

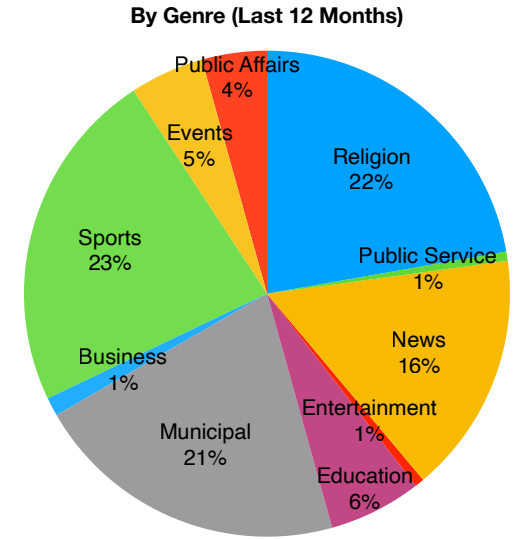
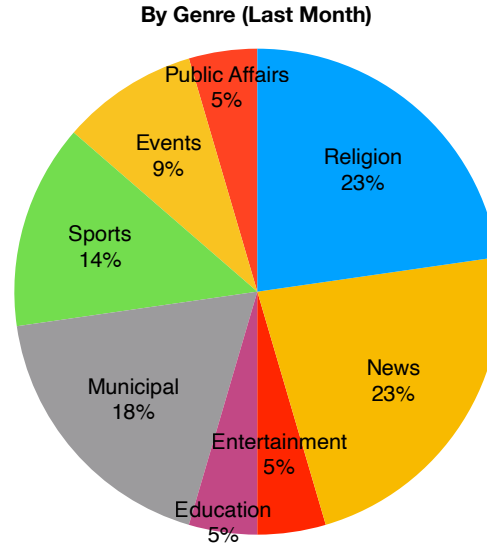
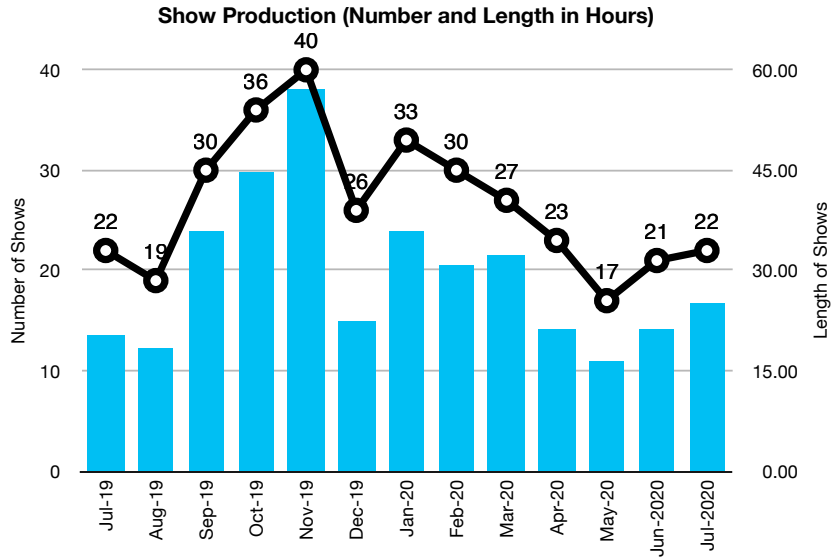
Needham Channel Production Report July 2020

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	5	53.92	Access Series - Religion
	First Baptist Church	0	90	Access Series - Religion
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	2	109.29	Sports
	Needham School Committee	2	118.84	Municipal Meeting
	Needham School Spotlight	0	30	Access Series - Public Affairs
	Needham Select Board	1	131.7	Municipal Meeting
	Preventing Domestic Violence in Needham	0	30	Access Series - Public Service
	Rockets Report	1	40.17	Sports
	What's My House Worth?	0	30	Access Series - Business
	Zoning Board of Appeals	1	150	Municipal Meeting
Specials:	2020 NHS TV2 Student Documentaries	1	120.53	Education
	Chalk It Up! 2020	1	18.77	Community Event
	Classics of TNC Past: The 4th of July	1	90	Entertainment
	July 4th Parade 2020 (short)	1	14.4	Community Event
	LWV Norfolk County Sheriff Primary Forum, 7/29/30	1	58.92	Public Affairs
Remixed:				

Accuracy/Error Incidents:

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	99.90	Playback Accuracy(%)	100.00	Playback Accuracy(%)	100.00	Playback Accuracy(%)	99.64
Scheduled Events	1017	Scheduled Events	387	Scheduled Events	529	Scheduled Events	825
Errors	1	Errors	0	Errors	0	Errors	3

Needham Channel Production Report July 2020



Category Breakdown: What types of programs have we had?

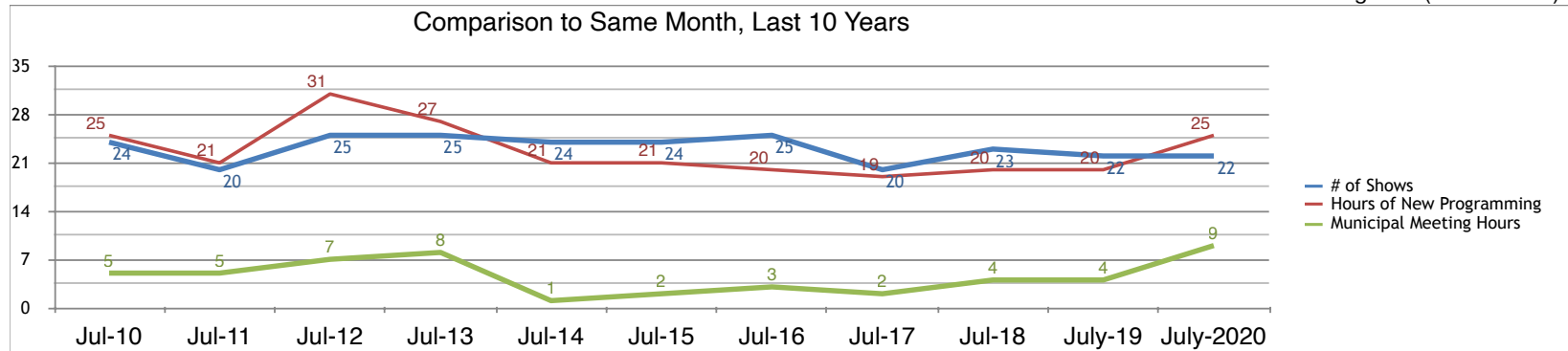
	Religion	Public Svc.	News	Entertainment	Educational	Municipal	Business	Sports	Comm. Event	Public Affairs	Other
Current Series	5	0	5	0	0	4	0	3	0	0	0
Current Specials				1	1				2	1	
Last 12	72	2	52	2	20	68	4	74	16	14	0
January	9	0	5	0	1	5	0	9	2	2	0
February	8	0	4	0	1	5	1	10	0	1	0
March	4	0	4	0	2	9	0	6	0	2	0
April	3	0	5	0	3	10	0	0	2	0	0
May	2	0	4	0	4	6	0	0	0	1	0
June	3	0	4	1	3	7	0	0	3	0	0
July	5	0	5	1	1	4	0	3	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 July 2020

New Programs over the Past Year:

Date:	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-2020	Jul-2020
Shows:	22	19	30	36	40	26	33	30	27	23	17	21	22
Total Hours	20.28	18.49	36.00	44.67	57.08	22.48	36.14	30.71	32.27	21.14	16.36	21.29	25.01
Municipal Meeting Hours	4.28	1.27	8.98	10.57	9.92	6.25	8.10	7.64	9.68	12.11	10.12	11.60	8.66

Number of New Programs (Year to Date): **151**



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

July 2020

July 2020 Social Media/Streaming

Follower Count:

Number	Change	Account
1,080	+17	YouTube
942	-1	NCS Twitter (Needham Channel Sports)
937	+4	TNC Twitter (The Needham Channel)
691	+24	Instagram (The Needham Channel)
635	+3	NCN Twitter (Needham Channel News)
515	+4	NCN Facebook (Needham Channel News)
386	+16	TNC Facebook (The Needham Channel)
266	+6	NCS Facebook (Needham Channel Sports)

Top 11 Social Media Posts

Likes	Re-Tweets	Account	Post
55	5	NCN FB	NCN PKG: Michael Fanning Raising \$ for Community Council
52		Instagram	NHS Diploma Ceremony: Pre-Game Pics
21		Instagram	NCN Anchor Pics: Derick Behind the Scenes
20	3	TNC FB	NCN Anchor Video: Mike Outtakes
18		Instagram	4th of July Special: Promo Pic
16	2	NCN FB	NCN PKG: Black Lives Matter Art Show
14	1	NCN FB	NCN PKG: Project V.A.N. 2020
11	3	TNC FB	4th of July Special: Preview Video
11		Instagram	4th of July Special: Extras Video
10		Instagram	4th of July Special: Preview Video

Closer Look: Viewers of HD Stream on needhamchannel.org
 March: 38 April: 78 May: 68 June: 582 July: 1,042
Top Events: June 8, 2020 - Town Meeting (273 Views)
 July 23, 2020 - School Committee Open House (233)

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 1,964
 Lifetime Views: Cloudcast/Connect/Archive.org: 105,026

YouTube Statistics

Total Views This Month: 11,332
 Total Views (Lifetime): 1,434,042

Top 10 Connect (June)

1042	Needham HD Channel Stream
98	Needham School Committee, 7/14/20
69	Needham Select Board, 7/21/20
64	Needham School Committee Open House, 7/23/20
59	Needham School Committee, 6/16/20
47	Independence Day Parade 2019
30	Needham Select Board, 6/23/20
22	NHS Graduation, 6/5/20
18	Big Little Town - The Story of Needham
16	Zoning Board of Appeals, 7/16/20

Top 10 (July)

3,959	Your World, Bringing it Home: Building a Clothesline (2009)
717	Needham Channel News: Circle of Hope (2009)
669	A Brief History of Radio (2013)
361	Needham Channel News: Free Face Mask Kits (April 2020)
162	NHS Baseball D1 State Champions (2018)
132	Needham Channel News: Post Office Careers (2018)
127	Needham Channel News: Boys Basketball vs. BC High (12/29/12)
109	Needham Channel News: Charles River YMCA Reopening (June 2020)
95	Sunita Williams School Dedication (2019)
94	Needham Channel News: Emergency Order Extended (June 2019)