

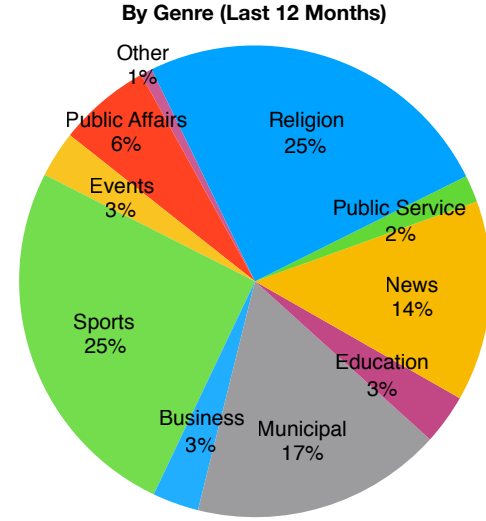
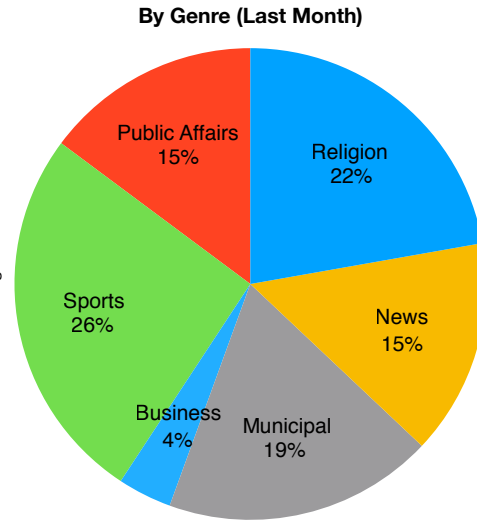
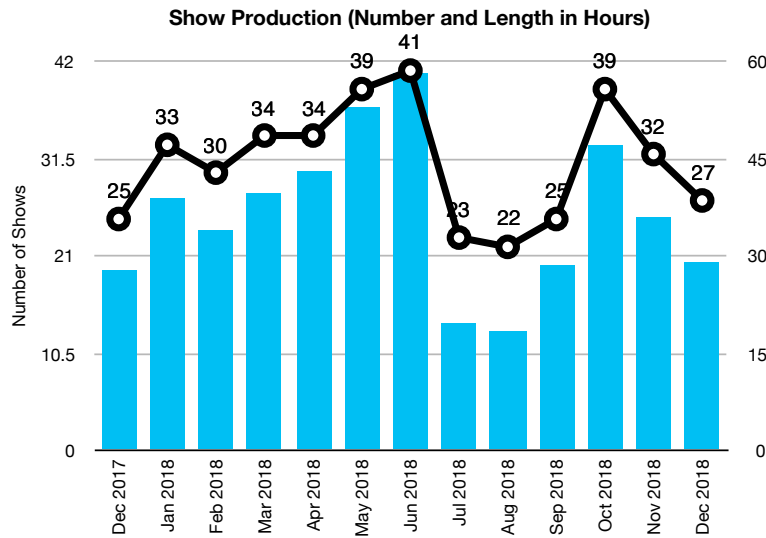
Needham Channel Production Report  
December 2018

Analysis of New Programs/Episodes

| Type      | Title   | # | Avg. Length in Minutes | Category                       |
|-----------|---|---|------------------------|--------------------------------|
| Series:   | Board of Selectmen                                | 2 | 88.38                  | Municipal Meeting              |
|           | Carter Church Service                             | 4 | 58.85                  | Access Series - Religion       |
|           | Clelia's Cucina Italiana                          | 0 | 30                     | Access Series - Education      |
|           | First Baptist Church                              | 2 | 71.11                  | Access Series - Religion       |
|           | Needham Channel News                              | 4 | 30                     | News                           |
|           | Needham Channel Sports/Rockets Classics           | 6 | 78.83                  | Sports                         |
|           | Needham School Committee                          | 2 | 86.04                  | Municipal Meeting              |
|           | Needham School Spotlight                          | 1 | 28.35                  | Access Series - Public Affairs |
|           | Rockets Report                                    | 1 | 30                     | Sports                         |
|           | What's My House Worth?                            | 1 | 30                     | Access Series - Business       |
|           | Zoning Board of Appeals                           | 1 | 163.03                 | Municipal Meeting              |
| Specials: | Becoming a Green Community, 11/18                 | 1 | 51.78                  | Public Affairs                 |
|           | Needham Heights Neighborhood Association, 12/3/18 | 1 | 66.8                   | Public Affairs                 |
|           | Our Climate is Changing, 11/18                    | 1 | 45.38                  | Public Affairs                 |
|           |   |   |                        |                                |
|           |   |   |                        |                                |
|           |   |   |                        |                                |
|           |   |   |                        |                                |
|           |   |   |                        |                                |
|           |   |   |                        |                                |
|           |   |   |                        |                                |

| Community Channel           |              | Municipal Channel           |              | Education Channel           |               | TNC HD                      |              |
|-----------------------------|--------------|-----------------------------|--------------|-----------------------------|---------------|-----------------------------|--------------|
| <b>Playback Accuracy(%)</b> | <b>99.81</b> | <b>Playback Accuracy(%)</b> | <b>99.56</b> | <b>Playback Accuracy(%)</b> | <b>100.00</b> | <b>Playback Accuracy(%)</b> | <b>99.59</b> |
| Scheduled Events            | 1038         | Scheduled Events            | 452          | Scheduled Events            | 492           | Scheduled Events            | 975          |
| Errors                      | 2            | Errors                      | 2            | Errors                      | 0             | Errors                      | 4            |

# Needham Channel Production Report December 2018



## Category Breakdown: What types of programs have we had?

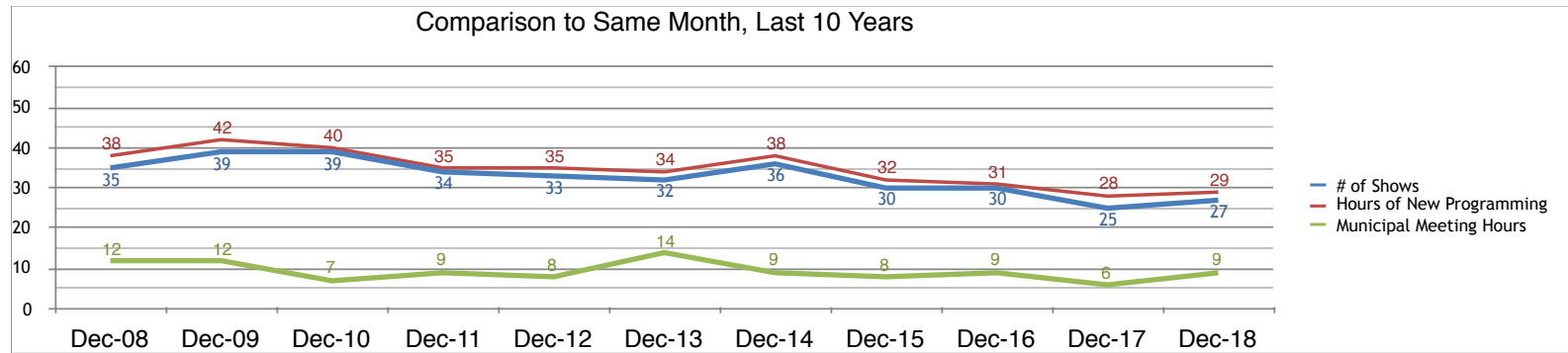
|                 | Religion | Public Svc. | News     | Entertainment | Educational | Municipal | Business | Sports   | Comm. Event | Public Affairs | Other    |
|-----------------|----------|-------------|----------|---------------|-------------|-----------|----------|----------|-------------|----------------|----------|
| Current Month   | 6        | 0           | 4        | 0             | 0           | 5         | 1        | 7        | 0           | 1              | 0        |
| Current Month   |          |             |          |               |             |           |          |          |             | 3              |          |
| Last 12         | 94       | 7           | 52       | 0             | 13          | 65        | 12       | 96       | 12          | 24             | 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        |
| <b>December</b> | <b>6</b> | <b>0</b>    | <b>4</b> | <b>0</b>      | <b>0</b>    | <b>5</b>  | <b>1</b> | <b>7</b> | <b>0</b>    | <b>4</b>       | <b>0</b> |

## Needham Channel Production Report December 2018

### New Programs over the Past Year:

| Date:                   | Dec 2017 | Jan 2018 | Feb 2018 | Mar 2018 | Apr 2018 | May 2018 | Jun 2018 | Jul 2018 | Aug 2018 | Sep 2018 | Oct 2018 | Nov 2018 | Dec 2018 |
|-------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Shows:                  | 25       | 33       | 30       | 34       | 34       | 39       | 41       | 23       | 22       | 25       | 39       | 32       | 27       |
| Total Hours             | 27.88    | 38.72    | 34.12    | 39.64    | 42.9     | 52.91    | 58.32    | 19.55    | 18.56    | 28.82    | 47.11    | 36.06    | 28.91    |
| Municipal Meeting Hours | 6.11     | 11.51    | 8.2      | 11.06    | 12.33    | 21.7     | 12.96    | 3.73     | 2.36     | 4.94     | 11.87    | 8.50     | 8.53     |

Number of New Programs (Year to Date): **379**



### Community Bulletin Board Usage

Notices Placed Last Month: **20**

#### Individuals & Groups Utilizing the CBB

|                        |    |
|------------------------|----|
| Needham Public Library | 13 |
| The Needham Channel    | 4  |
| New Years Needham      | 1  |
| Register of Deeds      | 1  |
| Winter Arts            | 1  |

Needham Channel Production Report  
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**December 2018 Social Media/Streaming**

**Follower Count:**

| Number | Change | Account                               |
|--------|--------|---------------------------------------|
| 772    | +9     | YouTube                               |
| 764    | +18    | NCS Twitter (Needham Channel Sports)  |
| 682    | +3     | TNC Twitter (The Needham Channel)     |
| 482    | +4     | NCN Twitter (Needham Channel News)    |
| 435    | +9     | NCN Facebook (Needham Channel News)   |
| 334    | +1     | TNC Facebook (The Needham Channel)    |
| 338    | +17    | Instagram (The Needham Channel)       |
| 219    | —      | NCS Facebook (Needham Channel Sports) |

**Top 10 Social Media Posts**

| Likes | Re-Tweets | Account     | Post  |
|-------|-----------|-------------|---|
| 38    |           | Instagram   | Boys Basketball: Charlie Baker Ribbon Cutting Video     |
| 33    | 6         | NCS Twitter | Girls Basketball: Kiara McIntyre vs. Walpole Video      |
| 27    |           | Instagram   | Girls Basketball: Walpole Game Pic                      |
| 24    | 7         | NCS Twitter | Boys Basketball: Charlie Baker Ribbon Cutting Nat Sound |
| 24    |           | Instagram   | Boys Basketball: Charlie Baker Ribbon Cutting Pics      |
| 21    |           | Instagram   | Thanksgiving FB: Game Streaming Pic                     |
| 19    |           | Instagram   | Boys Hockey: Xaverian Game Pic                          |
| 17    | 5         | NCS Twitter | Girls Basketball Interview Video                        |
| 14    | 6         | NCS Twitter | Girls Hockey: Lexi Schmalz Goals Video                  |
| 12    | 5         | NCS Twitter | Boys Basketball: Charlie Baker Ribbon Cutting Video     |
| 11    | 6         | NCS Twitter | Boys Hockey: Will Popper Saves vs. Xaverian Video       |

**Closer Look: Boys Basketball: Charlie Baker Ribbon Cutting**  
 Twitter/Instagram: 4 posts, 98 likes, 8,323 impressions  
*Extra - Scores from games on 12/15, 12/20 & 12/29:*  
*6 posts, 23,952 impressions*

**Cloudcast Statistics**

Total Views This Month: 51  
 Total Views (Lifetime): 5498

**YouTube Statistics**

Total Views This Month: 6,381  
 Total Views (Lifetime): 1,280,553

**Top 12 (December)**

- 8 Thanksgiving Football 2018
- 3 Needham Schoolhouses: Harris School
- 3 Needham Schoolhouses: Parker School
- 3 Zoning Board of Appeals, 12/20/18
- 3 Board of Selectmen, 12/4/18
- 3 Our Climate is Changing, 11/18
- 3 METCO: Yesterday, Today, Tomorrow
- 3 Needham School Committee, 12/11/18
- 3 Thanksgiving Football 2017
- 2 3-way Tie:  
 Avery School, NHNA Meeting (12/3/18), Special Town Meeting (10/10/18)

**Top 10 (December)**

- 544 Your World, Bringing it Home: Building a Clothesline
- 394 A Brief History of Radio
- 226 Needham Channel Sports: NHS Baseball State Champions
- 210 Clelia's Cucina Italiana: Filetto di Maiale Ripiene
- 210 NCN: Sports Update, December 6, 2018
- 144 NCN: Sports Update, December 13, 2018
- 128 NCN: Needham Community Council and North Hill Drive 2018
- 127 Clelia's Cucina Italiana: Cosce di Pollo Ripiene
- 85 Clelia's Cucina Italiana: Zuppa di Lenticchie Salsiccia
- 73 Clelia's Cucina Italiana: Insalata di Finocchio Arancia