

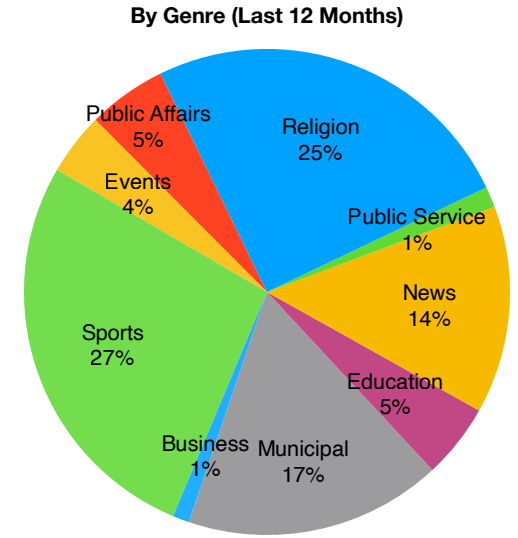
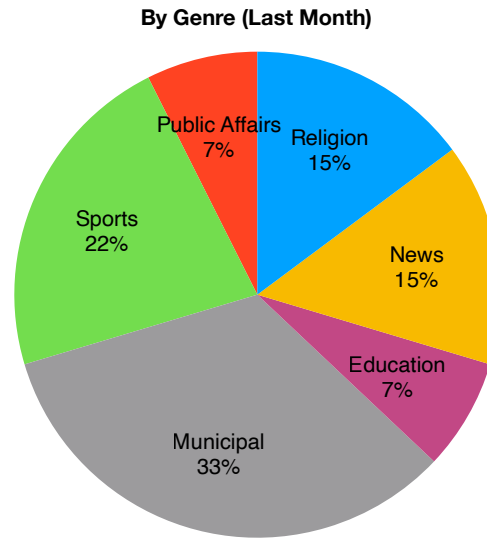
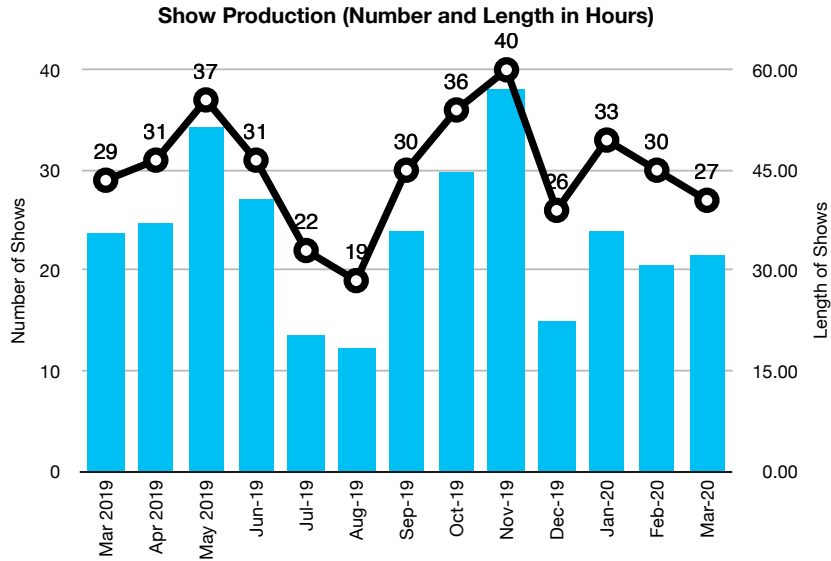
## Needham Channel Production Report March 2020

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	2	70.98	Access Series - Religion
	First Baptist Church	2	68.66	Access Series - Religion
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	6	76.49	Sports
	Needham School Committee	3	60.38	Municipal Meeting
	Needham School Spotlight	0	30	Access Series - Public Affairs
	Needham Select Board	5	70.20	Municipal Meeting
	Preventing Domestic Violence in Needham	0	30	Access Series - Public Service
	Rockets Report	0	30	Sports
	What's My House Worth?	0	20.6	Access Series - Business
	Zoning Board of Appeals	1	48.92	Municipal Meeting
Specials:	Needham Civics Series: Town Government 101	1	84.23	Public Affairs
	Needham High School LWV Club (Short)	1	14.43	Education
	One Day (3/12/20)	1	25.52	Education
	Ways and Means Public Hearing, 3/9/20	1	372.78	Public Affairs
Remixed:				

**Accuracy/Error Incidents:**

Community Channel		Municipal Channel		Education Channel		TNC HD	
<b>Playback Accuracy(%)</b>	<b>99.91</b>	<b>Playback Accuracy(%)</b>	<b>99.69</b>	<b>Playback Accuracy(%)</b>	<b>98.72</b>	<b>Playback Accuracy(%)</b>	<b>99.70</b>
Scheduled Events	1127	Scheduled Events	322	Scheduled Events	392	Scheduled Events	987
Errors	1	Errors	1	Errors	5	Errors	3

# Needham Channel Production Report March 2020



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

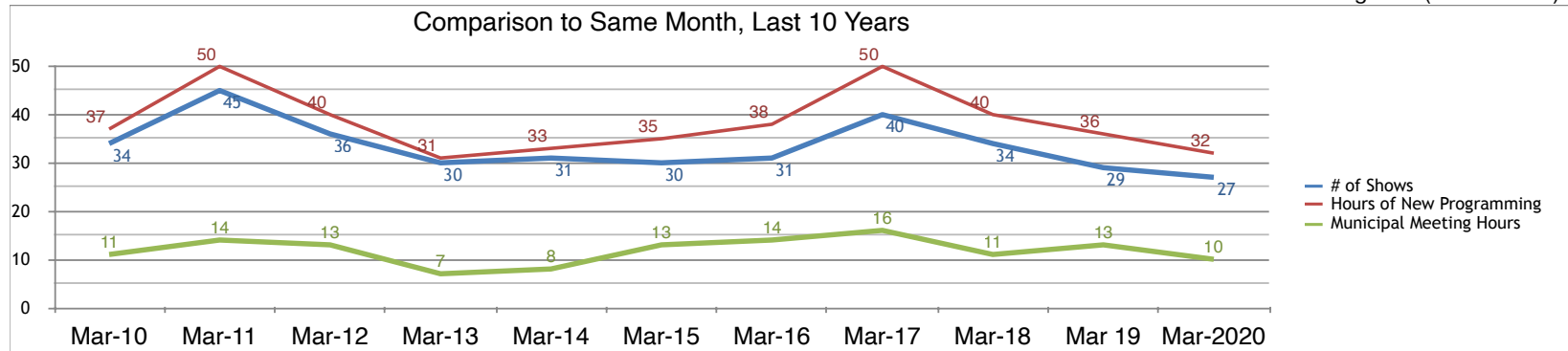
	Religion	Public Svc.	News	Entertainment	Educational	Municipal	Business	Sports	Comm. Event	Public Affairs	Other
Current Series	4	0	4	0	0	9	0	6	0	0	0
Current Specials					2					2	
Last 12	91	5	50	0	18	62	4	98	15	19	0
January	9	0	5	0	1	5	0	9	2	2	0
February	8	0	4	0	1	5	1	10	0	1	0
<b>March</b>	<b>4</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>2</b>	<b>9</b>	<b>0</b>	<b>6</b>	<b>0</b>	<b>2</b>	<b>0</b>
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 March 2020

### New Programs over the Past Year:

Date:	Mar 2019	Apr 2019	May 2019	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20
Shows:	29	31	37	31	22	19	30	36	40	26	33	30	27
Total Hours	35.65	37.28	51.64	40.92	20.28	18.49	36.00	44.67	57.08	22.48	36.14	30.71	32.27
Municipal Meeting Hours	13.33	11.85	20.49	12.37	4.28	1.27	8.98	10.57	9.92	6.25	8.10	7.64	9.68

Number of New Programs (Year to Date): **90**



### Community Bulletin Board Usage

Notices Placed Last Month: 0\*

Individuals & Groups Utilizing the CBB

\* Not tracked since bulletin board was changed to reflect cancellations and emergency announcements due to the COVID-19 Pandemic.

Needham Channel Production Report

March 2020

**March 2020 Social Media/Streaming**

**Follower Count:**

Number	Change	Account
968	+22	YouTube
947	+13	NCS Twitter (Needham Channel Sports)
906	+79	TNC Twitter (The Needham Channel)
615	+29	NCN Twitter (Needham Channel News)
597	+52	Instagram (The Needham Channel)
487	+25	NCN Facebook (Needham Channel News)
268	***	TNC Facebook (The Needham Channel)
249	+5	NCS Facebook (Needham Channel Sports)

**Top 10 Social Media Posts**

Likes	Re-Tweets	Account	Post
29	3	NCN FB	Rainbow Scavenger Hunt NCN PKG Video
24	6	NCS Twitter	Boys Volleyball State Title 2015 Flashback Video
19	5	TNC FB	HD Channel Now Streaming Post
18	4	NCN FB	NHS League of Women Voters Club NCN PKG Video
18		Instagram	Kristen OTS pic at Girls Basketball Section Semi
18		Instagram	Girls Basketball Section Semi Warmup Video
18		Instagram	Needham Civics Series Town Government 101 Crew Pics
17	9	TNC FB	School Committee Meeting Video at TNC
17		Instagram	School Committee: Superintendent Gutekanst Video
16	4	TNC FB	School Committee: Superintendent Gutekanst Video
16	1	NCS Twitter	Girls Basketball Section Semi Starters Pic
16		Instagram	NCN Anchors: Mike & Derick Social Distancing

**Closer Look: 3/19 NCN PKG Videos from YouTube**  
 Shared to NCN FB: 3 posts - Supporting Local Businesses During Pandemic, Translations Exhibit at Grace Mill, Assistance Programs During Pandemic - 24,234 impressions (avg. 8,144.67 per post)

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

Connect Views (This Month): 534  
 Lifetime Views: Cloudcast/Connect/Archive.org: 94,257

**YouTube Statistics**

Total Views This Month: 9,385  
 Total Views (Lifetime): 1,376,119

**Top 10 Connect (March)**

42	Needham Select Board, 3/24/20
38	Needham HD Channel Stream
35	Needham Select Board, 2/25/20
24	Needham Select Board, 3/27/20
23	Needham School Committee, 3/17/20
16	Needham Select Board, 3/13/20
13	Big Little Town: The Story of Needham
11	Candidates Night 2018 - 4/2/18
10	Celebrating Francis Perkins - 4/8/18
10	METCO: Yesterday. Today. Tomorrow

**Top 10 (March)**

1,714	Your World, Bringing it Home: Building a Clothesline
1,533	A Brief History of Radio
476	Needham Channel News: Staples Connect Opening
343	NHS Baseball D1 State Champions
232	Needham Channel News: Book Looks - One Second After
150	Needham Channel News: Sports Update - 3/12/20
116	Needham Channel News: Post Office Careers
98	Needham Channel News: Pandemic Assistance Programs
95	Needham Channel News: Translations Exhibit
88	Needham Channel News: Sports Update - 3/19/20