

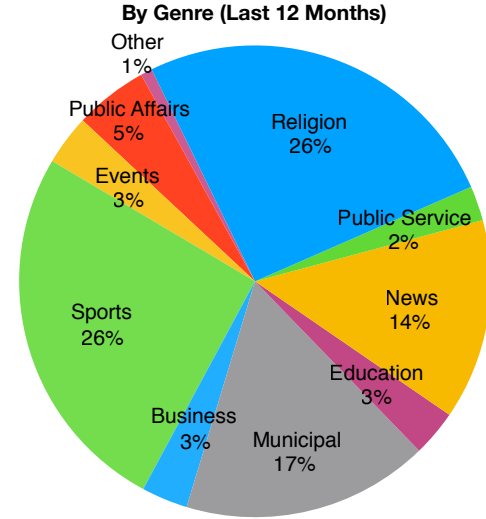
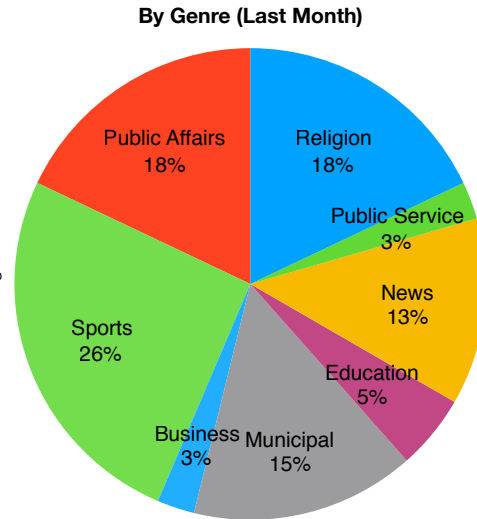
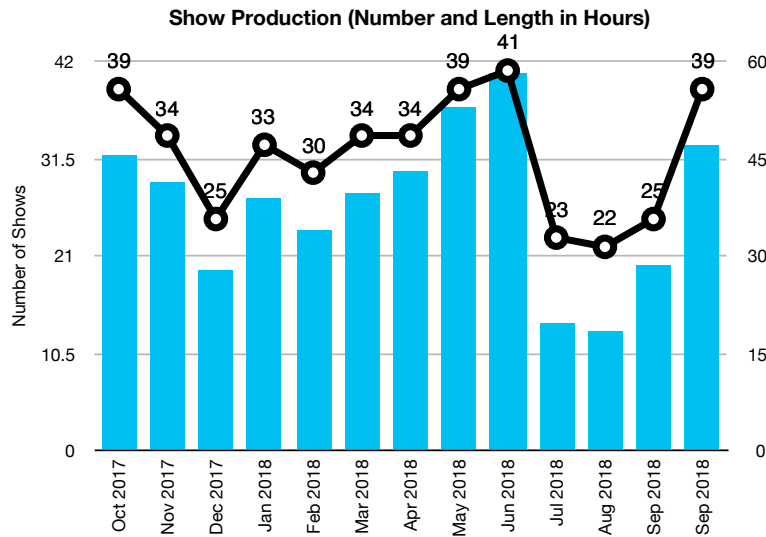
Needham Channel Production Report
October 2018

Analysis of New Programs/Episodes

Type	Title	#	Avg. Length in Minutes	Category
Series:	Board of Selectmen	2	109.72	Municipal Meeting
	Carter Church Service	5	62.3	Access Series - Religion
	Clelia's Cucina Italiana	0	30	Access Series - Education
	First Baptist Church	2	78.24	Access Series - Religion
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	9	97.48	Sports
	Needham School Committee	2	121.84	Municipal Meeting
	Needham School Spotlight	1	27.65	Access Series - Public Affairs
	Rockets Report	1	38.17	Sports
	What's My House Worth?	1	29.5	Access Series - Business
	Zoning Board of Appeals	1	41.43	Municipal Meeting
	Specials:	Ageless Grace	1	30
Gun Violence: A Public Health Crisis, 9/27/18		1	81.67	Public Affairs
LWV Forum: Questions 1 - 3, 10/25/18		1	86.58	Public Affairs
LWV Friday Forum: Question 4, 10/19/18		1	91	Public Affairs
Needham Schoolhouses: Harris (short)		1	6.97	Education
The Opioid Act		1	14.77	Public Affairs
Preventing Domestic Violence in Needham		1	22.67	Public Service
Needham Civics Series: The Role of the Governor in Massachusetts, 10/3		1	73.83	Public Affairs
Sarah McBride: Why Yes on 3? 10/22/18		1	116.82	Public Affairs
Special Town Meeting, 10/10/18		1	207.35	Municipal Meeting

Community Channel		Municipal Channel		Education Channel		TNC HD	
Playback Accuracy(%)	99.70	Playback Accuracy(%)	99.75	Playback Accuracy(%)	99.55	Playback Accuracy(%)	99.39
Scheduled Events	1002	Scheduled Events	402	Scheduled Events	446	Scheduled Events	816
Errors	3	Errors	1	Errors	2	Errors	5

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Category Breakdown: What types of programs have we had?

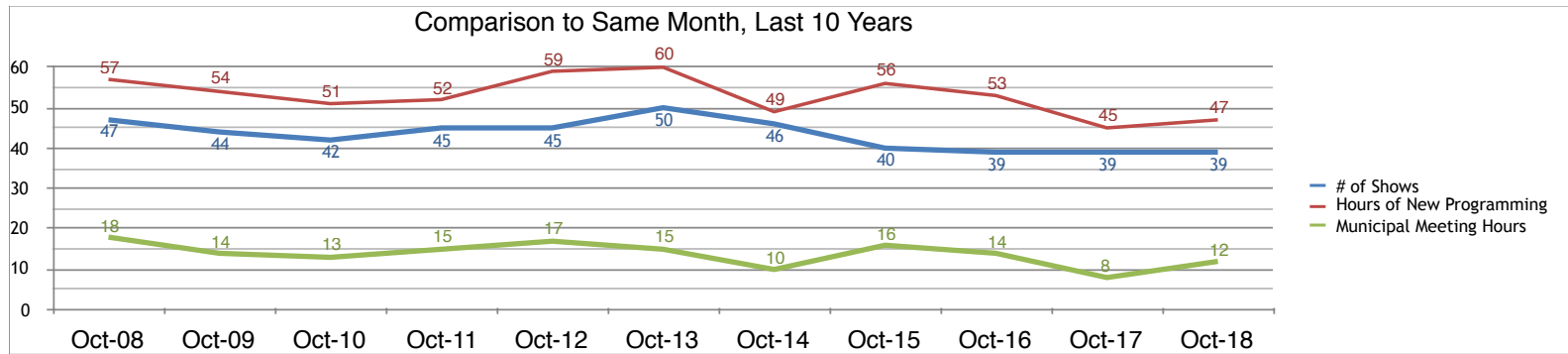
	Religion	Public Svc.	News	Entertainment	Educational	Municipal	Business	Sports	Comm. Event	Public Affairs	Other
Current Month	7	0	5	0	0	5	1	10	0	1	0
Current Month		1			2	1				6	
Last 12	97	9	52	0	12	64	12	97	13	19	3
January	8	0	4	0	0	6	1	11	1	2	0
February	7	1	4	0	0	6	1	9	1	1	0
March	8	1	5	0	2	6	1	7	2	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	7	1	5	0	2	6	1	10	0	7	0
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:	Oct 2017	Nov 2017	Dec 2017	Jan 2018	Feb 2018	Mar 2018	Apr 2018	May 2018	Jun 2018	Jul 2018	Aug 2018	Sep 2018	Sep 2018
Shows:	39	34	25	33	30	34	34	39	41	23	22	25	39
Total Hours	45.46	41.53	27.88	38.72	34.12	39.64	42.9	52.91	58.32	19.55	18.56	28.82	47.11
Municipal Meeting Hours	8.07	9.59	6.11	11.51	8.2	11.06	12.33	21.7	12.96	3.73	2.36	4.94	11.87

Number of New Programs (Year to Date): **320**



Community Bulletin Board Usage

Notices Placed Last Month: **19**

Individuals & Groups Utilizing the CBB

Needham Public Library	15
Green Needham Collaborative	1
Town Clerk	1
Office of Veterans' Affairs	1
One Wingate Way	1

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October 2018 Social Media/Streaming

Follower Count:

Number	Change	Account
756	+3	YouTube
713	+21	NCS Twitter (Needham Channel Sports)
661	+11	TNC Twitter (The Needham Channel)
474	+4	NCN Twitter (Needham Channel News)
427	+1	NCN Facebook (Needham Channel News)
333	+1	TNC Facebook (The Needham Channel)
309	+13	Instagram (The Needham Channel)
218	+3	NCS Facebook (Needham Channel Sports)

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
27		Instagram	Football vs Braintree: Matt Smith TD Video
24		Instagram	Football vs. Newton North: Playoff Postgame Pic
21		Instagram	Football at Milton: warmup pic
19		Instagram	Football vs Braintree: Take Back the Night Pic
18		Instagram	Chris/Dan Lee A Gym Tour Pic
17	4	NCS Twitter	Football vs Braintree: Matt Smith TD Video
17		Instagram	Football at Newton North: Playoff Pregame Pic
16		Instagram	Chris editing Rockets Report Pic
15		NCS FB	Football vs Braintree: Sack Compilation Video
15		Instagram	Field Hockey vs NDA: Pregame Pic
9	11	NCS Twitter	Football at Newton North: Final Score

Closer Look: NCS Twitter Football vs Braintree Engagement
 NCS Twitter - 36,756 impressions, 19 posts
 NCS Twitter/FB, TNC Instagram/YouTube:
 133 Total Likes from game

Cloudcast Statistics

Total Views This Month: 57
 Total Views (Lifetime): 5412

Top 10 (October)

- 8 METCO: Yesterday, Today, Tomorrow
- 5 Gun Violence: A Public Health Crisis
- 4 NHS Graduation 2018
- 4 Special Town Meeting, 10/10/18
- 4 Needham School Committee, 10/16/18
- 4 Preventing Domestic Violence, 10/18
- 3 Needham School Committee, 9/11/18
- 3 Board of Selectmen, 9/11/18
- 3 Board of Selectmen, 10/9/18
- 3 Sarah McBride: Why Yes on 3

YouTube Statistics

Total Views This Month: 8,209
 Total Views (Lifetime): 1,267,143

Top 10 (October)

- 1,349 Your World, Bringing it Home: Building a Clothesline
- 718 A Brief History of Radio
- 474 Needham-Braintree Football Wrap-up, 10/5/18
- 331 Your World, Bringing it Home: Crabapple Jelly
- 173 Needham Channel Sports: NHS Baseball State Champions
- 122 NCN: Maple Syrup
- 115 NCN: Sports Update, October 4, 2018
- 101 NCN: Ellie Bloom Olympics 2018
- 99 Clelia's Cucina Italiana: Filetto di Maiale Ripiene
- 87 NCN: Sports Update, October 18, 2018