

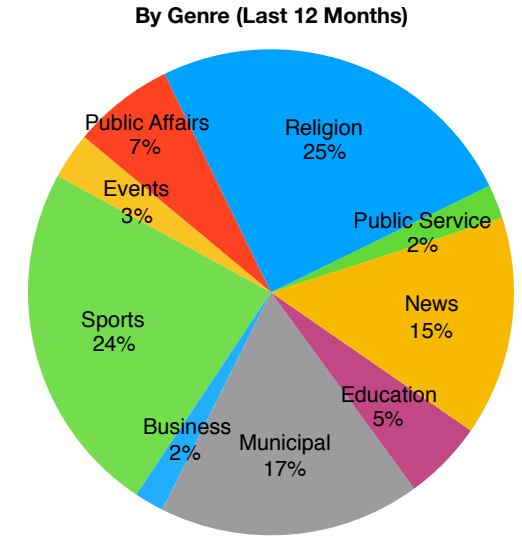
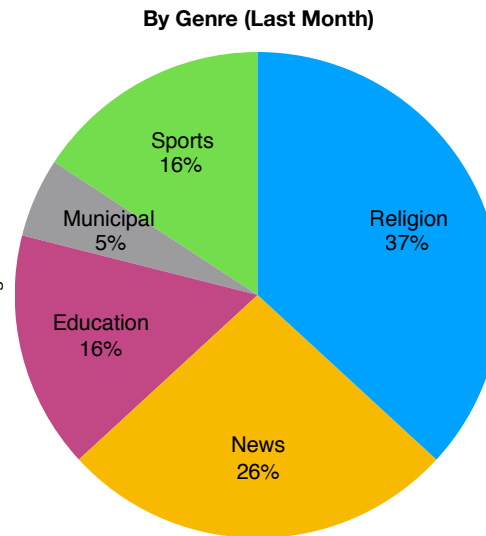
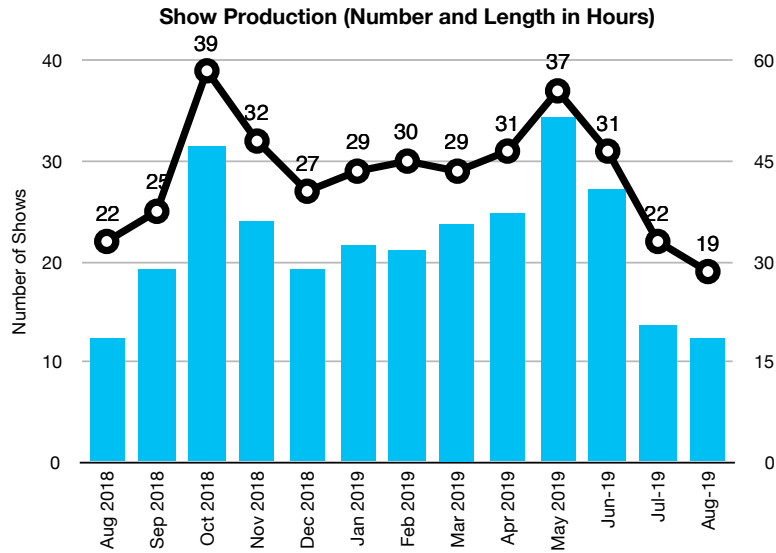
Needham Channel Production Report
August 2019
 Analysis of New Programs/Episodes

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	3	57.99	Access Series - Religion
	First Baptist Church	4	67.96	Access Series - Religion
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	3	90.12	Sports
	Needham School Committee	0	113.06	Municipal Meeting
	Needham School Spotlight	0	29.77	Access Series - Public Affairs
	Needham Select Board	1	76.28	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	0	151.08	Municipal Meeting
Specials:	Needham School Houses - Hillside (short)	1	8.25	Education
	NHS Documentaries	2	79.31	Education
Remixed:				

Accuracy/Error Incidents: Power Outages at the studio knocked our programming off the air several times this past month: August 1 from 1:30-4:30pm, and August 4 from 6:30am to noon. Another power fluctuation knocked out the r

Community Channel		Municipal Channel		Education Channel		TNC HD	
Playback Accuracy(%)	98.13	Playback Accuracy(%)	94.88	Playback Accuracy(%)	98.20	Playback Accuracy(%)	98.21
Scheduled Events	1015	Scheduled Events	430	Scheduled Events	444	Scheduled Events	894
Errors	19	Errors	22	Errors	8	Errors	16

Needham Channel Production Report August 2019



Category Breakdown: What types of programs have we had?

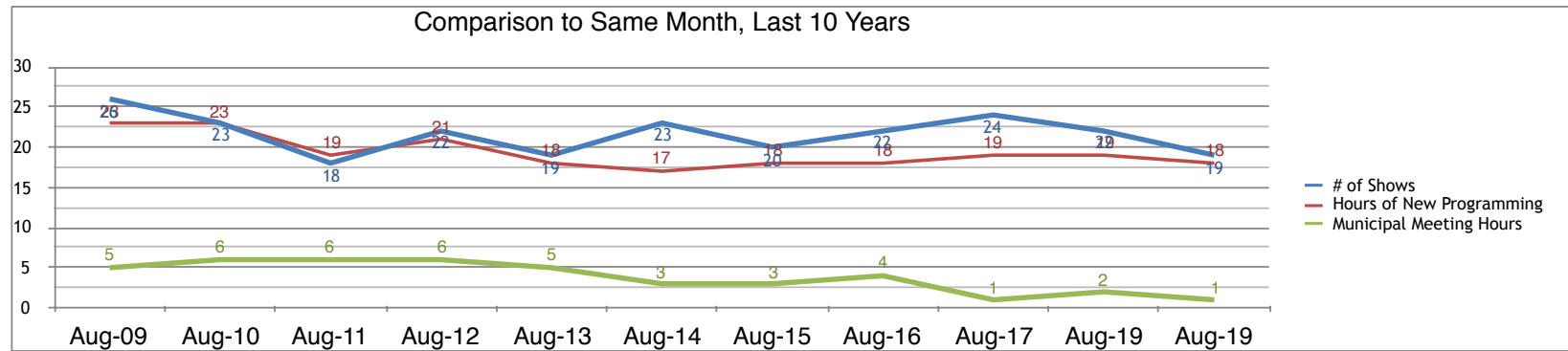
	Religion	Public Svc.	News	Entertainment	Educational	Municipal	Business	Sports	Comm. Event	Public Affairs	Other
Current Series	7	0	5	0	0	1	0	3	0	0	0
Current Specials					3						
Last 12	89	8	52	0	19	62	7	84	11	24	0
January	7	1	5	0	0	8	1	7	0	0	0
February	7	1	4	0	0	6	1	9	1	1	0
March	8	1	5	0	2	6	1	7	2	2	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	7	0	5	0	3	1	0	3	0	0	0
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 August 2019

New Programs over the Past Year:

Date:	Aug 2018	Sep 2018	Oct 2018	Nov 2018	Dec 2018	Jan 2019	Feb 2019	Mar 2019	Apr 2019	May 2019	Jun-19	Jul-19	Aug-19
Shows:	22	25	39	32	27	29	30	29	31	37	31	22	19
Total Hours	18.56	28.82	47.11	36.06	28.91	32.44	31.61	35.65	37.28	51.64	40.92	20.28	18.49
Municipal Meeting Hours	2.36	4.94	11.87	8.50	8.53	13.59	7.38	13.33	11.85	20.49	12.37	4.28	1.27

Number of New Programs (Year to Date): **228**



Community Bulletin Board Usage

Notices Placed Last Month: **33**

Individuals & Groups Utilizing the CBB

Needham Public Library	26
MBTA	1
Allison Borrelli	1
Needham Public Health Department	1
Touchdown Club of Needham	1
St. John's Church	1
Needham Community Council	1
Progressive Massachusetts	1

Needham Channel Production Report

August 2019

August 2019 Social Media/Streaming

Follower Count:

Number	Change	Account
873	+13	YouTube
814	+1	NCS Twitter (Needham Channel Sports)
750	+10	TNC Twitter (The Needham Channel)
527	+5	NCN Twitter (Needham Channel News)
459	+28	Instagram (The Needham Channel)
449	+7	NCN Facebook (Needham Channel News)
385	+11	TNC Facebook (The Needham Channel)
229	+11	NCS Facebook (Needham Channel Sports)

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
162		NCS FB	Football Media Day: Tyler Reid Video
150		NCS FB	Football Media Day: Ryan Villa Video
91		NCS FB	Football Media Day: Odahri Hibberts Video
39		NCS FB	Football Media Day: Team Pics
35		Instagram	Football Media Day: Team Pics
27		NCS FB	Football Media Day: Coach Kopsco Video
21	7	NCS Twitter	RT from BU Men's Lax on Jason Child
21	5	NCS Twitter	Football Media Day: Team Pics
21		Instagram	Football Media Day: Ryan Villa Video
21		Instagram	Football Practice Video
21		Instagram	Football Media Day: Coach Kopsco Video

Clouser Look: Football Media Day, Practice & Previews

TNC Instagram and NCS FB/Twitter:

21 posts, 670 likes, 19,699 impressions

31.90 likes per post, 938.05 impressions per post

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month):	365
Lifetime Views: Cloudcast/Connect/Archive.org:	66,296

YouTube Statistics

Total Views This Month:	8,864
Total Views (Lifetime):	1,348,859

Top 10 Connect (August)

32	Needham School Houses: Hillside
31	Needham School Committee, 6/18/19
17	Zoning Board of Appeals, 7/11/19
15	Becoming A Green Community, 11/10/18
15	Needham School Committee, 6/4/19
14	Candidates Night 2018, 4/2/18
13	Needham Annual Town Meeting, 5/6/19, pt. 1
12	Needham Annual Town Meeting, 5/13/19
11	Gun Violence - A Public Health Crisis - 9/27/18
9	LWV Friday Forum, 9/18/15

Top 10 (August)

2,939	Your World, Bringing it Home: Building a Clothesline
574	A Brief History of Radio
328	Your World, Bringing it Home: Crabapple Jelly
239	Needham Channel News: Chef Mike's
219	Needham Channel Sports: NHS Baseball State Champions
141	Rock Stars of the Past
135	Needham Channel News: St. Joseph's Summer Theatre - HS Musical
108	Needham Channel News: Fredericka Mary - Baby Safe Havens
96	Needham Channel News: Post Office Careers
80	Needham Channel News: Sports Update - 8/22/19