

Needham Channel Production Report March 2019

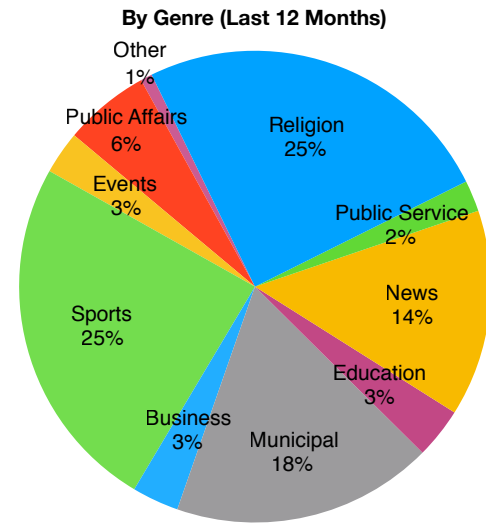
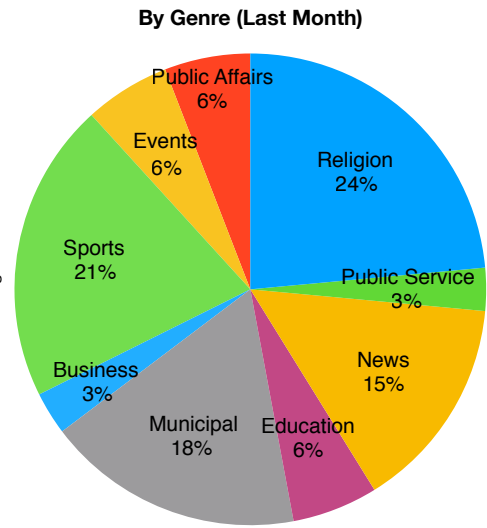
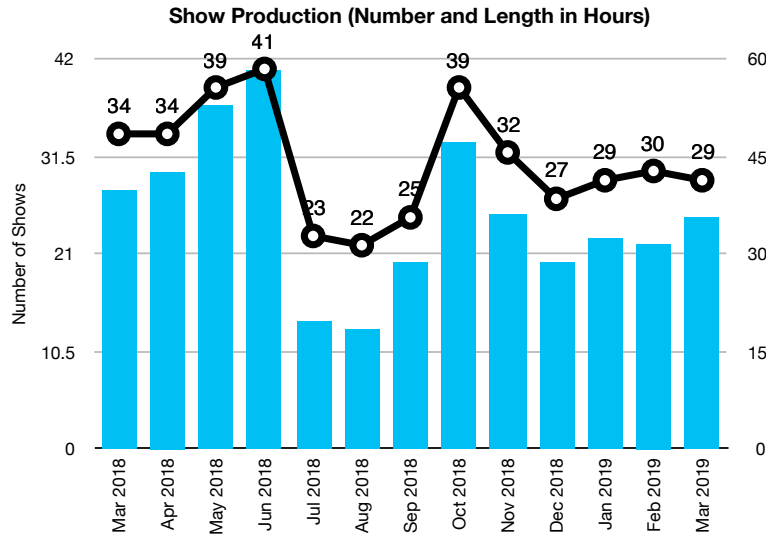
Analysis of New Programs/Episodes

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	64.13	Access Series - Religion
	First Baptist Church	4	71.82	Access Series - Religion
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	5	76.27	Sports
	Needham School Committee	2	77.86	Municipal Meeting
	Needham School Spotlight	0	31.58	Access Series - Public Affairs
	Needham Select Board	2	116.63	Municipal Meeting
	Preventing Domestic Violence in Needham	1	21.78	Access Series - Public Service
	Rockets Report	0	30	Sports
	What's My House Worth?	0	30	Access Series - Business
	Zoning Board of Appeals	1	20.88	Municipal Meeting
	Specials:	Joint Committee on Ways and Means, 3/11/19	1	389.78
LWV Candidates Night, 3/25/19		1	84.02	Public Affairs
LWV Civics Bee, 3/24/19		1	87.92	Community Event
NEF Spelling Bee, 3/10/19		1	85.08	Community Event
Portrait of a Needham Graduate (short)		1	10.12	Education
Sons of Serendip (short)		1	5.43	Community Event
Remixed:				

Accuracy/Error Incidents: March 18th - Unexplained Telvue server error caused playback to be flawed at different times on all channels. March 19th - Atomos "B" Drive error disrupts recording of School Committee Meeting, which was restored from back-up recording. March 28th - Editing error caused multiple playbacks of LWV Civics Bee with 1 minute of video missing, which was fixed the following week.

Community Channel		Municipal Channel		Education Channel		TNC HD	
Playback Accuracy(%)	99.62	Playback Accuracy(%)	98.77	Playback Accuracy(%)	99.55	Playback Accuracy(%)	96.38
Scheduled Events	1051	Scheduled Events	326	Scheduled Events	443	Scheduled Events	939
Errors	4	Errors	4	Errors	2	Errors	34

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Category Breakdown: What types of programs have we had?

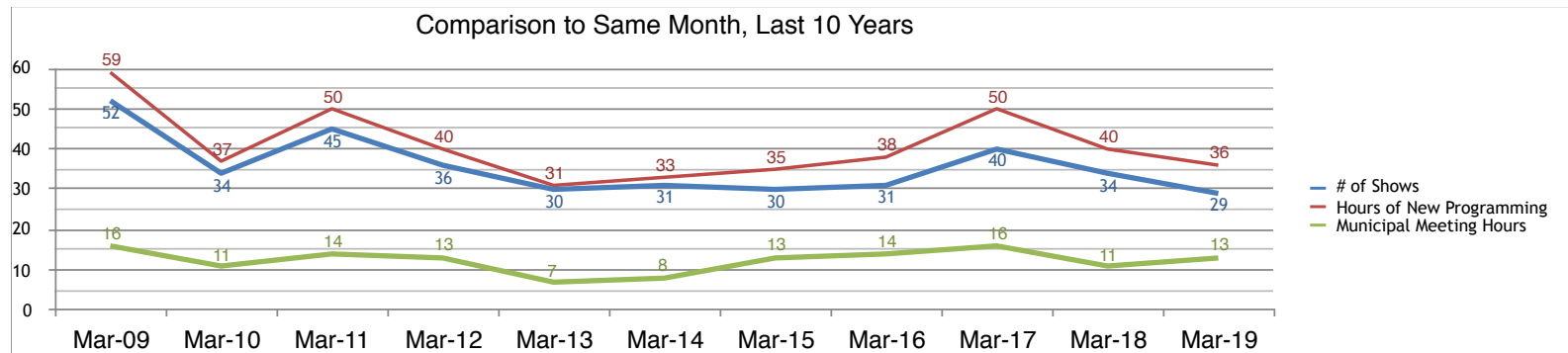
	Religion	Public Svc.	News	Entertainment	Educational	Municipal	Business	Sports	Comm. Event	Public Affairs	Other
Current Month	8	1	4	0	0	5	0	5	0	0	0
Current Month					1	1			3	1	
Last 12	93	8	53	0	13	67	12	92	11	22	3
January	7	1	5	0	0	8	1	7	0	0	0
February	7	1	4	0	0	6	1	9	1	1	0
March	8	1	5	0	2	6	1	7	2	2	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	6	0	4	0	0	5	1	7	0	4	0

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New Programs over the Past Year:

Date:	Mar 2018	Apr 2018	May 2018	Jun 2018	Jul 2018	Aug 2018	Sep 2018	Oct 2018	Nov 2018	Dec 2018	Jan 2019	Feb 2019	Mar 2019
Shows:	34	34	39	41	23	22	25	39	32	27	29	30	29
Total Hours	39.64	42.9	52.91	58.32	19.55	18.56	28.82	47.11	36.06	28.91	32.44	31.61	35.65
Municipal Meeting Hours	11.06	12.33	21.7	12.96	3.73	2.36	4.94	11.87	8.50	8.53	13.59	7.38	13.33

Number of New Programs (Year to Date): **29**



Community Bulletin Board Usage

Notices Placed Last Month: **22**

Individuals & Groups Utilizing the CBB

Needham Public Library	16
First Parish Church	2
Temple Beth Shalom	1
League of Women Voters	1
Needham Town Clerk	1
Needham Health Department	1

Needham Channel Production Report
 March 2019

March 2019 Social Media/Streaming

Follower Count:

Number	Change	Account
804	+7	YouTube
784	+7	NCS Twitter (Needham Channel Sports)
705	+9	TNC Twitter (The Needham Channel)
498	+7	NCN Twitter (Needham Channel News)
434	-3	NCN Facebook (Needham Channel News)
371	+10	Instagram (The Needham Channel)
334	-1	TNC Facebook (The Needham Channel)
219	—	NCS Facebook (Needham Channel Sports)

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
43	5	NCS Twitter	Girls Basketball Team Pic - End of Season
33		Instagram	Girls Basketball Team Pic - Section Semi Win
27	2	NCS Twitter	Girls Basketball Section Semi Final Score
22		TNC FB	LWV Candidates Night Video Link
20	3	NCS Twitter	Girls Hockey Playoff: L.Schmalz Hat Trick Video
17		Instagram	LWV Civics Bee Pics
16		Instagram	Girls Basketball Section Final Warmup Video
16		NCS FB	Girls Basketball Team Pic - Section Semi Win
15		Instagram	Girls Basketball Section Semi Video Tease
14		Instagram	Preventing Domestic Violence Episode Pic
13	2	NCS Twitter	Girls Basketball Section Final - Final Score

Closer Look: Girls Basketball Section Semi (3/5) & Final (3/8):
 35 posts between Instagram and NCS Twitter & FB
 35,452 total impressions, 218 total likes (+87 more from retweeted pic)
 Girls Hockey Playoff: 18 posts, 41 likes, 19,795 Impressions

Cloudcast/Connect/Archive.org Statistics

Cloudcast & Connect Views (This Month): 160
 Lifetime Views: Cloudcast/Connect/Archive.org: 51,988

Top 10 Connect (March)

49	LWV Candidates' Night (Spring 2019)
18	Needham LWV: Elected Boards
15	Needham Town Meeting: 5/7/18
15	Town Meeting: Making Your Voice Count
14	LWV Candidates' Night (4/2/18)
7	Needham Civics Bee - March 11, 2018
7	Needham School Committee, 3/5/19
5	Criminal Justice Forum: Why Now? 9/10/17
4	Needham School Committee, 2/5/19
4	Select Board, 3/12/19

YouTube Statistics

Total Views This Month: 7,068
 Total Views (Lifetime): 1,303,487

Top 10 (March)

1,424	Your World, Bringing it Home: Building a Clothesline
880	Needham Channel Sports: NHS Baseball State Champions
511	A Brief History of Radio
125	Needham Channel News: Blades Visits Needham
102	How to Choose A Great Toilet - Great Stuff that Works
93	Needham Channel Sports: NHS Unified Basketball
86	Needham Channel News: Needham Rape Defense System
84	Rock Stars of the Past
79	Needham Channel News: Sports Update, February 28, 2019
79	Needham Channel News: Sports Update, March 7, 2019