

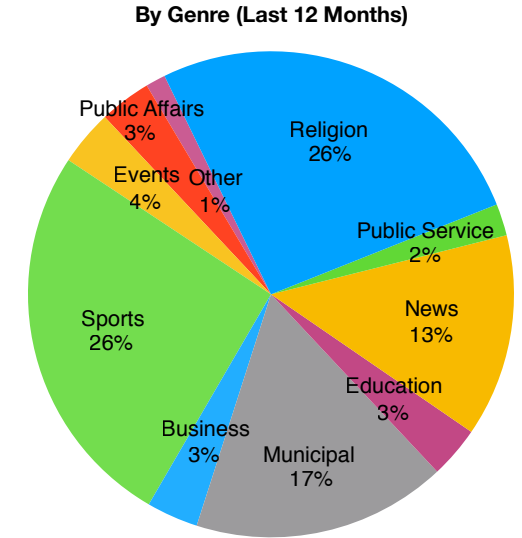
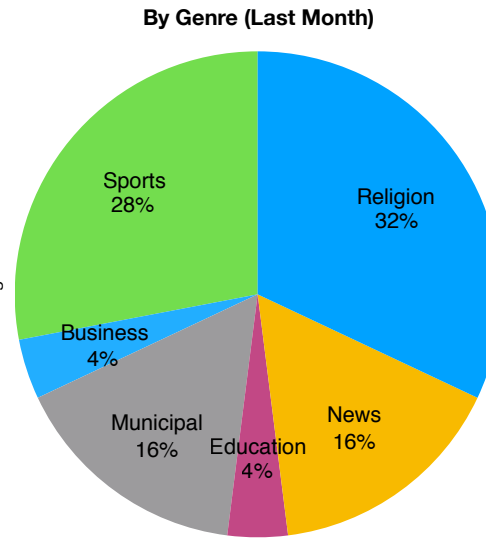
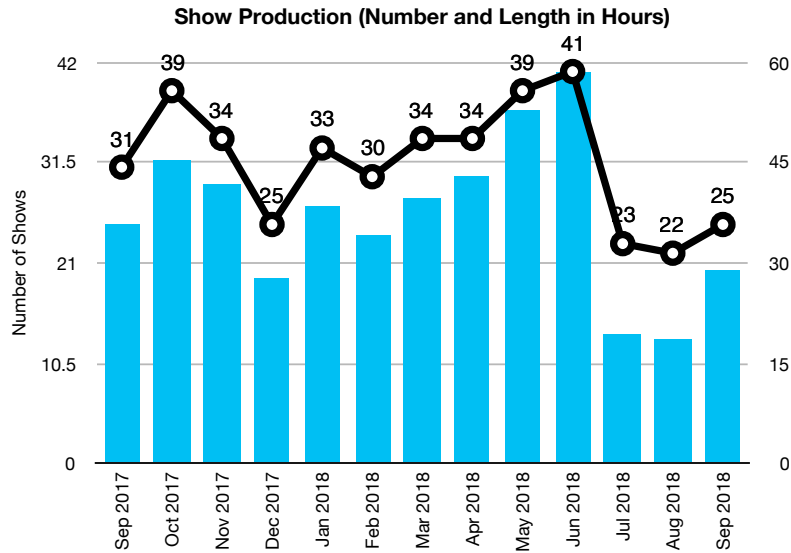
Needham Channel Production Report
September 2018
 Analysis of New Programs/Episodes

| Type | Title | # | Avg. Length in Minutes | Category |
|-----------|---|---|------------------------|--------------------------------|
| Series: | Board of Selectmen | 2 | 92.26 | Municipal Meeting |
| | Carter Church Service | 4 | 60.63 | Access Series - Religion |
| | Clelia's Cucina Italiana | 0 | 30 | Access Series - Education |
| | First Baptist Church | 4 | 70.36 | Access Series - Religion |
| | Needham Channel News | 4 | 30 | News |
| | Needham Channel Sports/Rockets Classics | 7 | 102.92 | Sports |
| | Needham School Committee | 1 | 85.07 | 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 | 26.68 | Municipal Meeting |
| Specials: | METCO: Yesterday.Today.Tomorrow, 9/3/18 | 1 | 38.66 | Education |
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| Community Channel | | Municipal Channel | | Education Channel | | TNC HD | |
|-----------------------------|--------------|-----------------------------|--------------|-----------------------------|--------------|-----------------------------|--------------|
| Playback Accuracy(%) | 99.59 | Playback Accuracy(%) | 99.37 | Playback Accuracy(%) | 99.20 | Playback Accuracy(%) | 99.59 |
| Scheduled Events | 979 | Scheduled Events | 319 | Scheduled Events | 373 | Scheduled Events | 736 |
| Errors | 4 | Errors | 2 | Errors | 3 | Errors | 3 |

Needham Channel Production Report

September 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 | 8 | 0 | 4 | 0 | 0 | 4 | 1 | 7 | 0 | 0 | 0 |
| Current Month | | | | | 1 | | | | | | |
| Last 12 | 99 | 8 | 51 | 0 | 13 | 64 | 13 | 98 | 14 | 13 | 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 | 1 | 5 | 0 | 1 | 2 | 1 | 1 | 0 | 1 | 1 |
| September | 8 | 0 | 4 | 0 | 1 | 4 | 1 | 7 | 0 | 0 | 0 |
| 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 |

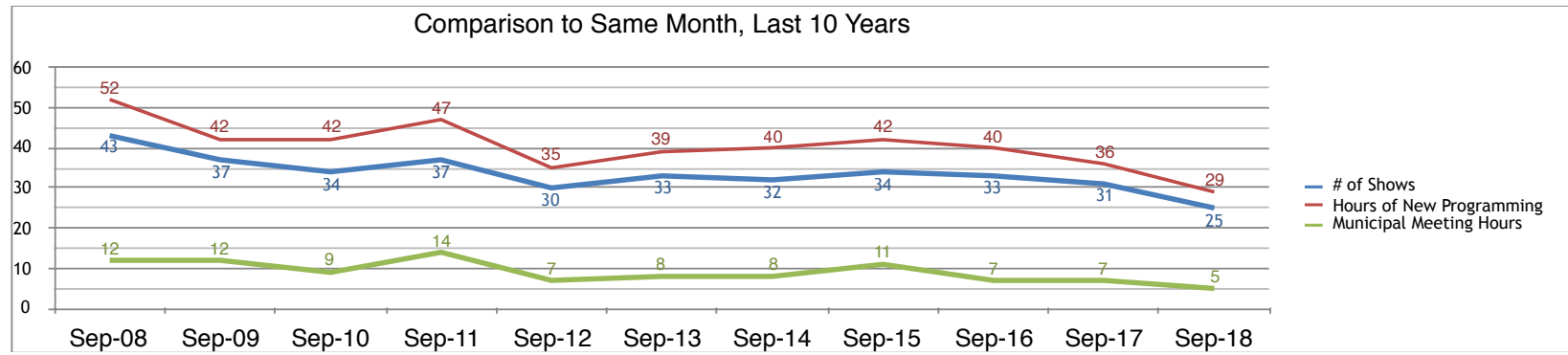
Needham Channel Production Report

September 2018

New Programs over the Past Year:

| Date: | Sep 2017 | Oct 2017 | Nov 2017 | Dec 2017 | Jan 2018 | Feb 2018 | Mar 2018 | Apr 2018 | May 2018 | Jun 2018 | Jul 2018 | Aug 2018 | Sep 2018 |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Shows: | 31 | 39 | 34 | 25 | 33 | 30 | 34 | 34 | 39 | 41 | 23 | 22 | 25 |
| Total Hours | 35.86 | 45.46 | 41.53 | 27.88 | 38.72 | 34.12 | 39.64 | 42.9 | 52.91 | 58.32 | 19.55 | 18.56 | 28.82 |
| Municipal Meeting Hours | 7.33 | 8.07 | 9.59 | 6.11 | 11.51 | 8.2 | 11.06 | 12.33 | 21.7 | 12.96 | 3.73 | 2.36 | 4.94 |

Number of New Programs (Year to Date): **281**



Community Bulletin Board Usage

Notices Placed Last Month: **26**

Individuals & Groups Utilizing the CBB

| | |
|----------------------------------|----|
| Needham Public Library | 23 |
| Needham High School Booster Club | 1 |
| Progressive Needham | 1 |
| Center at the Heights | 1 |

Needham Channel Production Report

September 2018

September 2018 Social Media/Streaming

Follower Count:

| Number | Change | Account |
|--------|--------|---------------------------------------|
| 786 | +9 | YouTube |
| 692 | +13 | NCS Twitter (Needham Channel Sports) |
| 650 | +20 | TNC Twitter (The Needham Channel) |
| 470 | +8 | NCN Twitter (Needham Channel News) |
| 426 | +3 | NCN Facebook (Needham Channel News) |
| 332 | +3 | TNC Facebook (The Needham Channel) |
| 296 | +7 | Instagram (The Needham Channel) |
| 215 | +3 | NCS Facebook (Needham Channel Sports) |

Top 10 Social Media Posts

| Likes | Re-Tweets | Account | Post |
|-------|-----------|-------------|---|
| 36 | 8 | NCS Twitter | Matt Smith Interview Video (Rockets Report Tease) |
| 27 | 10 | NCS Twitter | Football at Newton North: Matt Smith TD video |
| 25 | | Instagram | Football Opening Day Pics |
| 25 | | Instagram | Dance Team Halftime video from Football Opener |
| 22 | 8 | NCS Twitter | Football at Hopkinton: 3 TDs on 4th Down |
| 22 | | Instagram | Football at Hopkinton: Final Score Pic |
| 21 | | Instagram | Boys Soccer vs. Milton: Judy & Ellis Brady Pic |
| 21 | | Instagram | Girls Volleyball warmup video in new A Gym |
| 21 | | Instagram | Football at Hopkinton: Pregame Pic |
| 20 | | Instagram | Football at Newton North: Final Score Pic |

Closer Look: NCS Twitter & NC Instagram Feed Engagement

NCS Twitter - M.Smith TD at NN video extra reach:
 9.512 impressions, 2,449 media views

Instagram - 784 Extra Views from 14 story posts

Cloudcast Statistics

Total Views This Month: 70
 Total Views (Lifetime): 5,355

YouTube Statistics

Total Views This Month: 8,948
 Total Views (Lifetime): 1,227,365

Top 6* (September)

- 20 LWV Candidates' Forum 8-13-18
- 19 Preventing Domestic Violence
- 13 Needham School Committee, 9/11/18
- 4 Board of Selectmen, 9/11/18
- 2 Rockets Report, Episode 3
- 2 Thanksgiving Football Special 2017

*All others were single view events

Top 10 (September)

- 1,947 Your World, Bringing it Home: Building a Clothesline
- 734 Your World, Bringing it Home: Crabapple Jelly
- 608 A Brief History of Radio
- 198 Charles River Center 5K Run, 1 Mile Walk Promo
- 198 NCN: Sports Update, September 13, 2018
- 186 Needham Channel Sports: NHS Baseball State Champions
- 143 NCN: Rockets Football Preview 2018
- 91 Great Stuff That Works: How to Choose a Great Toilet
- 90 NCN: Sports Update, September 20, 2018
- 82 NCN: North Hill Small House Concept