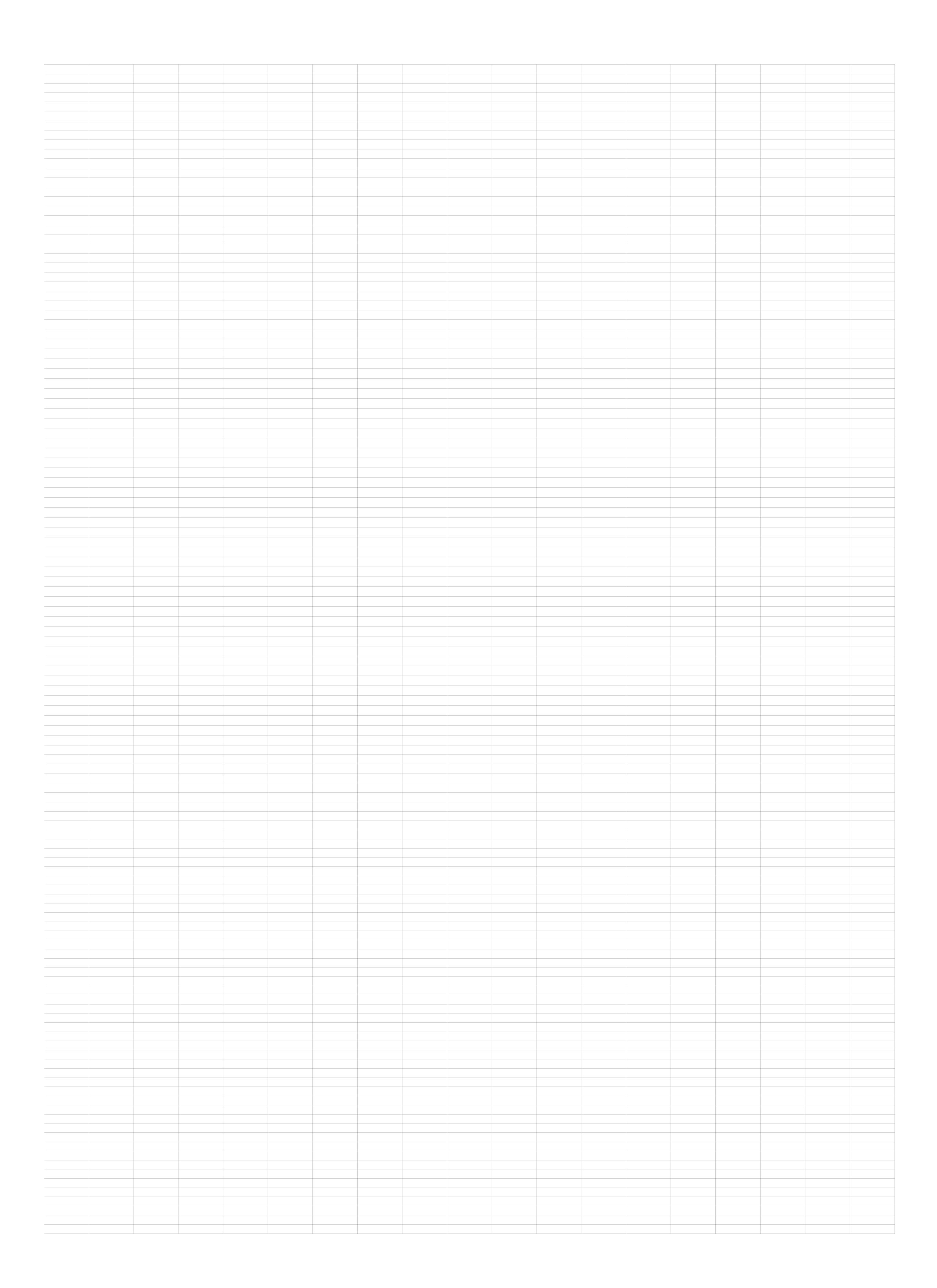


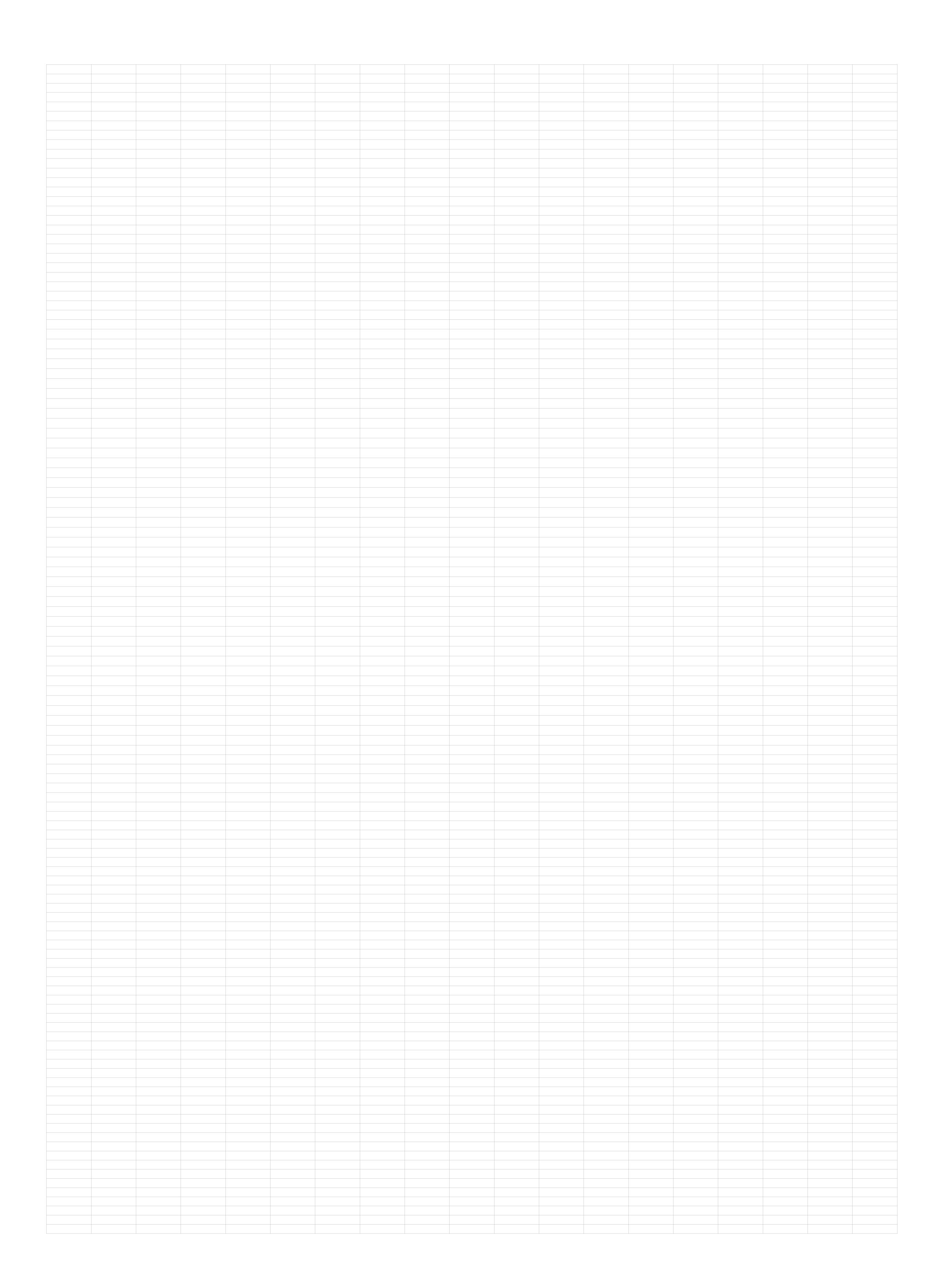


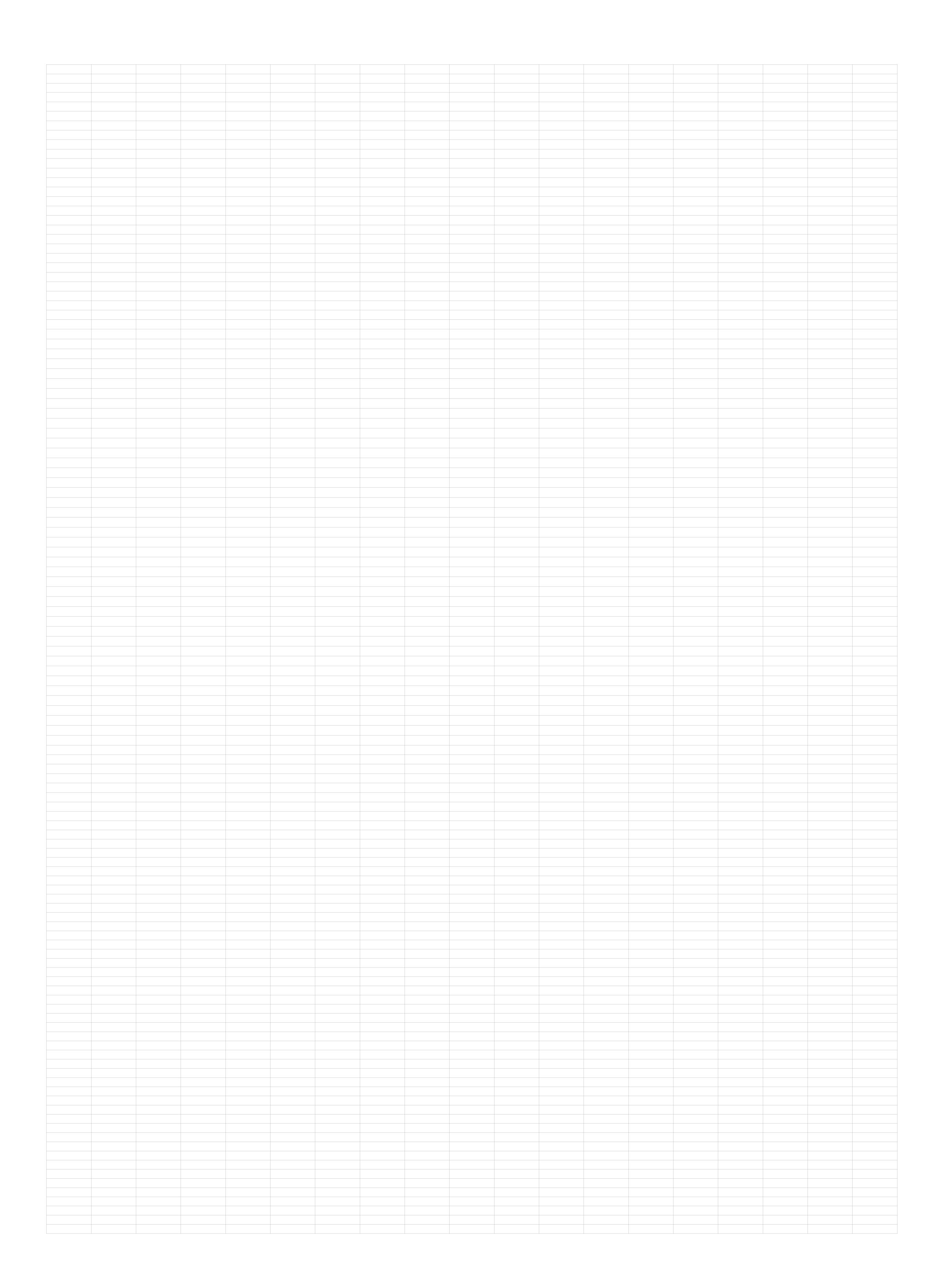


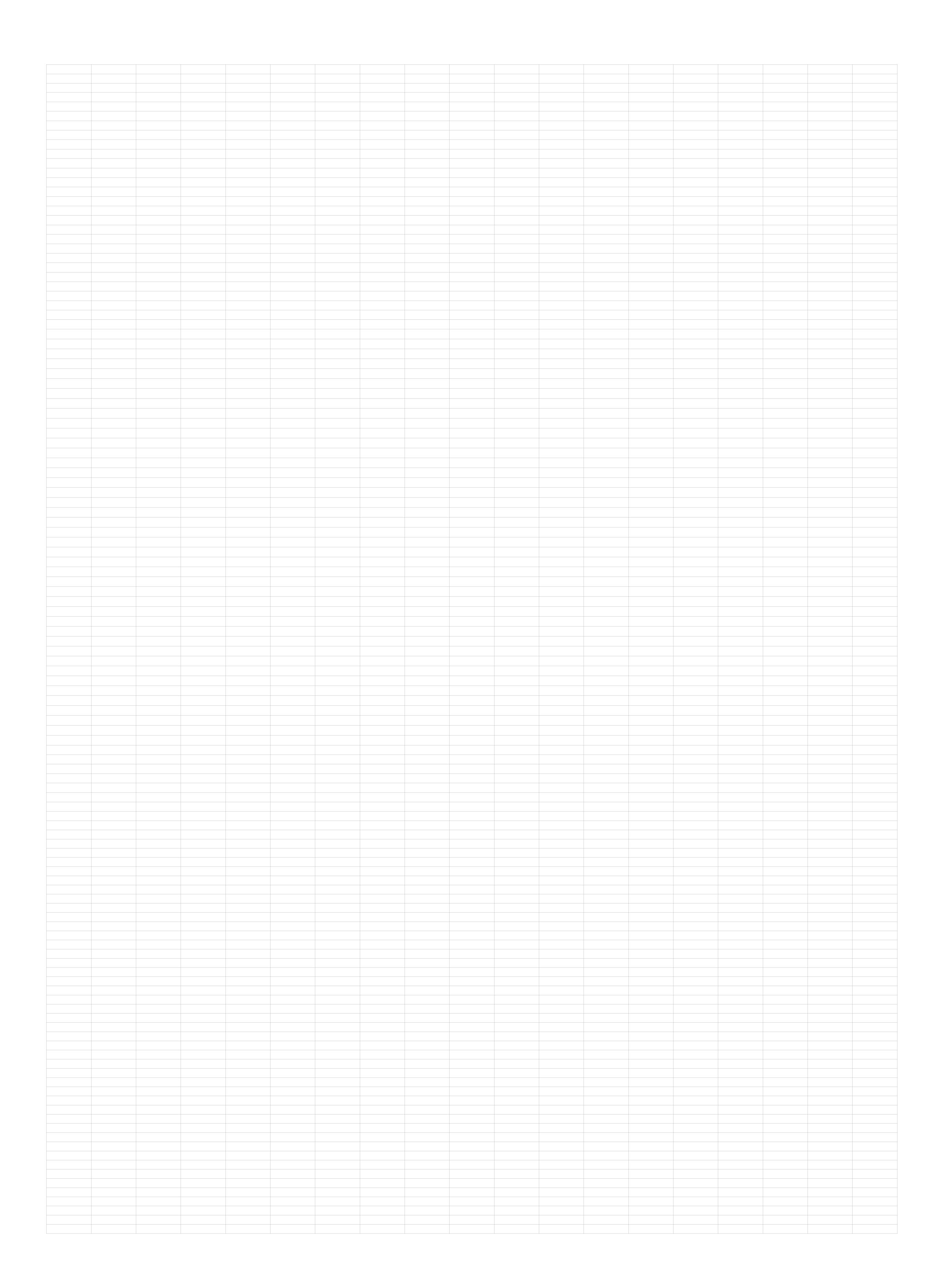












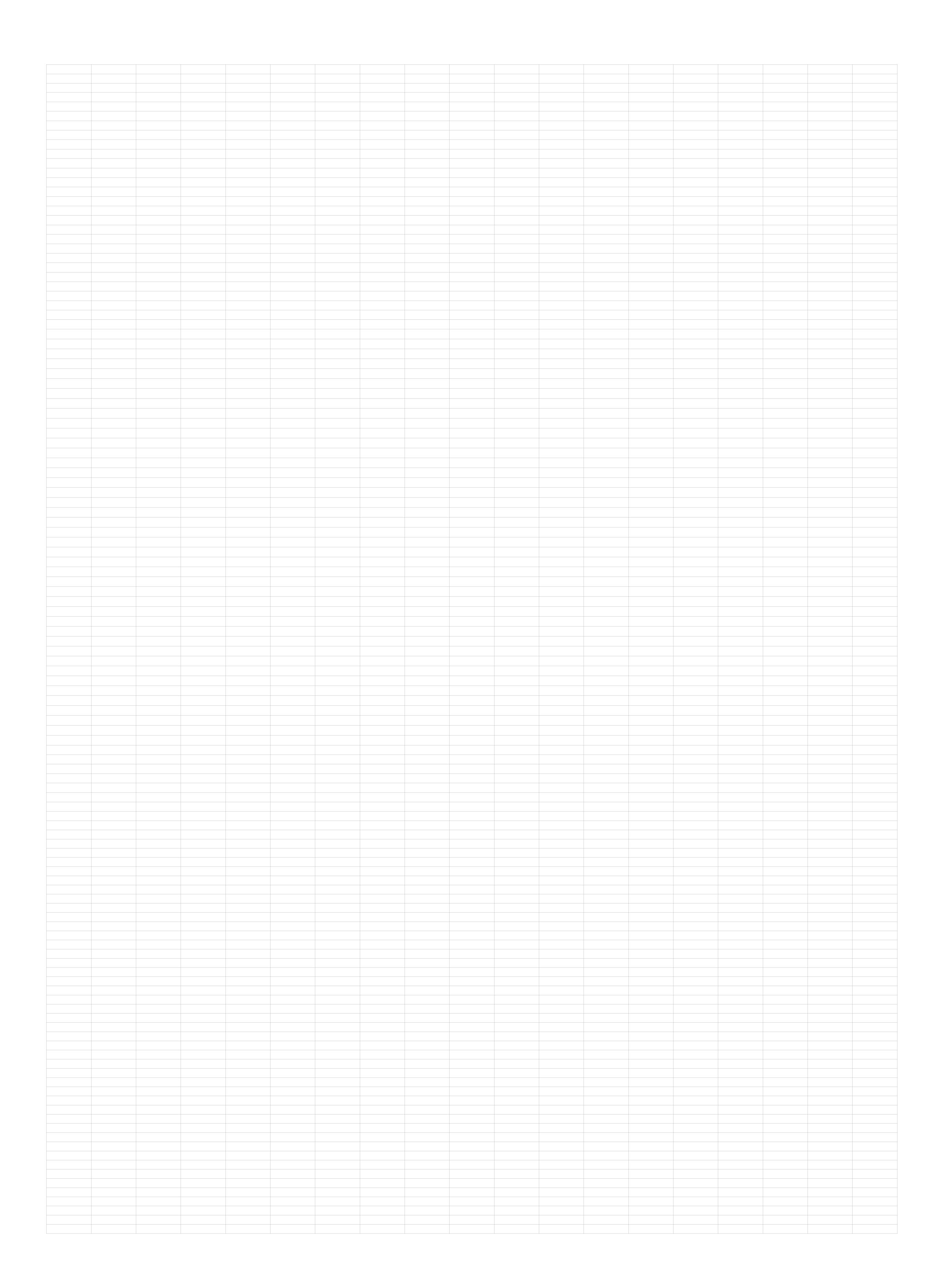




Table 1

ı	For Monthly Summary	y: Month Compariso	on 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 Sho
	28	23	23	19	21	18	17	18	18	19	19	Hours of Program
	4	5	6	6	6	5	3	3	4	1	2	Munici _l Meeting I
ı	For Yearly Summary:	Year Comparison G	raph									
	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
ı	For Yearly Summary:	Last Year's Genre P	ercentages (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	