

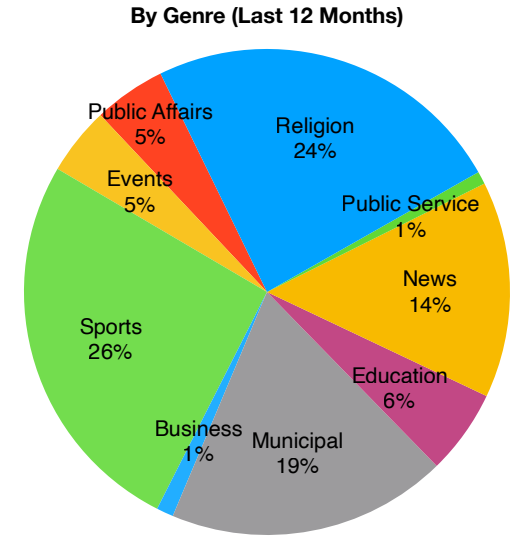
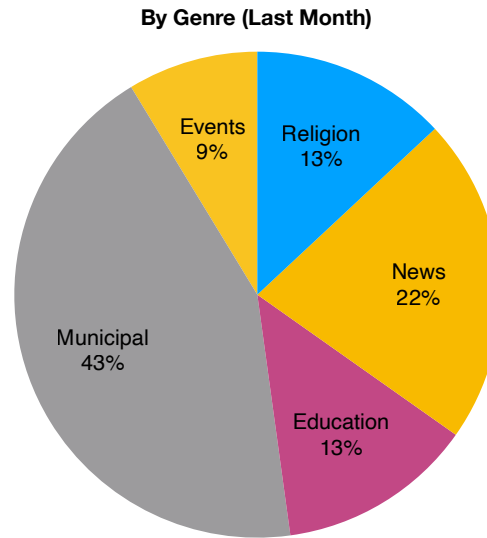
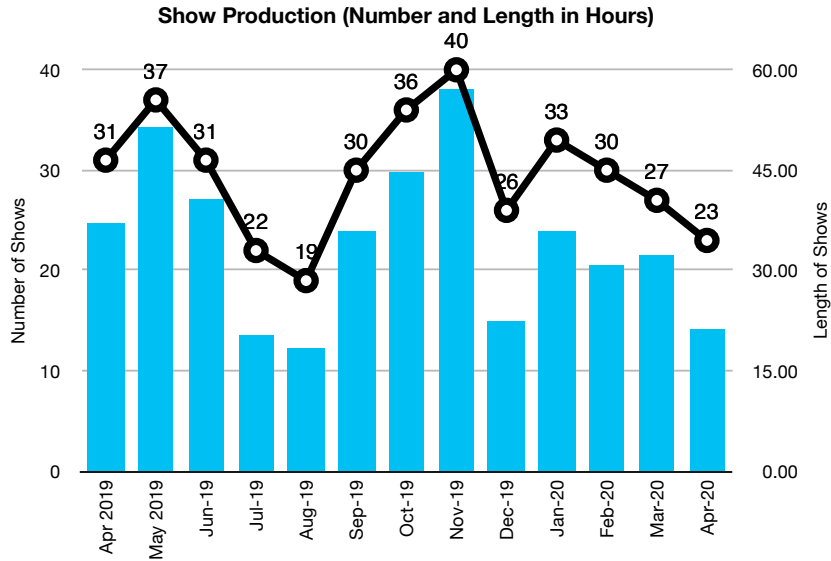
Needham Channel Production Report April 2020

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	3	50.09	Access Series - Religion
	First Baptist Church	0	90	Access Series - Religion
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	0	90	Sports
	Needham School Committee	3	112.66	Municipal Meeting
	Needham School Spotlight	0	30	Access Series - Public Affairs
	Needham Select Board	5	55.27	Municipal Meeting
	Preventing Domestic Violence in Needham	0	30	Access Series - Public Service
	Rockets Report	0	30	Sports
	What's My House Worth?	0	30	Access Series - Business
	Zoning Board of Appeals	1	112.38	Municipal Meeting
Specials:	1992 Spelling Bee Special	1	17	Comm. Event
	Eric Jackson on Jazz: Duke Ellington	1	82.30	Education
	Keeping the Town Running During the COVID-19 Crisis	1	23.18	Education
	Needham Planning Board, 4/15/20	1	102	Municipal Meeting
	Needham School Houses: Eliot School (Short)	1	14.63	Education
	Walt Whitman, Friends of the Needham Public Library sponsored	1	2.30	Comm. Event
Remixed:				

Accuracy/Error Incidents:

Community Channel		Municipal Channel		Education Channel		TNC HD	
Playback Accuracy(%)	99.10	Playback Accuracy(%)	97.39	Playback Accuracy(%)	99.73	Playback Accuracy(%)	99.64
Scheduled Events	998	Scheduled Events	383	Scheduled Events	370	Scheduled Events	845
Errors	9	Errors	10	Errors	1	Errors	3

Needham Channel Production Report April 2020



Category Breakdown: What types of programs have we had?

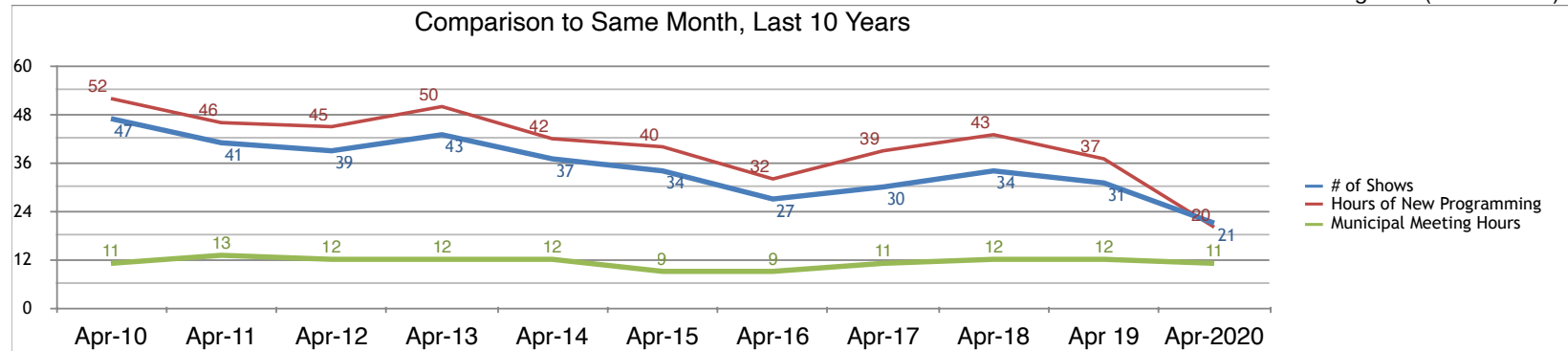
	Religion	Public Svc.	News	Entertainment	Educational	Municipal	Business	Sports	Comm. Event	Public Affairs	Other
Current Series	3	0	5	0	0	9	0	0	0	0	0
Current Specials					3	1			2		
Last 12	85	3	51	0	20	66	4	92	16	17	0
January	9	0	5	0	1	5	0	9	2	2	0
February	8	0	4	0	1	5	1	10	0	1	0
March	4	0	4	0	2	9	0	6	0	2	0
April	3	0	5	0	3	10	0	0	2	0	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 April 2020

New Programs over the Past Year:

Date:	Apr 2019	May 2019	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20
Shows:	31	37	31	22	19	30	36	40	26	33	30	27	23
Total Hours	37.28	51.64	40.92	20.28	18.49	36.00	44.67	57.08	22.48	36.14	30.71	32.27	21.14
Municipal Meeting Hours	11.85	20.49	12.37	4.28	1.27	8.98	10.57	9.92	6.25	8.10	7.64	9.68	12.11

Number of New Programs (Year to Date): **113**



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

April 2020

April 2020 Social Media/Streaming

Follower Count:

Number	Change	Account
993	+25	YouTube
952	+5	NCS Twitter (Needham Channel Sports)
929	+23	TNC Twitter (The Needham Channel)
621	+6	NCN Twitter (Needham Channel News)
618	+18	Instagram (The Needham Channel)
501	+14	NCN Facebook (Needham Channel News)
317	+49	TNC Facebook (The Needham Channel)
252	+3	NCS Facebook (Needham Channel Sports)

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
58	13	NCS Twitter	Brad Hamermesh Parade TZ Video
20	4	TNC FB	1992 NEF Spelling Bee Jim Boyd Video
9	1	NCS Twitter	Dan Lee Video 4/3
8	1	NCN FB	JOANN Fabric & Craft Stores NCN PKG
7		YouTube	Hamermesh Welcome Home Parade NCN PKG
7		Instagram	1992 NEF Spelling Bee Jim Boyd Video
6	1	TNC FB	NPS Survey on Remote Learning Video
6		Instagram	NCN Tease Video 4/3
6		YouTube	Making Face Masks For Healthcare Workers NCN PKG
6		YouTube	Free Face Mask Kits NCN PKG

Closer Look: Brad Hamermesh Welcome Home Parade
 4/16 NCS Twitter Tease Vid: 7,758 impressions, 58 likes, 13 RT
 4/24 YouTube Full Video: 416 views, 7 likes

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 849
 Lifetime Views: Cloudcast/Connect/Archive.org: 97,087

YouTube Statistics

Total Views This Month: 14,324
 Total Views (Lifetime): 1,390,448

Top 10 Connect (April)

274	Big Little Town: The Story of Needham
176	Keeping the Town Running, 4/20
78	Needham HD Channel Stream
46	Needham School Committee, 4/7/20
20	School Committee Open House, 4/18/20
14	Needham Planning Board, 4/15/20
14	Needham School Committee, 3/24/20
14	Zoning Board of Appeals, 3/30/20
12	METCO: Yesterday. Today. Tomorrow
9 (tie)	LWV & Suffrage 100 MA, 10/5/17
	Town Government 101 (3/4/20)

Top 10 (April)

4,523	Your World, Bringing it Home: Building a Clothesline
1,681	A Brief History of Radio
744	Needham Channel News: Healthcare Heroes Fund
734	Needham Channel News: Free Face Mask Kits
405	Needham Channel News: Welcome Home Parade
319	NHS Baseball D1 State Champions
221	Needham Channel News: Take Your Stimulus to Local Business
210	Needham Channel News: Book Looks "One Second After"
170	Needham Channel News: Making Masks for Healthcare Workers
164	Needham Channel News: Post Office Careers