

Needham Channel Production Report

June 2019

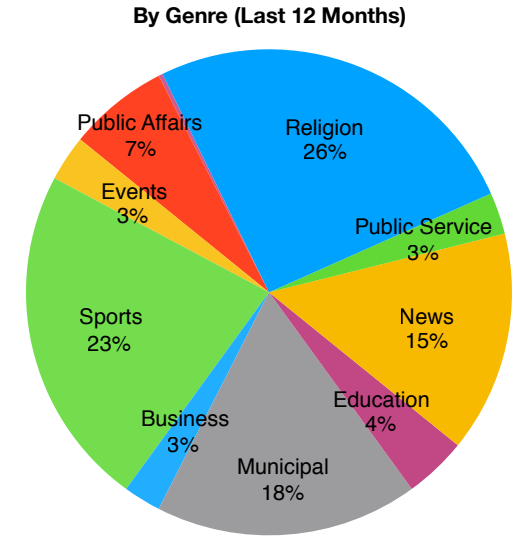
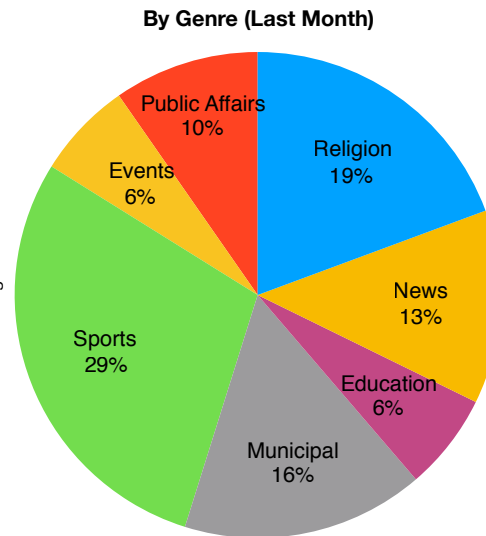
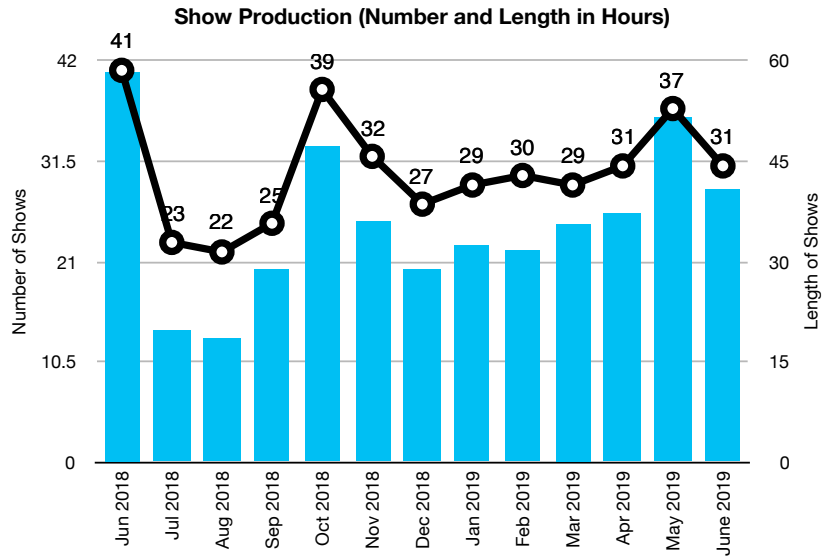
Analysis of New Programs/Episodes

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	3	65.17	Access Series - Religion
	First Baptist Church	3	66.71	Access Series - Religion
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	9	103.85	Sports
	Needham School Committee	2	113.06	Municipal Meeting
	Needham School Spotlight	1	29.77	Access Series - Public Affairs
	Needham Select Board	2	147.96	Municipal Meeting
	Preventing Domestic Violence in Needham	0	30	Access Series - Public Service
	Rockets Report	0	30	Sports
	What's My House Worth?	0	30	Access Series - Business
	Zoning Board of Appeals	1	130.42	Municipal Meeting
Specials:	Food, Planet, Health: Connecting the Dots, 6/4/19 (6/13/19)	1	43.73	Public Affairs
	Needham School Houses: Early Schools (Short)	1	6.07	Education
	NHS Graduation 2019, 6/3/19	1	105.40	Community Event
	NHS TV3 Trailers (short)	1	2.70	Education
	Pollard Closing Ceremony, 6/19/19	1	90	Community Event
	Urgency and Opportunity, 6/5/19 (6/17/19)	1	75	Public Affairs
Remixed:				

Accuracy/Error Incidents:

Community Channel		Municipal Channel		Education Channel		TNC HD	
Playback Accuracy(%)	100.00	Playback Accuracy(%)	98.47	Playback Accuracy(%)	99.73	Playback Accuracy(%)	100.00
Scheduled Events	922	Scheduled Events	326	Scheduled Events	375	Scheduled Events	826
Errors	0	Errors	5	Errors	1	Errors	0

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Category Breakdown: What types of programs have we had?

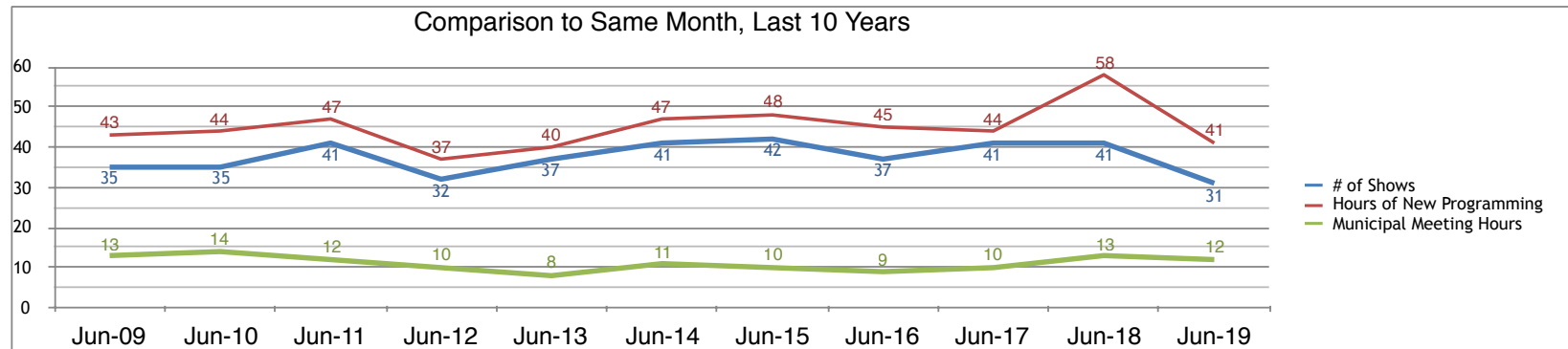
	Religion	Public Svc.	News	Entertainment	Educational	Municipal	Business	Sports	Comm. Event	Public Affairs	Other
Current Series	6	0	4	0	0	5	0	9	0	1	0
Current Specials					2				2	2	
Last 12	92	10	53	0	15	63	9	82	11	24	1
January	7	1	5	0	0	8	1	7	0	0	0
February	7	1	4	0	0	6	1	9	1	1	0
March	8	1	5	0	2	6	1	7	2	2	0
April	9	2	4	0	1	6	0	6	1	2	0
May	9	1	5	0	2	8	0	10	1	1	0
June	6	0	4	0	2	5	0	9	2	3	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:	Jun 2018	Jul 2018	Aug 2018	Sep 2018	Oct 2018	Nov 2018	Dec 2018	Jan 2019	Feb 2019	Mar 2019	Apr 2019	May 2019	June 2019
Shows:	41	23	22	25	39	32	27	29	30	29	31	37	31
Total Hours	58.32	19.55	18.56	28.82	47.11	36.06	28.91	32.44	31.61	35.65	37.28	51.64	40.92
Municipal Meeting Hours	12.96	3.73	2.36	4.94	11.87	8.50	8.53	13.59	7.38	13.33	11.85	20.49	12.37

Number of New Programs (Year to Date): **187**



Community Bulletin Board Usage

Notices Placed Last Month: **24**

Individuals & Groups Utilizing the CBB

Needham Public Library	16
Exchange Club	1
Broadmoor	1
Int'l Institute of NE	1
Artie Crocker	1
Needham Park and Recreation	1
Center at the Heights	2
Needham Farmers Market	1

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June 2019 Social Media/Streaming

Follower Count:

Number	Change	Account
845	+12	YouTube
814	+3	NCS Twitter (Needham Channel Sports)
732	+7	TNC Twitter (The Needham Channel)
519	+3	NCN Twitter (Needham Channel News)
443	—	NCN Facebook (Needham Channel News)
406	+7	Instagram (The Needham Channel)
361	+17	TNC Facebook (The Needham Channel)
220	—	NCS Facebook (Needham Channel Sports)

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
37		Instagram	NHS Graduation Pics/Video
35	6	TNC Twitter	NHS Graduation: Cap Toss Video
30		Instagram	NHS Graduation: Cap Toss Video
28		Instagram	NHS Graduation: Processional Video
23		Instagram	NHS Graduation: Processional Video w/Radley
22		NCS Twitter	RT of NHS Graduation Cap Toss Video
20		Instagram	NHS Graduation: Processional Pics/Video
17		Instagram	Girls Lax cheering on Baseball Pics
17		Instagram	NHS Graduation Opening Long Shot Pic
15		Instagram	NCN Anchor/Set Pics

Clouser Look: NHS Graduation 6/3

TNC Instagram, Twitter, FB & NCS Twitter:

27 posts, 293 likes, 18,925 impressions

10.85 likes per post, 700.93 impressions per post

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month):	332
Lifetime Views: Cloudcast/Connect/Archive.org:	58,626

Top 10 Connect (June)

80	Keep Your Kids Safe in College
52	Needham School Houses: Mitchell
30	NHS Graduation 2019
9	Needham School Committee, 5/7/19
9	Zoning Board of Appeals, 4/25/19
8	LWV Candidates' Night, 4/2/18
8	Zoning Board of Appeals, 5/16/19
6	Food, Planet Health, 6/4/19
6	LWV: Elected Boards (2015)
6	Town Meeting: Making Your Voice Count (2015)

YouTube Statistics

Total Views This Month:	8,019
Total Views (Lifetime):	1,329,623

Top 10 (June)

2,812	Your World, Bringing it Home: Building a Clothesline
607	Needham Channel Sports: NHS Baseball State Champions
263	A Brief History of Radio
144	Needham Channel News: Pools at Rosemary Complex
113	Needham Channel News: Suitcase Stories
106	Rock Stars of the Past
100	Needham Channel News: High School Graduation 2019
79	Needham Channel News: Sports Update, June 6, 2019
76	Needham Channel News: Sports Update, May 30, 2019
68	Needham Channel News: Blades Visits Needham