

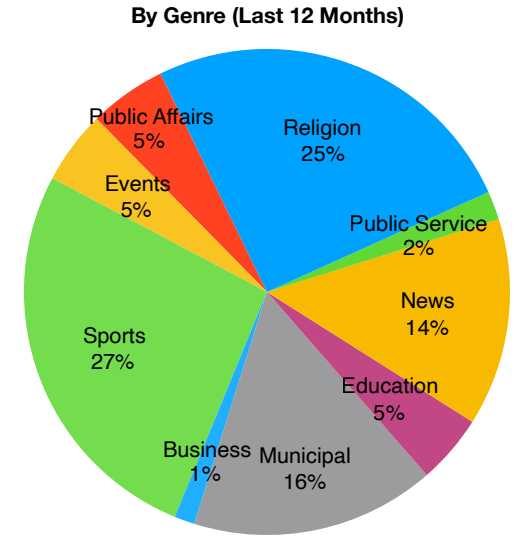
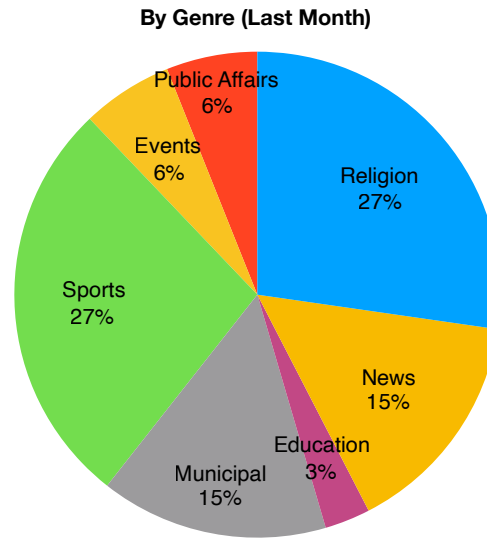
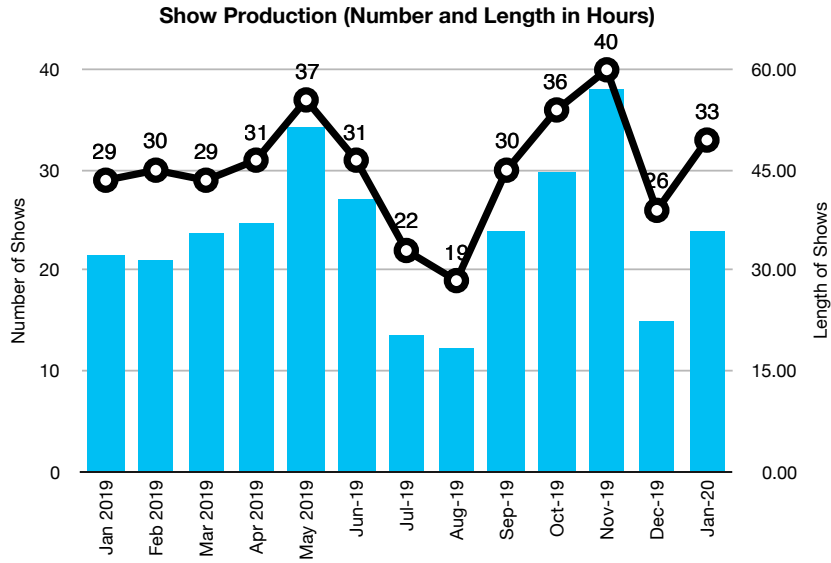
Needham Channel Production Report January 2020

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	70.61	Access Series - Religion
	First Baptist Church	5	64.56	Access Series - Religion
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	9	72.29	Sports
	Needham School Committee	3	105.47	Municipal Meeting
	Needham School Spotlight	1	25.54	Access Series - Public Affairs
	Needham Select Board	2	84.83	Municipal Meeting
	Preventing Domestic Violence in Needham	0	30	Access Series - Public Service
	Rockets Report	0	30	Sports
	What's My House Worth?			Access Series - Business
	Zoning Board of Appeals			Municipal Meeting
Specials:	Patrick and Patricia Good Person Award 2020	1	20.08	Community Event
	Martin Luther King Jr Day 2020 (1/30/20)	1	97.82	Community Event
	Needham Heights Neighborhood Association: Re-Zoning 1/27/20 (1/28/20)	1	127.77	Public Affairs
	Needham School Houses: Kimball School (short)	1	5.45	Education
Remixed:				

Accuracy/Error Incidents:

Community Channel		Municipal Channel		Education Channel		TNC HD	
Playback Accuracy(%)	99.52	Playback Accuracy(%)	99.35	Playback Accuracy(%)	99.40	Playback Accuracy(%)	99.26
Scheduled Events	1044	Scheduled Events	462	Scheduled Events	498	Scheduled Events	940
Errors	5	Errors	3	Errors	3	Errors	7

Needham Channel Production Report January 2020



Category Breakdown: What types of programs have we had?

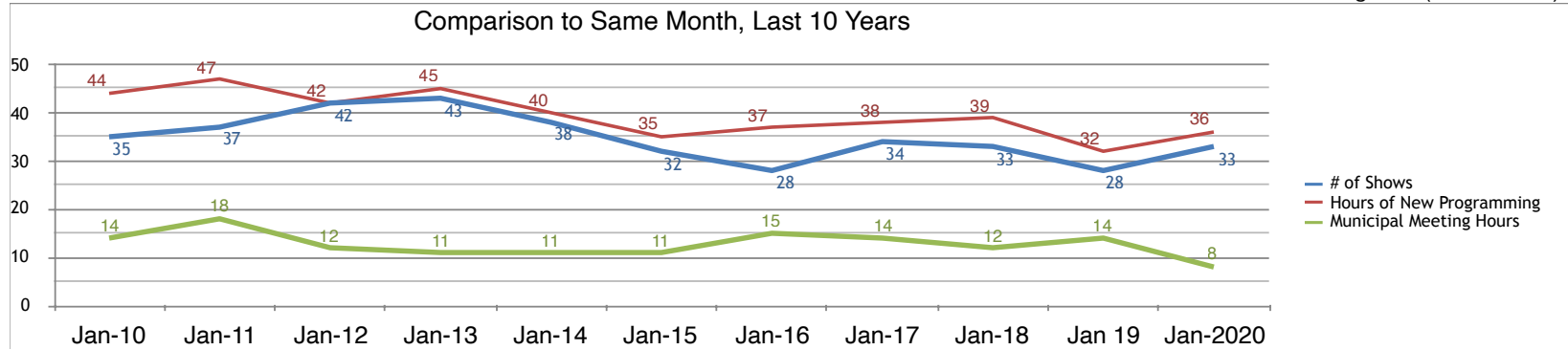
	Religion	Public Svc.	News	Entertainment	Educational	Municipal	Business	Sports	Comm. Event	Public Affairs	Other
Current Series	9	0	5	0	0	5	0	9	0	1	0
Current Specials					1				2	1	
Last 12	94	7	51	0	17	60	5	98	18	19	0
January	9	0	5	0	1	5	0	9	2	2	0
February	7	1	4	0	0	6	1	9	1	1	0
March	8	1	5	0	2	6	1	7	2	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	8	1	4	0	1	5	1	3	1	2	0

Needham Channel Production Report January 2020

New Programs over the Past Year:

Date:	Jan 2019	Feb 2019	Mar 2019	Apr 2019	May 2019	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20
Shows:	29	30	29	31	37	31	22	19	30	36	40	26	33
Total Hours	32.44	31.61	35.65	37.28	51.64	40.92	20.28	18.49	36.00	44.67	57.08	22.48	36.14
Municipal Meeting Hours	13.59	7.38	13.33	11.85	20.49	12.37	4.28	1.27	8.98	10.57	9.92	6.25	8.10

Number of New Programs (Year to Date): **33**



Community Bulletin Board Usage

Notices Placed Last Month: **43**

Individuals & Groups Utilizing the CBB

	Needham Public Library	24
	Town of Needham	6
	Needham Channel	2
	Matthew Robinson	1
	Registry of Deeds	1
	Human Rights Committee	1
	Needham Newton Regional Chamber	1
	Needham History Center	1
	Restorative Justice	1
	Needham Public Schools	1
	Rep. Denise Garlick	1
	Needham Heights Neighborhood Association	1
	Allison Borrelli	1
	Minuteman Regional School	1

Needham Channel Production Report

January 2020

January 2020 Social Media/Streaming

Follower Count:

Number	Change	Account
916	+14	YouTube
893	+25	NCS Twitter (Needham Channel Sports)
807	+15	TNC Twitter (The Needham Channel)
565	+12	NCN Twitter (Needham Channel News)
518	+12	Instagram (The Needham Channel)
458	+31	TNC Facebook (The Needham Channel)
458	+5	NCN Facebook (Needham Channel News)
240	—	NCS Facebook (Needham Channel Sports)

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
43	3	NCN FB	NCN Preview Pic: Tom Keating Book
31	4	NCS Twitter	Girls BB vs. Natick: Avery Johnson Video
29		Instagram	NN Chamber Needham Night Pics
25	2	NCS Twitter	G.Hockey vs. Braintree: Britt Nawrocki Goal Video
25		Instagram	Ruby Chan Cooking Class Pics
22	8	NCS Twitter	Boys BB vs. Brookline: John Hood Video
22		Instagram	Mike, Joe & Arnie NCN Preview Video
21	2	NCS Twitter	Girls BB vs. Natick: Needham Comeback Video
21		Instagram	NHNA Re-Zoning Meeting Pics
21		Instagram	Girls BB vs. Weymouth Video

Closer Look: 1/25 Girls Basketball vs. Natick
 NCS Twitter: 22 posts: 119 likes, 33 retweets, 29,834 impressions
 Average per post: 5.4 likes, 1.5 retweers, 1,356 impressions

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 466
 Lifetime Views: Cloudcast/Connect/Archive.org: 86,948

YouTube Statistics

Total Views This Month: 7,525
 Total Views (Lifetime): 1,357,834

Top 10 Connect (January)

- 42 From Home to the Dome (Dec 2019)
- 30 Pollard Closing Ceremony, 6/18/18
- 28 Needham LWV: Elected Boards
- 25 Town Meeting, 5/6/19 part 1
- 23 Needham School Committee, 12/17/19
- 21 Town Meeting: Making Your Voice Count
- 15 Needham School Committee, 12/10/19
- 13 Celebrating Francis Perkins, 4/8/18
- 13 METCO: Yesterday. Today. Tomorrow
- 13 Needham School Committee, 1/7/20

Top 10 (January)

- 1,139 Your World, Bringing it Home: Building a Clothesline
- 991 A Brief History of Radio
- 267 NHS Baseball D1 State Champions
- 134 Needham Channel News: RAD Class
- 119 Needham Channel News: Post Office Careers
- 108 Needham Channel News: Sports Update - 1/9/20
- 91 Needham Channel News: New School Name
- 82 NHS Unified Basketball
- 81 Clelia's Cucina Italiana: Insalata di Finocchio e Arancia
- 72 Book Looks "One Second After"