

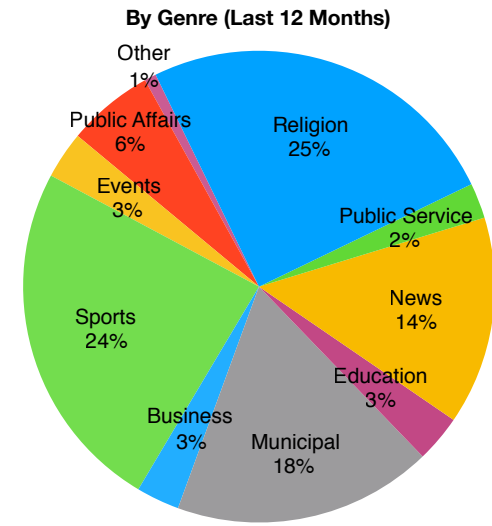
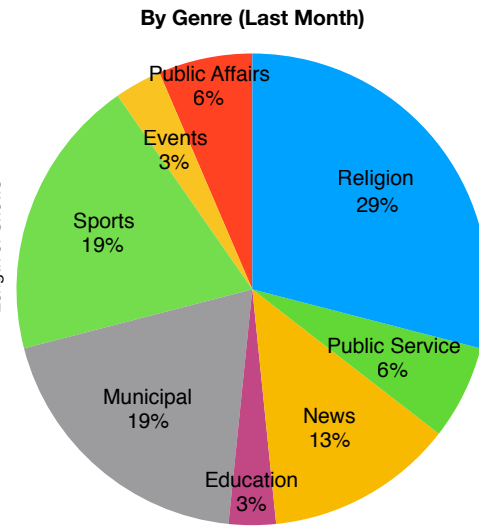
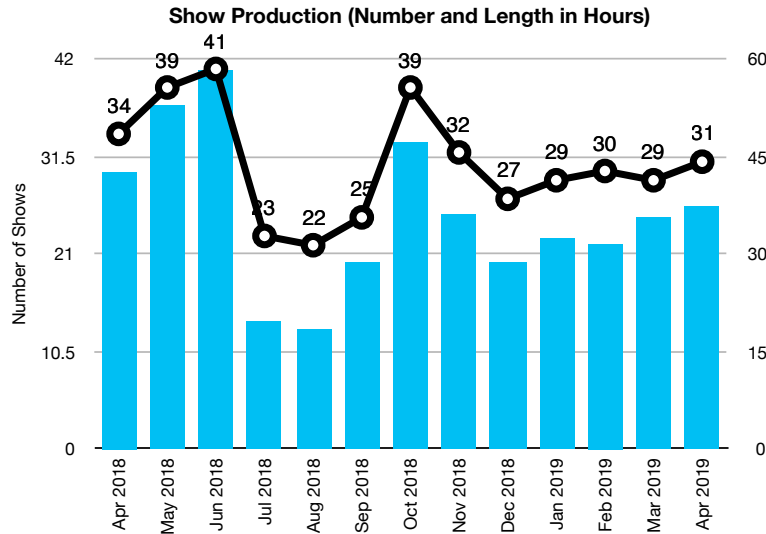
Needham Channel Production Report  
**April 2019**  
 Analysis of New Programs/Episodes

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	5	66.86	Access Series - Religion
	First Baptist Church	4	74.26	Access Series - Religion
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	5	77.09	Sports
	Needham School Committee	2	137.40	Municipal Meeting
	Needham School Spotlight	1	30	Access Series - Public Affairs
	Needham Select Board	2	109.94	Municipal Meeting
	Preventing Domestic Violence in Needham	0	21.78	Access Series - Public Service
	Rockets Report	1	39.58	Sports
	What's My House Worth?	0	30	Access Series - Business
	Zoning Board of Appeals	1	105.65	Municipal Meeting
	Specials:	Community Preservation Committee Public Hearing, 3/27/19 (4/1)	1	110.73
Growing Up Other in Suburbia, 4/7/19 (4/25)		1	111.18	Community Event
Juuling and Schooling, 4/4/19 (4/11)		1	59.78	Public Service
Keep Your Kids Safe in College		1	38.95	Public Service
LWV Warrant Meeting, 4/25/19 (4/26)		1	89.23	Public Affairs
NHS One Day		1	20.05	Education
Remixed:				

**Accuracy/Error Incidents:** April 2nd - Technology upgrade at the Comcast head-end removed audio from Municipal and Education channels on some boxes. After two days, Education Channel was restored, but Comcast solution was to change out the existing boxes for newer models.

Community Channel		Municipal Channel		Education Channel		TNC HD	
<b>Playback Accuracy(%)</b>	<b>99.49</b>	<b>Playback Accuracy(%)</b>	<b>97.99</b>	<b>Playback Accuracy(%)</b>	<b>99.14</b>	<b>Playback Accuracy(%)</b>	<b>99.63</b>
Scheduled Events	1181	Scheduled Events	349	Scheduled Events	467	Scheduled Events	820
Errors	6	Errors	7	Errors	4	Errors	3

# Needham Channel Production Report April 2019



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	9	0	4	0	0	5	0	6	0	1	0
Current Month		2			1	1			1	1	
Last 12	93	9	53	0	12	66	11	90	12	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
<b>April</b>	<b>9</b>	<b>2</b>	<b>4</b>	<b>0</b>	<b>1</b>	<b>6</b>	<b>0</b>	<b>6</b>	<b>1</b>	<b>2</b>	<b>0</b>
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

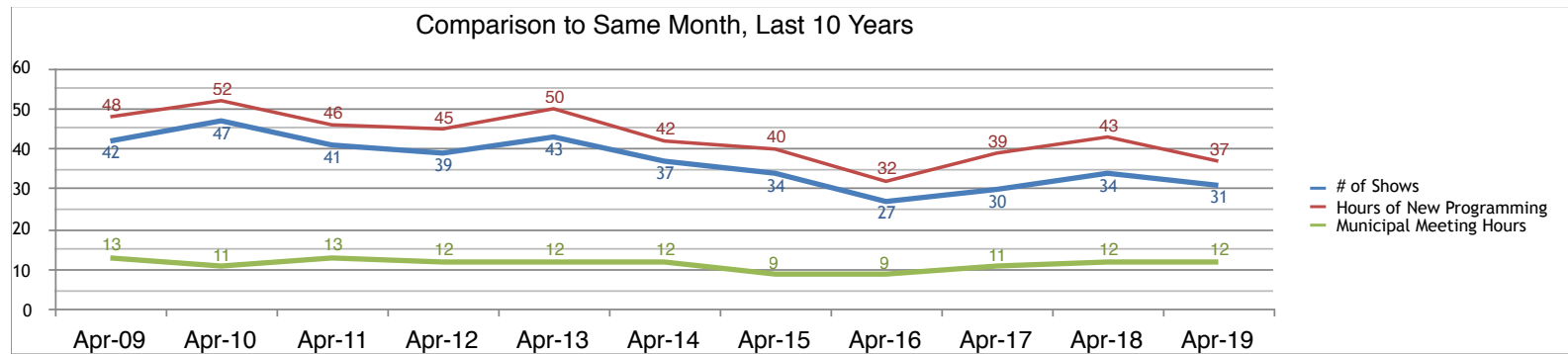
# Needham Channel Production Report

## April 2019

### New Programs over the Past Year:

Date:	Apr 2018	May 2018	Jun 2018	Jul 2018	Aug 2018	Sep 2018	Oct 2018	Nov 2018	Dec 2018	Jan 2019	Feb 2019	Mar 2019	Apr 2019
Shows:	<b>34</b>	<b>39</b>	<b>41</b>	<b>23</b>	<b>22</b>	<b>25</b>	<b>39</b>	<b>32</b>	<b>27</b>	<b>29</b>	<b>30</b>	<b>29</b>	<b>31</b>
Total Hours	42.9	52.91	58.32	19.55	18.56	28.82	47.11	36.06	28.91	32.44	31.61	35.65	37.28
Municipal Meeting Hours	12.33	21.7	12.96	3.73	2.36	4.94	11.87	8.50	8.53	13.59	7.38	13.33	11.85

Number of New Programs (Year to Date): **119**



### Community Bulletin Board Usage

Notices Placed Last Month: **25**

#### Individuals & Groups Utilizing the CBB

Needham Public Library	16
Needham Public Schools	2
SPAN	1
Cradles to Crayons	1
Needham Town Clerk	1
Plugged in	1
Needham Democratic Committee	1
The Needham Channel	1
The Melick Foundation	1

Needham Channel Production Report  
 April 2019

**April 2019 Social Media/Streaming**

**Follower Count:**

Number	Change	Account
819	+15	YouTube
796	+12	NCS Twitter (Needham Channel Sports)
713	+8	TNC Twitter (The Needham Channel)
507	+9	NCN Twitter (Needham Channel News)
442	+8	NCN Facebook (Needham Channel News)
389	+12	Instagram (The Needham Channel)
336	+2	TNC Facebook (The Needham Channel)
220	+1	NCS Facebook (Needham Channel Sports)

**Top 10 Social Media Posts**

Likes	Re-Tweets	Account	Post
24		Instagram	Boys Volleyball Opener - Coach Powell Interview
21	4	NCS Twitter	Rockets Report - New Open Video
18	4	NCS Twitter	Mike Jackson Rockets Report Pics
17		TNC FB	Juuling & Schooling: Extra Interview
17		Instagram	Mike Jackson Rockets Report Pics & Video
15	4	NCS Twitter	Baseball vs Natick - Duck Video
15		Instagram	Baseball vs Natick - Warmup Video
15		Instagram	Derick, Nukie & Marc - Las Vegas Travel Pics
13	5	NCS Twitter	Boys Volleyball Opener - Coach Powell Interview
12		Instagram	NCN Anchor Pics - Arnie, Colleen & Maureen

**Closer Look: NCS Twitter:**

65,900 total impressions for month of April  
 4/1 Coach Powell Interview: 3 posts, 3,268 impressions, 41 likes/shares  
 4/12 Juuling Extra Interview: 4 posts, 3,230 impressions, 45 likes/shares

**Cloudcast/Connect/Archive.org Statistics**

Cloudcast & Connect Views (This Month): 185  
 Lifetime Views: Cloudcast/Connect/Archive.org: 51,988

**Top 10 Connect (April)**

55	LWV Candidates' Night (Spring 2019)
23	Needham School Committee, 4/2/19
15	Juuling and Schooling
15	Needham School Committee, 4/25/19
10	LWV Warrant Meeting, 4/25/19
7	Needham Select Board, 4/23/19
5	Town Meeting: Making Your Voice Count
5	Needham LWV: Elected Boards
5	Annual Town Meeting, 5/7/18
5	Needham Select Board, 4/10/19

**YouTube Statistics**

Total Views This Month: 9,175  
 Total Views (Lifetime): 1,312,659

**Top 10 (April)**

2,290	Your World, Bringing it Home: Building a Clothesline
858	Needham Channel Sports: NHS Baseball State Champions
366	A Brief History of Radio
207	Needham Channel News: Growing Up Other in Suburbia
195	Needham Channel News: Sports Update, April 4, 2019
132	Needham Channel News: Dancing with the Needham Stars 2019
115	Needham Channel News: Sports Update, April 18, 2019
105	Needham Channel News: Sports Update, April 11, 2019
93	Rock Stars of the Past
90	Needham Channel News: Blades Visits Needham