

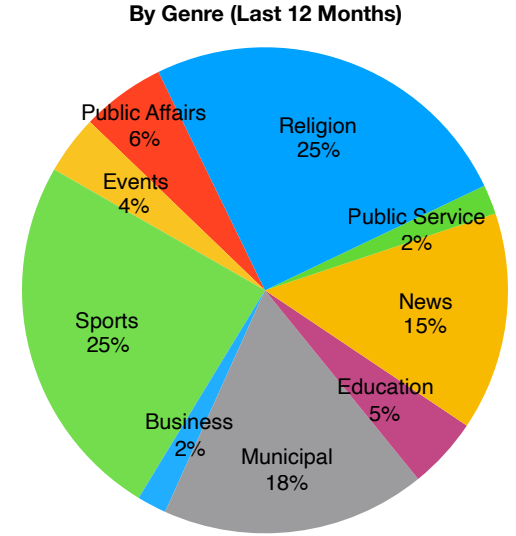
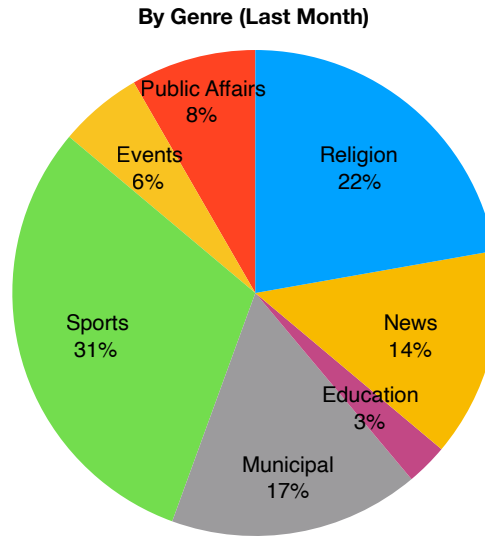
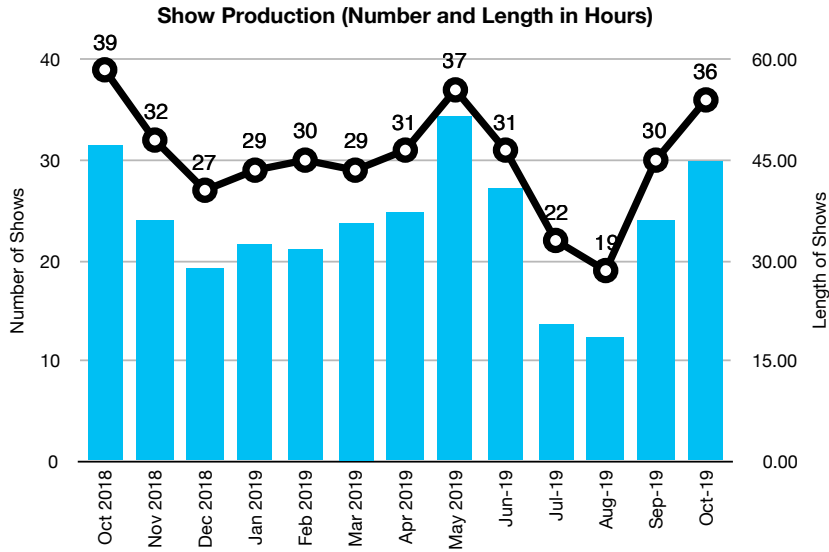
Needham Channel Production Report  
**October 2019**  
 Analysis of New Programs/Episodes

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	59.81	Access Series - Religion
	First Baptist Church	4	74.67	Access Series - Religion
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	10	105.47	Sports
	Needham School Committee	2	84.59	Municipal Meeting
	Needham School Spotlight	1	27.66	Access Series - Public Affairs
	Needham Select Board	2	75.23	Municipal Meeting
	Preventing Domestic Violence in Needham	0	30	Access Series - Public Service
	Rockets Report	1	20.28	Sports
	What's My House Worth?	0	30	Access Series - Business
	Zoning Board of Appeals	1	122.32	Municipal Meeting
Specials:	From Home to the Dome, Episode 1 (10/31/19)	1	30	Public Affairs
	Memorial Park Building Dedication, 9/20/19 (10/11/19)	1	12.13	Community Event
	Select Board Goals (10/18/19)	1	25.97	Public Affairs
	Sunita Williams Dedication Events (10/24/19)	1	120	Community Event
	Town Meeting, 10/28/19	1	192.38	Municipal Meeting
	Women's Suffrage in Needham, 10/3/19 (10/7/19)	1	67.2	Education
Remixed:				

**Accuracy/Error Incidents:**

Community Channel		Municipal Channel		Education Channel		TNC HD	
<b>Playback Accuracy(%)</b>	<b>99.39</b>	<b>Playback Accuracy(%)</b>	<b>97.03</b>	<b>Playback Accuracy(%)</b>	<b>100.00</b>	<b>Playback Accuracy(%)</b>	<b>99.77</b>
Scheduled Events	984	Scheduled Events	370	Scheduled Events	466	Scheduled Events	878
Errors	6	Errors	11	Errors	0	Errors	2

# Needham Channel Production Report October 2019



## Category Breakdown: What types of programs have we had?

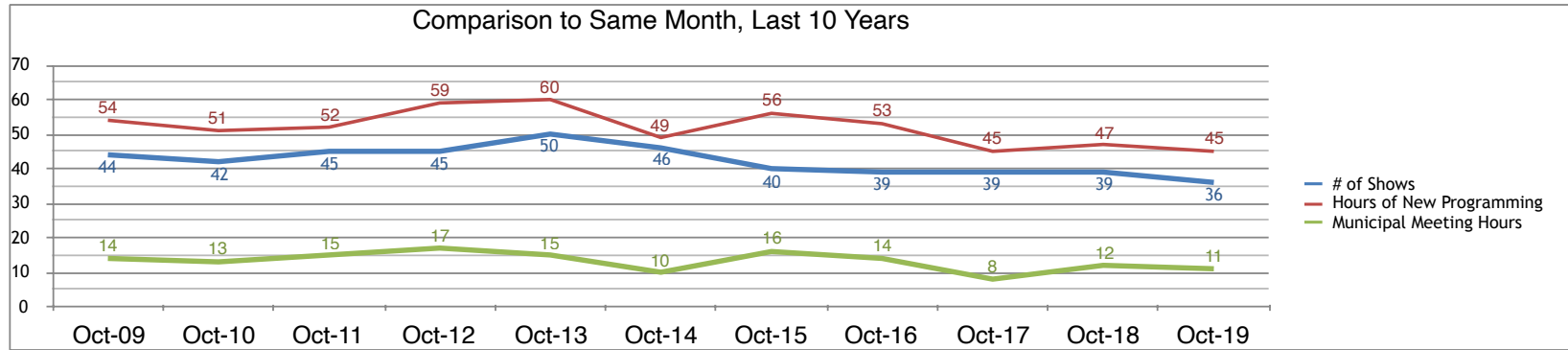
	Religion	Public Svc.	News	Entertainment	Educational	Municipal	Business	Sports	Comm. Event	Public Affairs	Other
Current Series	8	0	5	0	0	5	0	11	0	1	0
Current Specials					1	1			2	2	
<b>Last 12</b>	<b>90</b>	<b>7</b>	<b>52</b>	<b>0</b>	<b>17</b>	<b>63</b>	<b>7</b>	<b>88</b>	<b>14</b>	<b>20</b>	<b>0</b>
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
<b>October</b>	<b>8</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>1</b>	<b>6</b>	<b>0</b>	<b>11</b>	<b>2</b>	<b>3</b>	<b>0</b>
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 October 2019

**New Programs over the Past Year:**

Date:	Oct 2018	Nov 2018	Dec 2018	Jan 2019	Feb 2019	Mar 2019	Apr 2019	May 2019	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19
Shows:	39	32	27	29	30	29	31	37	31	22	19	30	36
Total Hours	47.11	36.06	28.91	32.44	31.61	35.65	37.28	51.64	40.92	20.28	18.49	36.00	44.67
Municipal Meeting Hours	11.87	8.50	8.53	13.59	7.38	13.33	11.85	20.49	12.37	4.28	1.27	8.98	10.57

Number of New Programs (Year to Date): **294**



**Community Bulletin Board Usage**

Notices Placed Last Month: **28**

**Individuals & Groups Utilizing the CBB**

Needham Public Library	23
First Parish Church	1
Allison Borrelli	1
SPAN	1
Minuteman School	1
Distinguished Career Awards Committee	1

Needham Channel Production Report

October 2019

October 2019 Social Media/Streaming

**Follower Count:**

Number	Change	Account
909	+17	YouTube
846	+7	NCS Twitter (Needham Channel Sports)
779	+12	TNC Twitter (The Needham Channel)
544	+6	NCN Twitter (Needham Channel News)
496	+15	Instagram (The Needham Channel)
454	+2	NCN Facebook (Needham Channel News)
387	+1	TNC Facebook (The Needham Channel)
235	+2	NCS Facebook (Needham Channel Sports)

**Top 11 Social Media Posts**

Likes	Re-Tweets	Account	Post
104	10	NCN FB	NCN Video: CRC Horticulture Program PKG
33		Instagram	Sunita Williams School Dedication Pics
27	2	TNC FB	Program Tease Pic: Basil Tofu Lettuce Wrap
27		NCS FB	10/10 Sportscast Video: FB at Braintree/GVB Dig Pink
24		Instagram	Program Tease Pic: 94 Thanksgiving FB Roundtable
22		Instagram	Harvest Fair Pics: TNC Table
19		Instagram	NCN Pic: Halloween Avengers Anchors
14	1	Instagram	Harvest Fair Pic: TNC Winter Hats
14		Instagram	Harvest Fair Tease
12	2	NCS Twitter	Program Tease Pic: 94 Thanksgiving FB Roundtable
12		Instagram	Special Town Meeting Pic

**Closer Look: Tease Pic from 10/21 - 94 Thanksgiving FB Special**  
 Insta/NCS Twitter & FB: 3 posts, 46 likes, 3,217 impressions  
*Extra: CRC Horticulture Program NCN Video on FB*  
 104 likes on 134 impressions (77.6% liked)

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

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

**YouTube Statistics**

Total Views This Month: 9,083  
 Total Views (Lifetime): 1,364,524

**Top 10 Connect (October)**

- 81 Sunita Williams School Dedication, Oct 2019
- 55 Rockets Report: Cancer Awareness
- 41 Needham School Committee, 10/2/19
- 41 What's My House Worth: Project Highland, Episode 1
- 31 Needham Select Board, 9/24/19
- 26 Needham Planning Board, 9/17/19
- 26 METCO: Yesterday. Today. Tomorrow.
- 25 Needham Select Board, 10/1/19
- 21 Select Board Goals 2020 (October 2019)
- 20 Needham School Committee, 9/17/19

**Top 10 (October)**

- 1,357 Your World, Bringing it Home: Building a Clothesline
- 846 A Brief History of Radio
- 332 Your World, Bringing it Home: Crabapple Jelly
- 331 Needham Channel News: CRC Horticulture Program
- 290 Needham Channel News: Harvest Fair 2019
- 215 NHS Baseball D1 State Champions
- 142 Needham Channel News: Sunita Williams Elementary Dedication
- 131 Needham Channel News: Sports Update - 10/10/19
- 128 Needham Channel News: Sports Update - 10/17/19
- 119 Needham Channel News: Flu Clinics 2019