

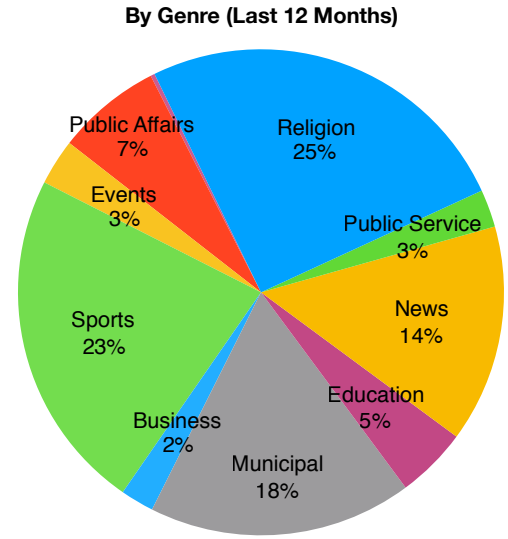
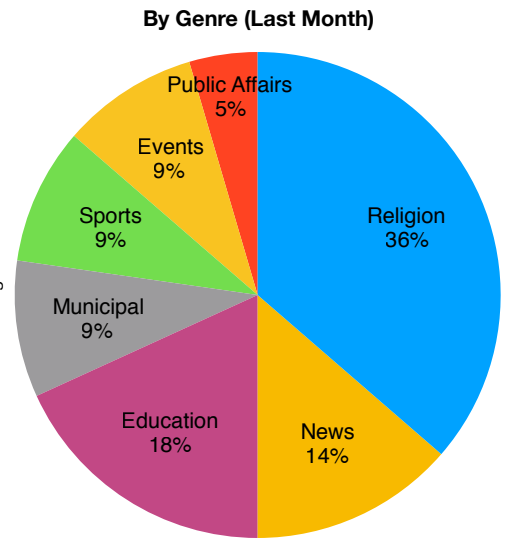
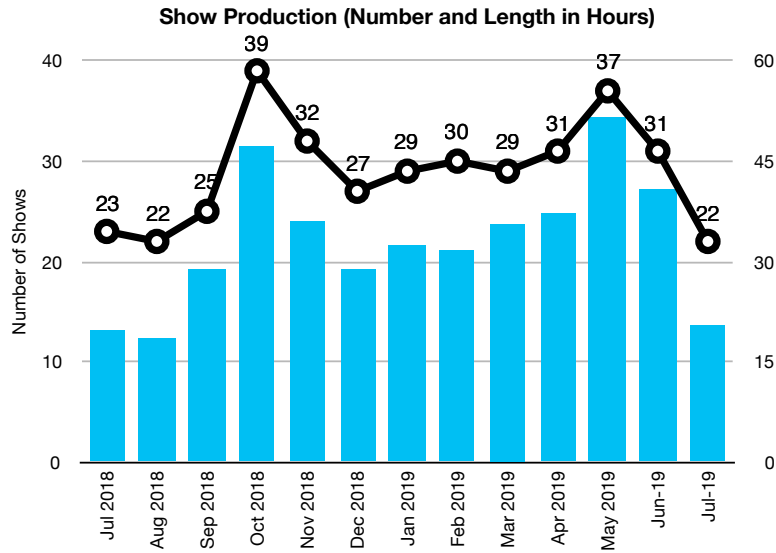
Needham Channel Production Report
July 2019
 Analysis of New Programs/Episodes

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	52.50	Access Series - Religion
	First Baptist Church	4	56.87	Access Series - Religion
	Needham Channel News	3	30	News
	Needham Channel Sports/Rockets Classics	2	116.58	Sports
	Needham School Committee	0	113.06	Municipal Meeting
	Needham School Spotlight	0	29.77	Access Series - Public Affairs
	Needham Select Board	1	76.77	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	151.08	Municipal Meeting
Specials:	Bookish	1	27.95	Education
	Fourth of July Fireworks	1	24.23	Community Event
	Fourth of July Parade	1	73.88	Community Event
	NHS Top Chef	1	32.75	Education
	Real Politicians of Beacon Hill	1	28.95	Education
	What is the ZBA? (Short)	1	12.85	Public Affairs
	NHS TV2 Documentary Trailers	1	27.57	Education
Remixed:				

Accuracy/Error Incidents:

Community Channel		Municipal Channel		Education Channel		TNC HD	
Playback Accuracy(%)	100.00	Playback Accuracy(%)	100.00	Playback Accuracy(%)	100.00	Playback Accuracy(%)	100.00
Scheduled Events	990	Scheduled Events	406	Scheduled Events	480	Scheduled Events	888
Errors	0	Errors	0	Errors	0	Errors	0

Needham Channel Production Report July 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 Series	8	0	3	0	0	2	0	2	0	0	0
Current Specials					4				2	1	
Last 12	91	9	52	0	17	63	8	82	11	25	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	8	0	3	0	4	2	0	2	2	1	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

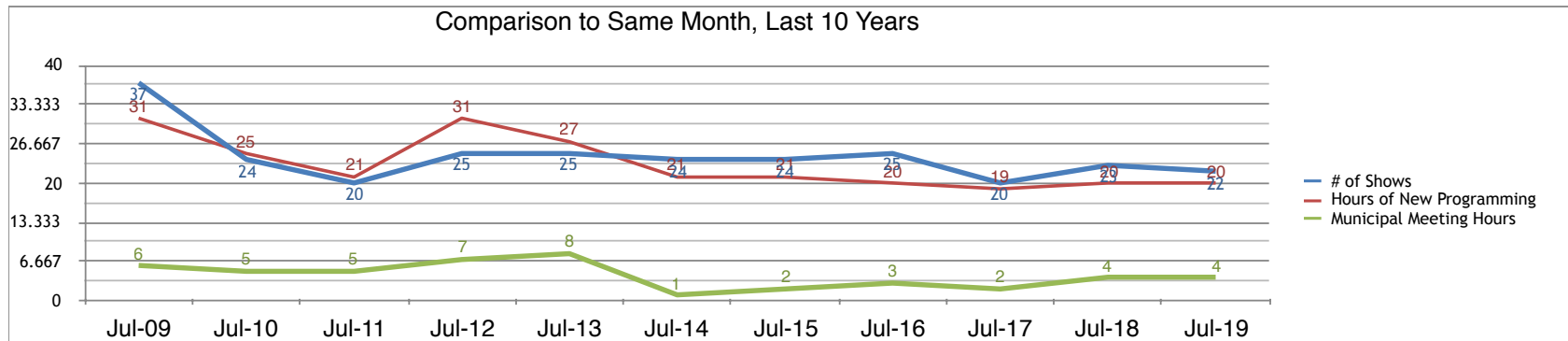
Needham Channel Production Report

July 2019

New Programs over the Past Year:

Date:	Jul 2018	Aug 2018	Sep 2018	Oct 2018	Nov 2018	Dec 2018	Jan 2019	Feb 2019	Mar 2019	Apr 2019	May 2019	Jun-19	Jul-19
Shows:	23	22	25	39	32	27	29	30	29	31	37	31	22
Total Hours	19.55	18.56	28.82	47.11	36.06	28.91	32.44	31.61	35.65	37.28	51.64	40.92	20.28
Municipal Meeting Hours	3.73	2.36	4.94	11.87	8.50	8.53	13.59	7.38	13.33	11.85	20.49	12.37	4.28

Number of New Programs (Year to Date): **209**



Community Bulletin Board Usage

Notices Placed Last Month: **32**

Individuals & Groups Utilizing the CBB

Needham Public Library	26
Needham DPW	2
Allison Borrelli	2
Charles River Center	1
National Ovarian Cancer Coalition	1

Needham Channel Production Report

July 2019

July 2019 Social Media/Streaming

Follower Count:

Number	Change	Account
860	+15	YouTube
813	-1	NCS Twitter (Needham Channel Sports)
740	+8	TNC Twitter (The Needham Channel)
522	+3	NCN Twitter (Needham Channel News)
442	-1	NCN Facebook (Needham Channel News)
431	+25	Instagram (The Needham Channel)
374	+14	TNC Facebook (The Needham Channel)
218	-2	NCS Facebook (Needham Channel Sports)

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
36		Instagram	4th of July Parade: Plugged In Video & Misc Pics
26		Instagram	4th of July Parade: Fire Trucks Video & Misc Pics
26		Instagram	4th of July Parade: Denise Garlick Pic
25		Instagram	4th of July Parade: On-Air Personalities Pics
19		Instagram	4th of July Parade: Silent Sentinels Video & Misc Pics
17		Instagram	Chris wears Kemba Walker UConn Jersey Pic
16	1	TNC Twitter	4th of July Parade: Talent & Crew Pic
16		Instagram	4th of July Parade: Misc Video and Pics
15		Instagram	4th of July Parade: Old School TNC Pic
14		Instagram	4th of July Parade: Chief Condon Pic

Closer Look: 4th of July Parade
 TNC Instagram and Twitter:
 19 posts, 254 likes, 8,112 impressions
 13.37 likes per post, 426.95 impressions per post

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 498
 Lifetime Views: Cloudcast/Connect/Archive.org: 64,060

Top 10 Connect (July)

258	Independence Day Fireworks
48	Independence Day Parade
13	METCO: Yesterday. Today. Tomorrow.
12	Needham School Committee, 6/4/19
12	Needham School Committee, 5/21/19
9	Needham Select Board, 7/23/19
8	Candidates Night 2018, 4/2/18
8	Needham Annual Town Meeting, 5/7/18
7 (tie)	Needham Select Board, 6/25/19
	Needham LWV: Elected Boards
	Sarah McBride: Why Yes on 3?

YouTube Statistics

Total Views This Month: 7,531
 Total Views (Lifetime): 1,337,458

Top 10 (July)

3,091	Your World, Bringing it Home: Building a Clothesline
321	A Brief History of Radio
289	Needham Channel Sports: NHS Baseball State Champions
169	Needham Channel News: Needham Carnival 2019
148	Rock Stars of the Past
103	Needham Channel News: Needham Carnival 2018
91	Needham Channel News: Pools at Rosemary Complex
72	Needham Channel News: Post Office Careers
61	Needham Channel News: Project V.A.N. 2019
56	Your World, Bringing it Home: Crabapple Jelly