

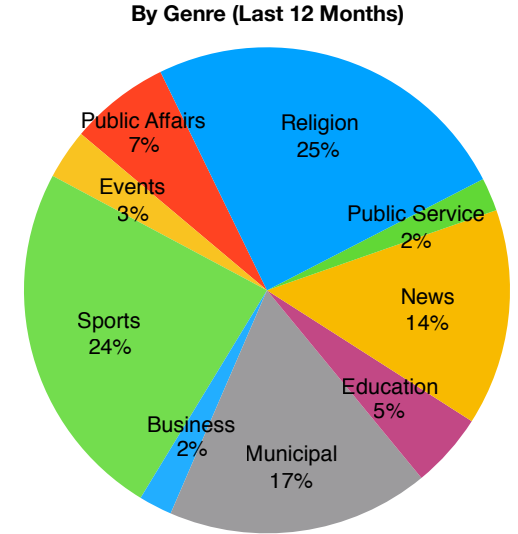
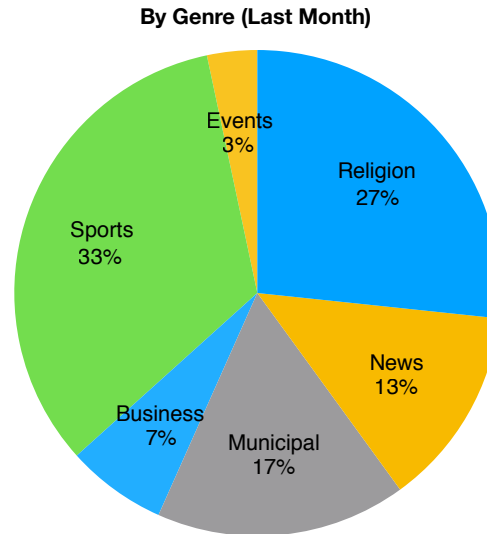
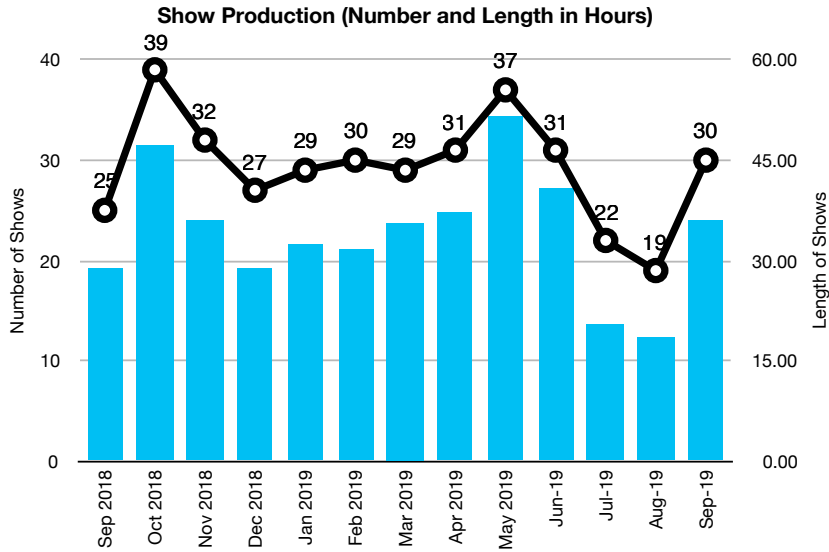
Needham Channel Production Report
September 2019
 Analysis of New Programs/Episodes

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	57.36	Access Series - Religion
	First Baptist Church	4	62.59	Access Series - Religion
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	10	95.75	Sports
	Needham School Committee	1	80.5	Municipal Meeting
	Needham School Spotlight	0	29.77	Access Series - Public Affairs
	Needham Select Board	2	61	Municipal Meeting
	Preventing Domestic Violence in Needham	0	30	Access Series - Public Service
	Rockets Report	0	30	Sports
	What's My House Worth?	1	25.67	Access Series - Business
	Zoning Board of Appeals	1	171.43	Municipal Meeting
Specials:	Functional Medicine for a Healthier You	1	19.35	Business
	Haddock-McLeod Memorial Dedication, 9/14/19	1	18.77	Community Event
	Planning Board Public Hearing, 9/17/19	1	164.83	Municipal Meeting
Remixed:				

Accuracy/Error Incidents:

Community Channel		Municipal Channel		Education Channel		TNC HD	
Playback Accuracy(%)	99.90	Playback Accuracy(%)	98.52	Playback Accuracy(%)	99.52	Playback Accuracy(%)	99.55
Scheduled Events	967	Scheduled Events	405	Scheduled Events	414	Scheduled Events	896
Errors	1	Errors	6	Errors	2	Errors	4

Needham Channel Production Report September 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	4	0	0	4	1	10	0	0	0
Current Specials						1	1		1		
Last 12	89	8	52	0	18	63	8	87	12	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	0	5	2	10	1	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

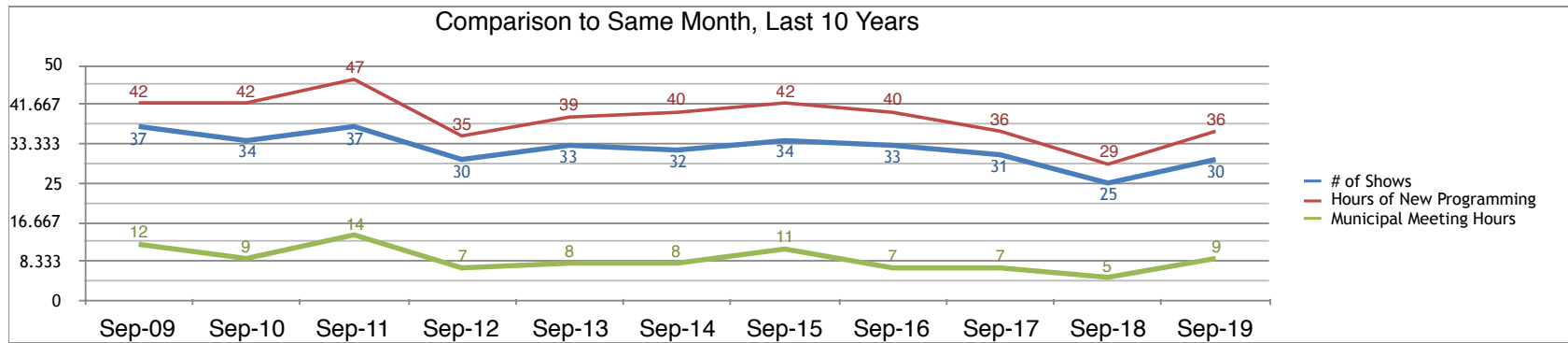
Needham Channel Production Report

September 2019

New Programs over the Past Year:

Date:	Sep 2018	Oct 2018	Nov 2018	Dec 2018	Jan 2019	Feb 2019	Mar 2019	Apr 2019	May 2019	Jun-19	Jul-19	Aug-19	Sep-19
Shows:	25	39	32	27	29	30	29	31	37	31	22	19	30
Total Hours	28.82	47.11	36.06	28.91	32.44	31.61	35.65	37.28	51.64	40.92	20.28	18.49	36.00
Municipal Meeting Hours	4.94	11.87	8.50	8.53	13.59	7.38	13.33	11.85	20.49	12.37	4.28	1.27	8.98

Number of New Programs (Year to Date): **229**



Community Bulletin Board Usage

Notices Placed Last Month: **33**

Individuals & Groups Utilizing the CBB

Needham Public Library	23
Needham Public Health Department	4
Allison Borrelli	3
Center at the Heights	1
Needham Newton Chamber	1
First Light Home Care	1

Needham Channel Production Report

September 2019

August 2019 Social Media/Streaming

Follower Count:

Number	Change	Account
892	+19	YouTube
839	+35	NCS Twitter (Needham Channel Sports)
767	+17	TNC Twitter (The Needham Channel)
538	+11	NCN Twitter (Needham Channel News)
481	+22	Instagram (The Needham Channel)
452	+3	NCN Facebook (Needham Channel News)
386	+1	TNC Facebook (The Needham Channel)
233	+4	NCS Facebook (Needham Channel Sports)

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
51	2	NCN FB	School Comm 9/17: Aiden Michelow Post Meeting Video
28		Instagram	Football Home Opener 9/13: Sunset Pic
21	4	NCS Twitter	Football at Weymouth 9/28: Tyler Reid 74 yd TD Video
19		Instagram	Memorial Park Ribbon Cutting Video
18		Instagram	Memorial Park Ribbon Cutting Pic
18		Instagram	What's My House Worth: Project Highland Ep.1 Pics
17		Instagram	Football Opener at Natick 9/6: Warmups Video & Pics
15	1	NCS Twitter	F.Hockey vs. Westwood 9/23: Ashley Marshall Goal Video
14		Instagram	Girls Soccer Opener vs. Natick 9/5: Goal Videos
13		NCS Twitter	G.Soccer vs. Marshfield 9/16: Caroline Hood Goal Video

Closer Look: Aiden Michelow Post School Comm. Vid 9/17:

TNC Insta & NCN FB/Twitter: 3 posts, 65 likes, 1,677 impressions

Extra: NCS Twitter - Over 108,000 impressions

6 Final Score Posts: 26,395 impressions, 4,399 per post

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month):	546
Lifetime Views: Cloudcast/Connect/Archive.org:	66,296

YouTube Statistics

Total Views This Month:	9,122
Total Views (Lifetime):	1,355,444

Top 11 Connect (September)

119	METCO: Yesterday. Today. Tomorrow.
51	What's My House Worth: Project Highland, Episode 1
40	Needham Planning Board, 9/17/19
20	Functional Medicine for a Healthier You
18	Needham Select Board, 9/24/19
14	Needham School Committee, 9/17/19
13	Celebrating Francis Perkins, 4/8/18
13	Needham Annual Town Meeting, 5/7/18
13	Needham LWV: Elected Boards
9	Needham Annual Town Meeting, 5/9/18
9	Needham School Committee, 6/18/19

Top 10 (September)

1,803	Your World, Bringing it Home: Building a Clothesline
1,060	A Brief History of Radio
1,049	Your World, Bringing it Home: Crabapple Jelly
505	Needham Channel News: New in Needham Schools
174	Needham Channel Sports: NHS Baseball State Champions
96	Needham Channel News: Sports Update - 9/12/19
81	Needham Channel News: Post Office Careers
75	Needham Channel News: Book Looks - One Second After
72	Charles River Center 5K
68	Needham Channel News: Sports Update - 9/19/19