

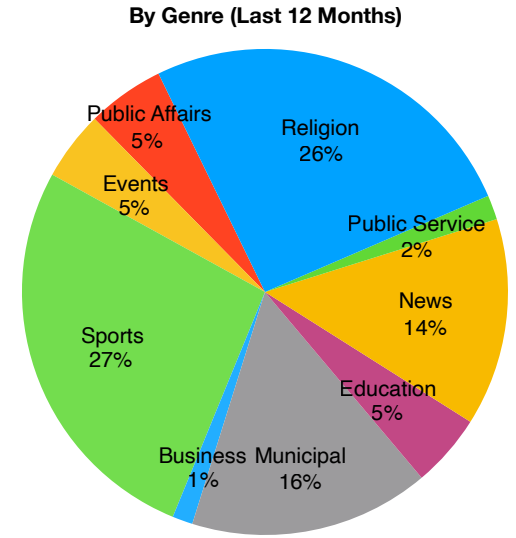
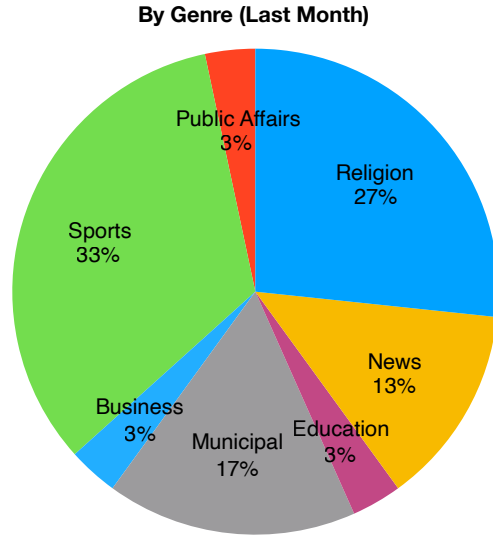
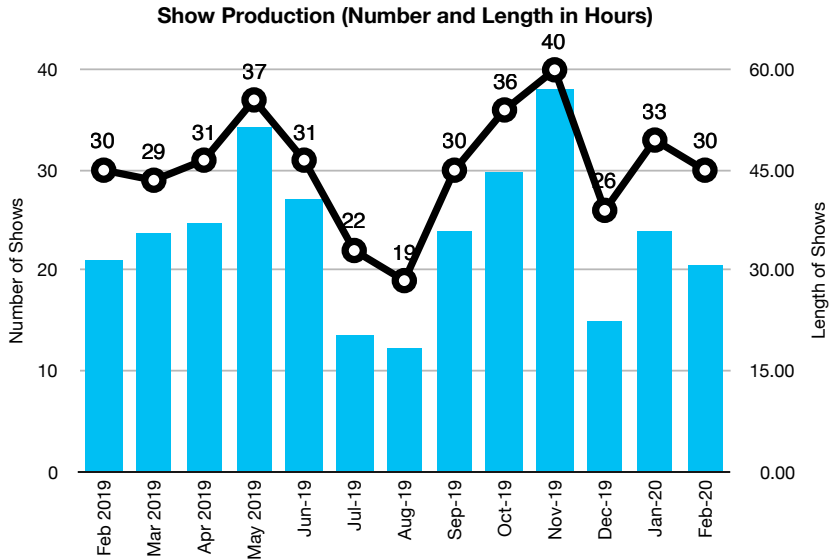
## Needham Channel Production Report February 2020

| Type      | Title                                   | # | Avg. Length in Minutes | Category                       |
|-----------|-----------------------------------------|---|------------------------|--------------------------------|
| Series:   | Carter Church Service                   | 4 | 62.32                  | Access Series - Religion       |
|           | First Baptist Church                    | 4 | 56.23                  | Access Series - Religion       |
|           | Needham Channel News                    | 4 | 30                     | News                           |
|           | Needham Channel Sports/Rockets Classics | 9 | 74.33                  | Sports                         |
|           | Needham School Committee                | 2 | 103.43                 | Municipal Meeting              |
|           | Needham School Spotlight                | 0 | 25.54                  | Access Series - Public Affairs |
|           | Needham Select Board                    | 2 | 99.37                  | Municipal Meeting              |
|           | Preventing Domestic Violence in Needham | 0 | 30                     | Access Series - Public Service |
|           | Rockets Report                          | 1 | 30                     | Sports                         |
|           | What's My House Worth?                  | 1 | 20.6                   | Access Series - Business       |
|           | Zoning Board of Appeals                 | 1 | 52.7                   | Municipal Meeting              |
| Specials: | Report to the Community                 | 1 | 68.75                  | Public Affairs                 |
|           | Weeknight Wonders with Ruby (short)     | 1 | 1.58                   | Education                      |
|           |                                         |   |                        |                                |
|           |                                         |   |                        |                                |
|           |                                         |   |                        |                                |
|           |                                         |   |                        |                                |
|           |                                         |   |                        |                                |
| Remixed:  |                                         |   |                        |                                |
|           |                                         |   |                        |                                |

**Accuracy/Error Incidents:**

| Community Channel           |               | Municipal Channel           |              | Education Channel           |              | TNC HD                      |              |
|-----------------------------|---------------|-----------------------------|--------------|-----------------------------|--------------|-----------------------------|--------------|
| <b>Playback Accuracy(%)</b> | <b>100.00</b> | <b>Playback Accuracy(%)</b> | <b>96.84</b> | <b>Playback Accuracy(%)</b> | <b>99.73</b> | <b>Playback Accuracy(%)</b> | <b>99.54</b> |
| Scheduled Events            | 1017          | Scheduled Events            | 412          | Scheduled Events            | 377          | Scheduled Events            | 879          |
| Errors                      | 0             | Errors                      | 13           | Errors                      | 1            | Errors                      | 4            |

# Needham Channel Production Report February 2020



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

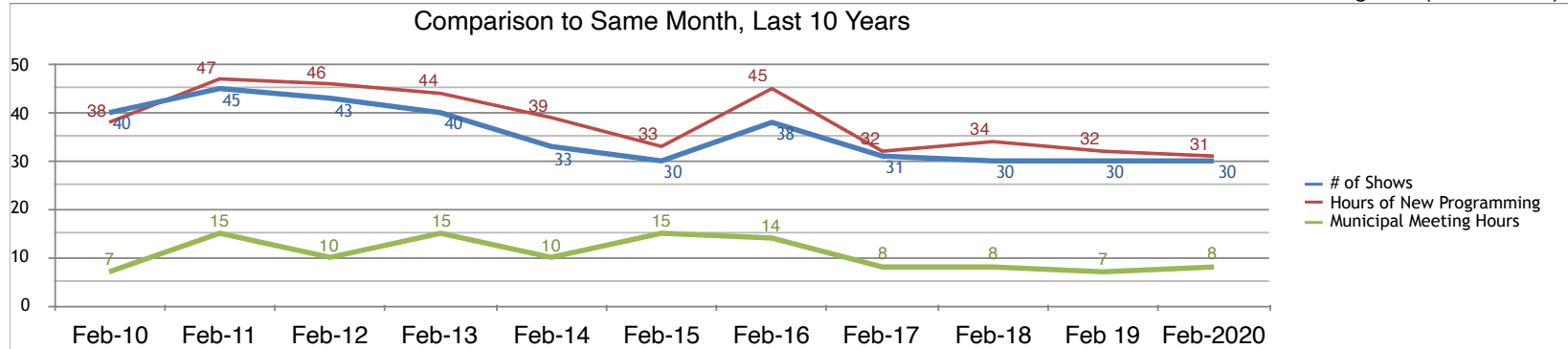
|                  | Religion | Public Svc. | News     | Entertainment | Educational | Municipal | Business | Sports    | Comm. Event | Public Affairs | Other    |
|------------------|----------|-------------|----------|---------------|-------------|-----------|----------|-----------|-------------|----------------|----------|
| Current Series   | 8        | 0           | 4        | 0             | 0           | 5         | 1        | 10        | 0           | 0              | 0        |
| Current Specials |          |             |          |               | 1           |           |          |           |             | 1              |          |
| Last 12          | 95       | 6           | 51       | 0             | 18          | 59        | 5        | 99        | 17          | 19             | 0        |
| January          | 9        | 0           | 5        | 0             | 1           | 5         | 0        | 9         | 2           | 2              | 0        |
| <b>February</b>  | <b>8</b> | <b>0</b>    | <b>4</b> | <b>0</b>      | <b>1</b>    | <b>5</b>  | <b>1</b> | <b>10</b> | <b>0</b>    | <b>1</b>       | <b>0</b> |
| 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 February 2020

**New Programs over the Past Year:**

| Date:                   | Feb 2019  | Mar 2019  | Apr 2019  | May 2019  | Jun-19    | Jul-19    | Aug-19    | Sep-19    | Oct-19    | Nov-19    | Dec-19    | Jan-20    | Feb-20    |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Shows:                  | <b>30</b> | <b>29</b> | <b>31</b> | <b>37</b> | <b>31</b> | <b>22</b> | <b>19</b> | <b>30</b> | <b>36</b> | <b>40</b> | <b>26</b> | <b>33</b> | <b>30</b> |
| Total Hours             | 31.61     | 35.65     | 37.28     | 51.64     | 40.92     | 20.28     | 18.49     | 36.00     | 44.67     | 57.08     | 22.48     | 36.14     | 30.71     |
| Municipal Meeting Hours | 7.38      | 13.33     | 11.85     | 20.49     | 12.37     | 4.28      | 1.27      | 8.98      | 10.57     | 9.92      | 6.25      | 8.10      | 7.64      |

Number of New Programs (Year to Date): **63**



**Community Bulletin Board Usage**

Notices Placed Last Month: **30**

Individuals & Groups Utilizing the CBB

|                              |    |
|------------------------------|----|
| Needham Public Library       | 22 |
| Minuteman Regional School    | 2  |
| Highland Glee Club           | 1  |
| First Universalist Society   | 1  |
| First Parish Church          | 1  |
| Wellesley Symphony Orchestra | 1  |
| Art in Bloom                 | 1  |
| Plugged In                   | 1  |

Needham Channel Production Report

February 2020

**February 2020 Social Media/Streaming**

**Follower Count:**

| Number | Change | Account                               |
|--------|--------|---------------------------------------|
| 916    | +16    | YouTube                               |
| 893    | +16    | NCS Twitter (Needham Channel Sports)  |
| 807    | +5     | TNC Twitter (The Needham Channel)     |
| 565    | +9     | NCN Twitter (Needham Channel News)    |
| 518    | +15    | Instagram (The Needham Channel)       |
| 458    | +50    | TNC Facebook (The Needham Channel)    |
| 458    | -1     | NCN Facebook (Needham Channel News)   |
| 240    | +4     | NCS Facebook (Needham Channel Sports) |

**Top 10 Social Media Posts**

| Likes | Re-Tweets | Account     | Post                                                                |
|-------|-----------|-------------|---------------------------------------------------------------------|
| 145   | 5         | NCS FB      | Girls Hockey Playoff vs St P-M: Game Winning Goal Video             |
| 82    | 3         | NCN FB      | Anya Suderman Art Exhibit NCN PKG Tease Pic                         |
| 35    | 3         | NCS Twitter | Girls Hockey Playoff vs St P-M: Game Winning Goal Video             |
| 25    | 4         | NCS FB      | Girls Hockey Playoff vs St P-M: Highlights Video - Online Exclusive |
| 23    |           | Instagram   | Girls Hockey Playoff vs. St P-M: Warmup Pic                         |
| 19    | 5         | NCS Twitter | Boys Basketball Playoff vs. Plymouth N: Final Score                 |
| 21    | 32        | TNC FB      | Matt Robinson Author Event: Tease Video                             |
| 19    |           | Instagram   | NCN Dance Team PKG: Video Tease                                     |
| 19    |           | Instagram   | Denise Garlick Report to the Community: Pics & Video                |
| 18    |           | Instagram   | Weeknight Wonders with Ruby: Cauliflower Fried Rice Short Video     |

**Closer Look: 2/26 Girls Hockey OT Playoff Win vs St P-M**  
 NCS TW/FB: 4 posts: 220 likes, 139 retweets, 11,996 impressions  
 Average per post: 55 likes, 34.75 retweets, 2,999 impressions

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

Connect Views (This Month): 610  
 Lifetime Views: Cloudcast/Connect/Archive.org: 91,623

**YouTube Statistics**

Total Views This Month: 8,899  
 Total Views (Lifetime): 1,366,734

**Top 10 Connect (February)**

|     |                                       |
|-----|---------------------------------------|
| 175 | Needham Select Board, 2/25/20         |
| 98  | Rockets Report - February 2020        |
| 20  | Needham Select Board, 2/11/20         |
| 11  | Celebrating Francis Perkins, 4/8/18   |
| 11  | METCO: Yesterday. Today. Tomorrow     |
| 9   | Needham LWV: Elected Boards           |
| 9   | Pollard Closing Ceremony, 6/18/18     |
| 8   | Town Meeting: Making Your Voice Count |
| 7   | Annual Town Meeting, 5/7/18           |
| 7   | Zoning Board of Appeals, 2/13/20      |

**Top 10 (February)**

|       |                                                      |
|-------|------------------------------------------------------|
| 1,304 | A Brief History of Radio                             |
| 1,002 | Your World, Bringing it Home: Building a Clothesline |
| 421   | NHS Baseball D1 State Champions                      |
| 317   | Needham Channel News: NHS Varsity Dance Team         |
| 160   | Needham Channel News: Anya Suderman Collaboration    |
| 158   | Needham Channel News: Sports Update - 2/27/20        |
| 156   | Needham Channel News: Post Office Careers            |
| 143   | NHS Unified Basketball                               |
| 121   | Needham Channel News: RAD System                     |
| 116   | Book Looks "One Second After"                        |