

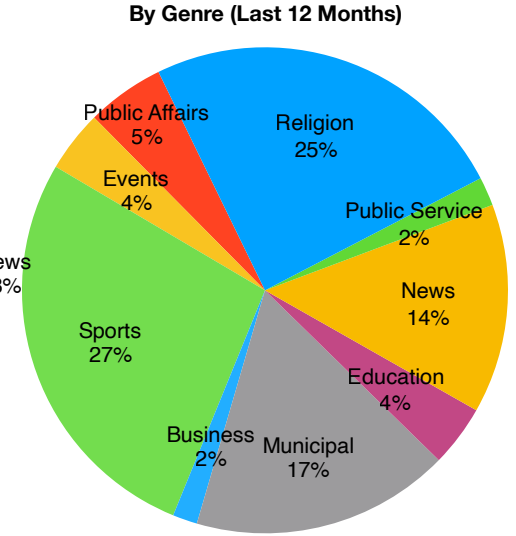
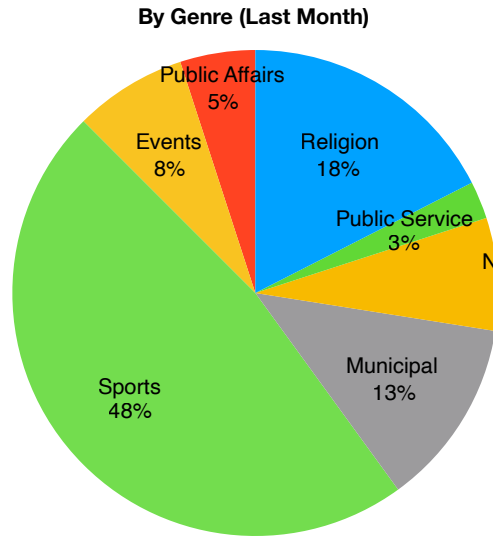
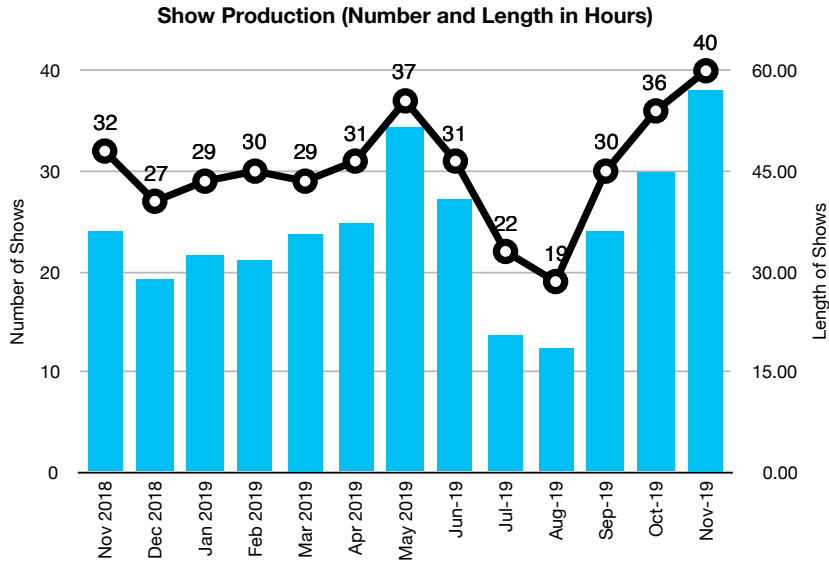
Needham Channel Production Report
November 2019
 Analysis of New Programs/Episodes

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	3	75.07	Access Series - Religion
	First Baptist Church	4	63.08	Access Series - Religion
	Needham Channel News	3	30	News
	Needham Channel Sports/Rockets Classics	18	101	Sports
	Needham School Committee	2	131.09	Municipal Meeting
	Needham School Spotlight	0	27.66	Access Series - Public Affairs
	Needham Select Board	2	105.28	Municipal Meeting
	Preventing Domestic Violence in Needham	0	30	Access Series - Public Service
	Rockets Report	0	20.28	Sports
	What's My House Worth?	0	30	Access Series - Business
	Zoning Board of Appeals	1	122.32	Municipal Meeting
Specials:	A Game to Remember	1	116.83	Sports
	Admiral Gracey Dedication Ceremony	1	19.35	Community Event
	Fandrey Bridge Dedication Ceremony	1	42.2	Community Event
	Progressive Needham: Medicare 4 All Forum, 10/25/19 (11/7/19)	1	95.8	Public Affairs
	Reproductive Rights Forum, 11/6/9 (11/22/19)	1	94.2	Public Affairs
	Solarize MA, Needham Kick-off 10/23/19 (11/14/19)	1	43.88	Public Service
	Veterans Day Observances 2019	1	32.2	Community Event
Remixed:				

Accuracy/Error Incidents: 11/12 - Select Board Live Meeting no audio on 1st 20 minutes for Comcast/RCN, distortion on Verizon

Community Channel		Municipal Channel		Education Channel		TNC HD	
Playback Accuracy(%)	99.77	Playback Accuracy(%)	98.75	Playback Accuracy(%)	100.00	Playback Accuracy(%)	99.44
Scheduled Events	858	Scheduled Events	480	Scheduled Events	478	Scheduled Events	712
Errors	2	Errors	6	Errors	0	Errors	4

Needham Channel Production Report November 2019



Category Breakdown: What types of programs have we had?

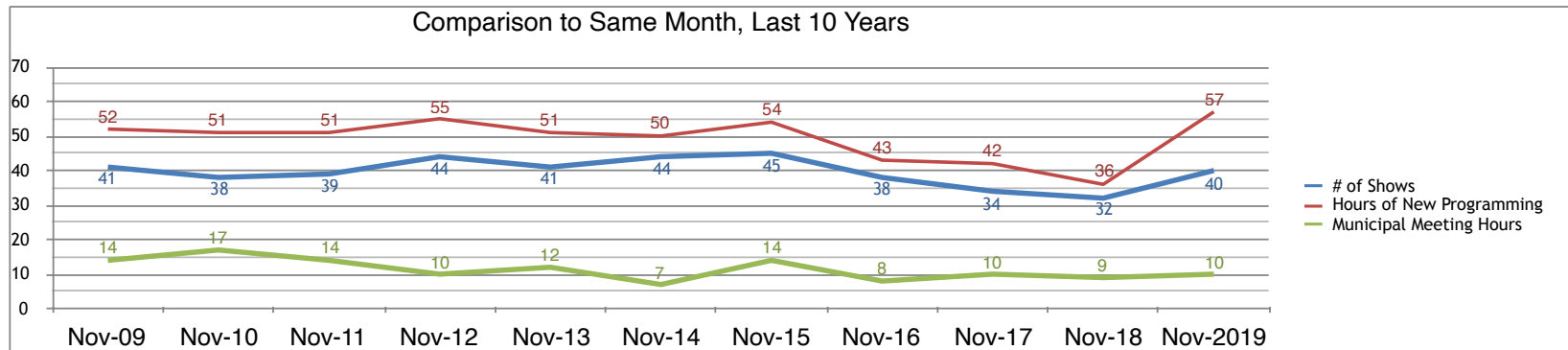
	Religion	Public Svc.	News	Entertainment	Educational	Municipal	Business	Sports	Comm. Event	Public Affairs	Other
Current Series	7	0	3	0	0	5	0	18	0	0	0
Current Specials		1						1	3	2	
Last 12	90	7	51	0	15	63	6	100	15	19	0
January	7	1	5	0	0	8	1	7	0	0	0
February	7	1	4	0	0	6	1	9	1	1	0
March	8	1	5	0	2	6	1	7	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	8	0	5	0	1	6	0	11	2	3	0
November	7	1	3	0	0	5	0	19	3	2	0
December	6	0	4	0	0	5	1	7	0	4	0

Needham Channel Production Report November 2019

New Programs over the Past Year:

Date:	Nov 2018	Dec 2018	Jan 2019	Feb 2019	Mar 2019	Apr 2019	May 2019	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19
Shows:	32	27	29	30	29	31	37	31	22	19	30	36	40
Total Hours	36.06	28.91	32.44	31.61	35.65	37.28	51.64	40.92	20.28	18.49	36.00	44.67	57.08
Municipal Meeting Hours	8.50	8.53	13.59	7.38	13.33	11.85	20.49	12.37	4.28	1.27	8.98	10.57	9.92

Number of New Programs (Year to Date): **334**



Community Bulletin Board Usage

Notices Placed Last Month: **39**

Individuals & Groups Utilizing the CBB

	Needham Public Library <u>27</u>
	Center at the Heights <u>1</u>
	Allison Borrelli <u>1</u>
	Congregational Church <u>1</u>
	Needham Cultural Council <u>1</u>
	First Light Home Care <u>1</u>
	Minuteman HS <u>1</u>
	Needham Diversity Initiative <u>2</u>
	Needham Women's Club <u>1</u>
Substance Abuse Alliance <u>1</u>	
Needham Rotary Club <u>1</u>	
Temple Beth Shalom <u>1</u>	

Needham Channel Production Report

November 2019

November 2019 Social Media/Streaming

Follower Count:

Number	Change	Account
924	+15	YouTube
881	+35	NCS Twitter (Needham Channel Sports)
790	+11	TNC Twitter (The Needham Channel)
553	+9	NCN Twitter (Needham Channel News)
515	+19	Instagram (The Needham Channel)
455	+1	NCN Facebook (Needham Channel News)
432	+45	TNC Facebook (The Needham Channel)
236	+1	NCS Facebook (Needham Channel Sports)

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
89	9	NCS Twitter	Girls Volleyball State Title: Daly Johnson Video
54	8	NCS Twitter	Girls Volleyball State Title: Lila Carr Video
51	5	NCS Twitter	Girls Volleyball Section Title: Daly Johnson Video
41		Instagram	Girls Volleyball State Title: Trophy at SC Pic
36	8	NCS Twitter	Girls Volleyball State Title: Coach Chaloff Video #1
36	3	NCS Twitter	Girls Volleyball State Title: How Does it Feel Video
35	5	NCS Twitter	Girls Volleyball Section Title: Victory Video
28	5	NCS Twitter	Girls Volleyball Section Title: Coach Chaloff Video #1
27	6	NCS Twitter	Girls Volleyball Section Title: Coach Chaloff Video #2
27		Instagram	Girls Volleyball State Title: Team at SC Pic

Closer Look: Girls Volleyball State/Section Titles, 11/9 & 11/16
 Postgame interviews on NCS Twitter:
 8 posts: 324 likes, 49 retweets, 36,595 impressions, 16,238 media views
Per Post: 40.5 likes, 6.12 RT, 4,574 impressions, 2,030 media views

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 644
 Lifetime Views: Cloudcast/Connect/Archive.org: 80,051

Top 10 Connect (November)

91	A Game to Remember: Thanksgiving 1994
72	The Needham/Wellesley Football Rivalry - Three Decades of Turkey TV
55	Thanksgiving Football 2019
43	Needham School Committee - 11/5/19
32	Needham Select Board - 10/16/19
29	Medicare 4 All Forum - 10/24/19
23	Sunita L. Williams School Dedication - October 2019
22	Rockets Report - Episode 2
16	Zoning Board of Appeals - 10/17/19
15	Thanksgiving Football - 11/22/18

YouTube Statistics

Total Views This Month: 9,661
 Total Views (Lifetime): 1,343,212

Top 10 (November)

1,049	Your World, Bringing it Home: Building a Clothesline
788	A Brief History of Radio
227	NHS Baseball D1 State Champions
211	Needham Channel News: Woodworks By Topher Cox
210	Needham Channel News: Sports Update - 10/31/19
189	Needham Channel News: Sports Update - 11/21/19
128	Needham Channel News: Sports Update - 11/7/19
122	Needham Channel News: RAD Class
121	Needham Channel News: Sports Update - 11/14/19
118	Needham Channel News: Gas Leaks in Needham