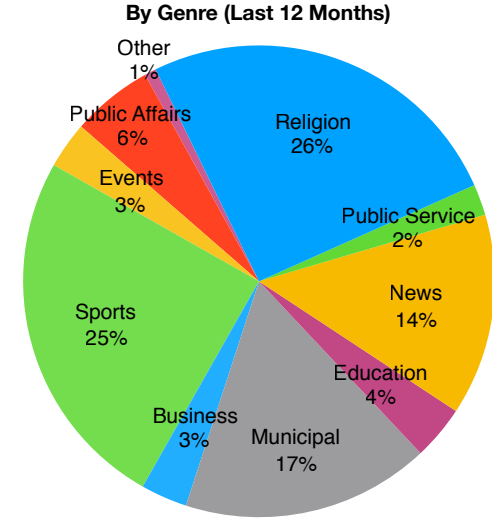
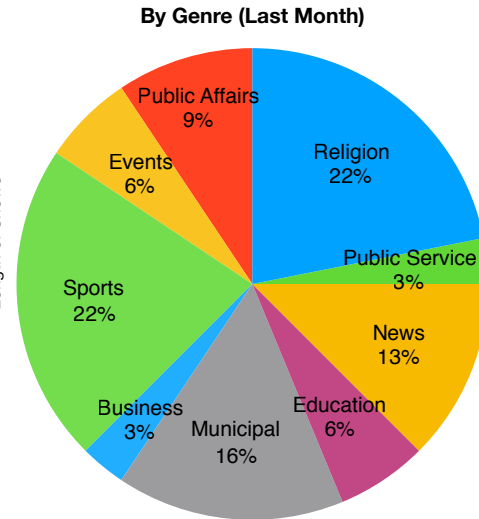
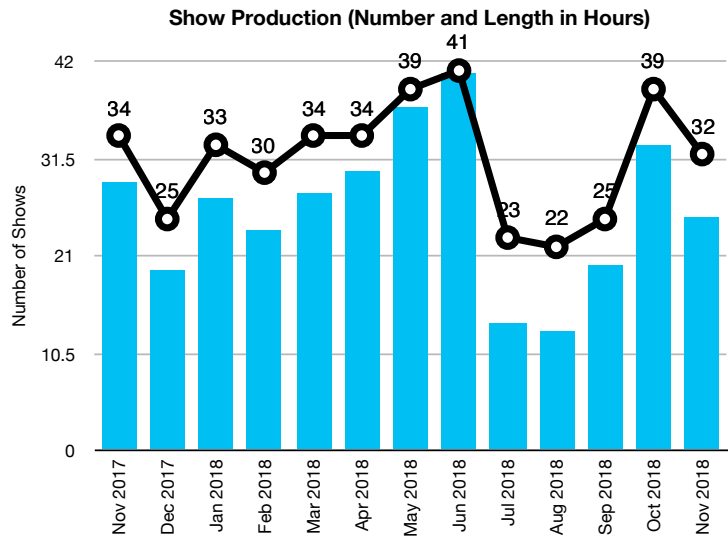


Needham Channel Production Report
November 2018
 Analysis of New Programs/Episodes

| Type | Title | # | Avg. Length in Minutes | Category |
|-----------|--|---|------------------------|--------------------------------|
| Series: | Board of Selectmen | 2 | 88.62 | Municipal Meeting |
| | Carter Church Service | 4 | 63.78 | Access Series - Religion |
| | Clelia's Cucina Italiana | 0 | 30 | Access Series - Education |
| | First Baptist Church | 3 | 54.51 | Access Series - Religion |
| | Needham Channel News | 4 | 30 | News |
| | Needham Channel Sports/Rockets Classics | 7 | 111.61 | Sports |
| | Needham School Committee | 2 | 97.20 | Municipal Meeting |
| | Needham School Spotlight | 1 | 30.98 | Access Series - Public Affairs |
| | Rockets Report | 0 | 30 | Sports |
| | What's My House Worth? | 1 | 30 | Access Series - Business |
| | Zoning Board of Appeals | 1 | 138.5 | Municipal Meeting |
| Specials: | Distinguished Career Awards, 10/26/18 | 1 | 49.85 | Community Event |
| | Fighting Climate Change, 11/18 | 1 | 53.6 | Public Affairs |
| | Needham Science Center: Life in the Woods (short) | 1 | 8.4 | Education |
| | Needham Schoolhouses - Avery (short) | 1 | 6.65 | Education |
| | Needham Heights Neighborhood Association, 10/25/18 | 1 | 91.35 | Public Affairs |
| | Preventing Domestic Violence in Needham | 1 | 26.38 | Public Service |
| | Veterans' Day Ceremony | 1 | 34.25 | Community Event |
| | | | | |
| | | | | |
| | | | | |

| Community Channel | | Municipal Channel | | Education Channel | | TNC HD | |
|-----------------------------|--------------|-----------------------------|---------------|-----------------------------|--------------|-----------------------------|--------------|
| Playback Accuracy(%) | 99.77 | Playback Accuracy(%) | 100.00 | Playback Accuracy(%) | 99.78 | Playback Accuracy(%) | 99.72 |
| Scheduled Events | 870 | Scheduled Events | 359 | Scheduled Events | 451 | Scheduled Events | 726 |
| Errors | 2 | Errors | 0 | Errors | 1 | Errors | 2 |

Needham Channel Production Report November 2018



Category Breakdown: What types of programs have we had?

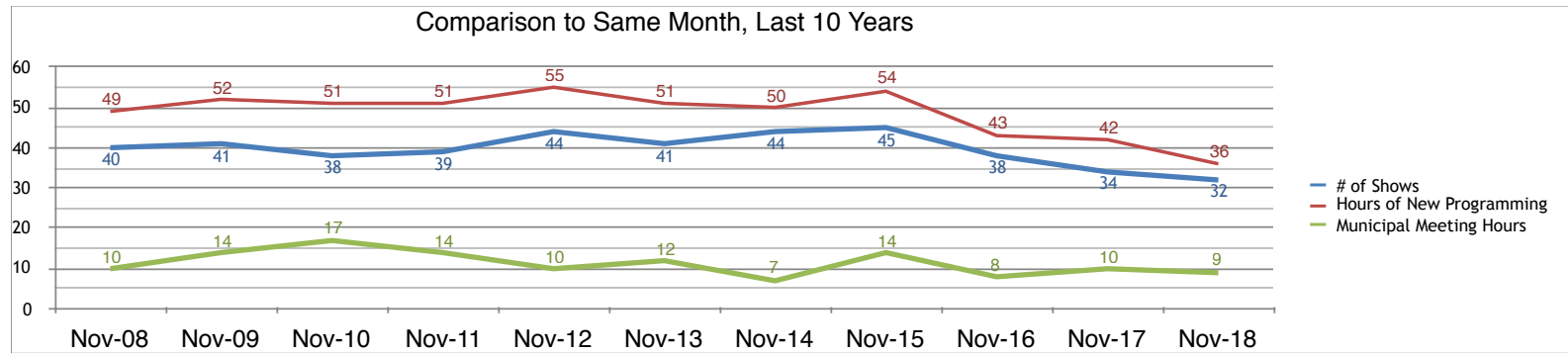
| | Religion | Public Svc. | News | Entertainment | Educational | Municipal | Business | Sports | Comm. Event | Public Affairs | Other |
|-----------------|----------|-------------|----------|---------------|-------------|-----------|----------|----------|-------------|----------------|----------|
| Current Month | 7 | 0 | 4 | 0 | 0 | 5 | 1 | 7 | 0 | 1 | 0 |
| Current Month | | 1 | | | 2 | | | | 2 | 2 | |
| Last 12 | 96 | 8 | 52 | 0 | 14 | 64 | 12 | 94 | 12 | 21 | 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 | 7 | 1 | 4 | 0 | 2 | 5 | 1 | 7 | 2 | 3 | 0 |
| December | 8 | 1 | 4 | 0 | 1 | 4 | 1 | 5 | 0 | 1 | 0 |

Needham Channel Production Report November 2018

New Programs over the Past Year:

| Date: | Nov 2017 | Dec 2017 | Jan 2018 | Feb 2018 | Mar 2018 | Apr 2018 | May 2018 | Jun 2018 | Jul 2018 | Aug 2018 | Sep 2018 | Oct 2018 | Nov 2018 |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Shows: | 34 | 25 | 33 | 30 | 34 | 34 | 39 | 41 | 23 | 22 | 25 | 39 | 32 |
| Total Hours | 41.53 | 27.88 | 38.72 | 34.12 | 39.64 | 42.9 | 52.91 | 58.32 | 19.55 | 18.56 | 28.82 | 47.11 | 36.03 |
| Municipal Meeting Hours | 9.59 | 6.11 | 11.51 | 8.2 | 11.06 | 12.33 | 21.7 | 12.96 | 3.73 | 2.36 | 4.94 | 11.87 | 8.50 |

Number of New Programs (Year to Date): **352**



Community Bulletin Board Usage

Notices Placed Last Month: **19**

Individuals & Groups Utilizing the CBB

| | |
|---------------------------|----|
| Needham Public Library | 16 |
| Needham Community Council | 1 |
| One Wingate Way | 1 |
| Needham Women's Club | 1 |

Needham Channel Production Report
November 2018

November 2018 Social Media/Streaming

Follower Count:

| Number | Change | Account |
|--------|--------|---------------------------------------|
| 763 | +7 | YouTube |
| 746 | +33 | NCS Twitter (Needham Channel Sports) |
| 679 | +18 | TNC Twitter (The Needham Channel) |
| 478 | +4 | NCN Twitter (Needham Channel News) |
| 426 | -1 | NCN Facebook (Needham Channel News) |
| 333 | — | TNC Facebook (The Needham Channel) |
| 321 | +12 | Instagram (The Needham Channel) |
| 219 | +1 | NCS Facebook (Needham Channel Sports) |

Top 10 Social Media Posts

| Likes | Re-Tweets | Account | Post |
|-------|-----------|-------------|---|
| 50 | 8 | NCS FB | Thanksgiving FB: Matt Smith KR TD Video |
| 40 | | Instagram | Thanksgiving: Baseball State Champion Ring Pics |
| 39 | 10 | NCS Twitter | Thanksgiving FB: Matt Smith KR TD Video |
| 36 | | Instagram | Thanksgiving FB: Action Pics by Enzo Zambito |
| 34 | 4 | NCS Twitter | Jason Child Letter of Intent Signing Video |
| 26 | 7 | NCS Twitter | Thanksgiving: Baseball Ring Ceremony Pic |
| 26 | 2 | NCS Twitter | Thanksgiving: Baseball State Champion Ring Pics |
| 25 | 3 | NCS FB | Thanksgiving FB: Action Pics by Enzo Zambito |
| 23 | | Instagram | Letter of Intent Signing Pic |
| 18 | 6 | NCS Twitter | Maeve Barker Letter of Intent Signing Video |
| 18 | 4 | NCS Twitter | FH Playoff: Lexi Schmalz GW Goal in OT |
| 18 | 2 | NCS Twitter | Callie Hem Letter of Intent Signing Video |

Closer Look: Thanksgiving Football - Smith KR TD & Totals
 Smith KR TD (Tw/FB) - 89 Likes, 18 RT/Shares, 6630 media views
 Day Totals: 18 posts, 282 Likes, 44,729 impressions
 Extra - Letter of Intent Signing: 11 posts, 160 Likes, 15,014 impressions

Clouddcast Statistics

Total Views This Month: 35
 Total Views (Lifetime): 5447

Top 6 (November)

- 6 METCO: Yesterday, Today, Tomorrow
 - 4 Needham School Committee, 11/20/18
 - 3 Board of Selectmen, 11/27/18
 - 2 Rockets Report, Fall 2018
 - 2 Needham School Committee, 11/13/18
 - 2 Board of Selectmen, 10/23/18
- 16 single views

YouTube Statistics

Total Views This Month: 7,028
 Total Views (Lifetime): 1,274,171

Top 10 (November)

- 861 Your World, Bringing it Home: Building a Clothesline
- 607 A Brief History of Radio
- 236 Needham Channel Sports: NHS Baseball State Champions
- 163 NCN: Candy Exchange 2018
- 119 Clelia's Cucina Italiana: Filetto di Maiale Ripiene
- 82 Rockets Football Preview 2018
- 77 Needham vs. Wellesley Football 2011
- 74 NCN: Sports Update, November 1, 2018
- 70 NCN: Sports Update, November 29, 2018
- 68 Needham High School Unified Basketball