

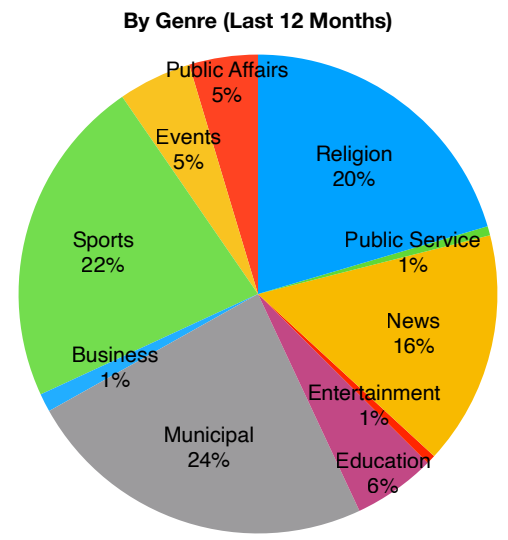
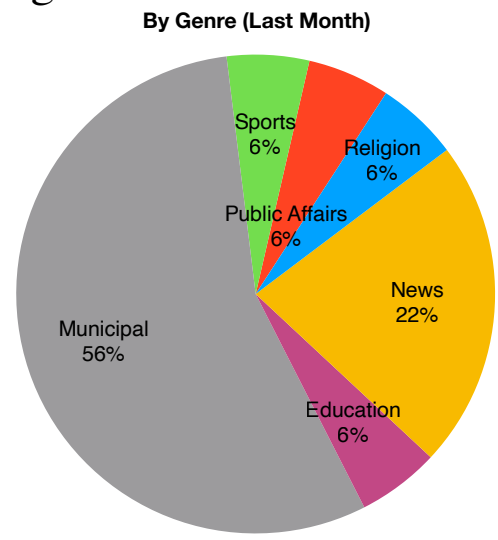
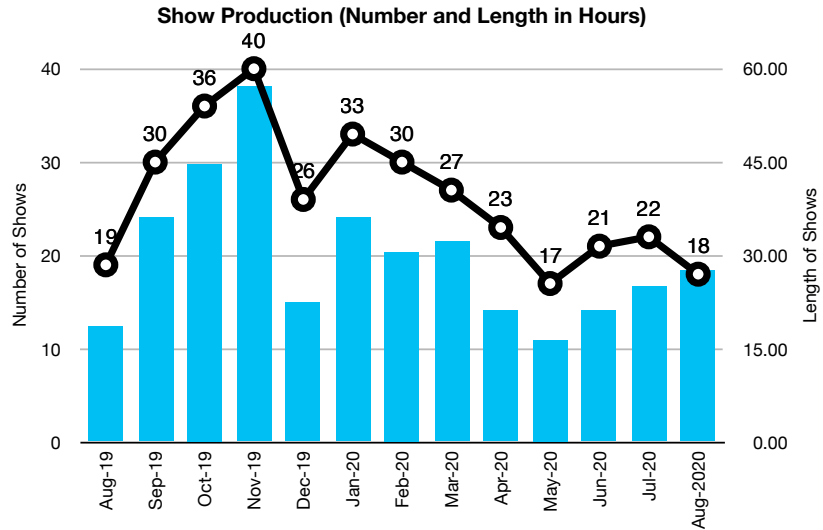
## Needham Channel Production Report August 2020

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	1	50.12	Access Series - Religion
	First Baptist Church	0	90	Access Series - Religion
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	1	136	Sports
	Needham School Committee	3	147.07	Municipal Meeting
	Needham School Spotlight	0	30	Access Series - Public Affairs
	Needham Select Board	1	127.78	Municipal Meeting
	Preventing Domestic Violence in Needham	0	30	Access Series - Public Service
	Rockets Report	0	40.17	Sports
	What's My House Worth?	0	30	Access Series - Business
	Zoning Board of Appeals	1	174.02	Municipal Meeting
Specials:	Community Preservation Committee, 8/12/20 (8/27/20)	1	157.87	Municipal Meeting
	NPS: Elementary Family Meeting, 8/24/20 (8/29/20)	1	69.92	Municipal Meeting
	Eric Jackson on Jazz: Miles Davis	1	82.5	Education
	NPS: High School Family Meeting, 8/24/20 (8/30/20)	1	63.32	Municipal Meeting
	LWV: Norfolk County Candidates, 8/17/20	1	76.77	Public Affairs
	NPS: Middle School Family Meeting, 8/25/20 (8/31/20)	1	63	Municipal Meeting
	NPS: Remote Only Family Meeting, 8/21/20 (8/28/20)	1	94.97	Municipal Meeting
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>99.19</b>	<b>Playback Accuracy(%)</b>	<b>100.00</b>	<b>Playback Accuracy(%)</b>	<b>99.86</b>
Scheduled Events	978	Scheduled Events	369	Scheduled Events	403	Scheduled Events	724
Errors	0	Errors	3	Errors	0	Errors	1

# Needham Channel Production Report August 2020



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

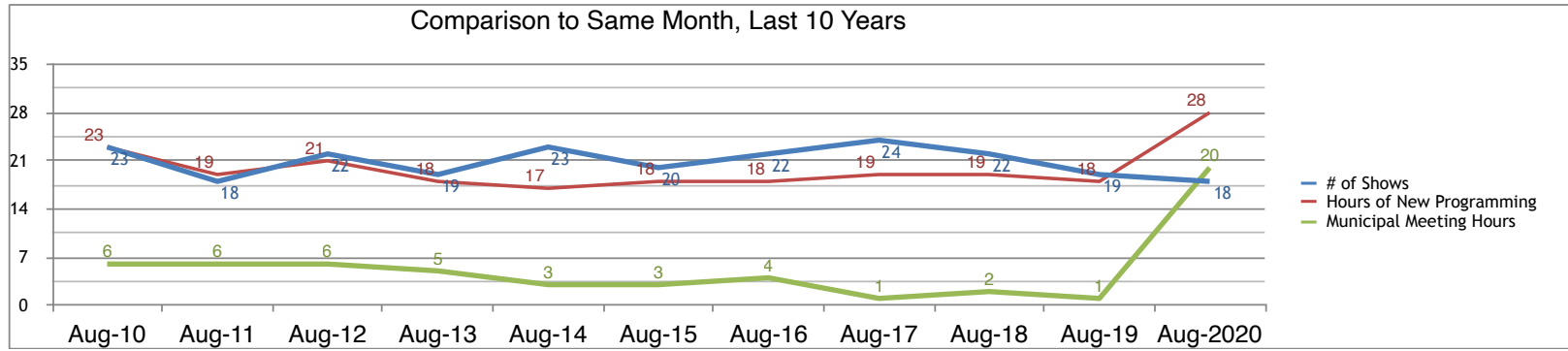
	Religion	Public Svc.	News	Entertainment	Educational	Municipal	Business	Sports	Comm. Event	Public Affairs	Other
Current Series	1	0	4	0	0	5	0	1	0	0	0
Current Specials					1	5				1	
Last 12	66	2	51	2	18	77	4	72	16	15	0
January	9	0	5	0	1	5	0	9	2	2	0
February	8	0	4	0	1	5	1	10	0	1	0
March	4	0	4	0	2	9	0	6	0	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
<b>August</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>1</b>	<b>10</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>
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

New Programs over the Past Year:

## Needham Channel Production Report August 2020

Date:	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-2020
Shows:	19	30	36	40	26	33	30	27	23	17	21	22	18
Total Hours	18.49	36.00	44.67	57.08	22.48	36.14	30.71	32.27	21.14	16.36	21.29	25.01	27.62
Municipal Meeting Hours	1.27	8.98	10.57	9.92	6.25	8.10	7.64	9.68	12.11	10.12	11.60	8.66	19.87

Number of New Programs (Year to Date): **173**



### 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.

## August 2020 Social Media/Streaming

**Follower Count:**

**Top 4 Social Media Posts**

## Needham Channel Production Report August 2020

Number	Change	Account
1,118	+38	YouTube
959	+22	TNC Twitter (The Needham Channel)
945	+3	NCS Twitter (Needham Channel Sports)
719	+28	Instagram (The Needham Channel)
641	+6	NCN Twitter (Needham Channel News)
519	+4	NCN Facebook (Needham Channel News)
416	+30	TNC Facebook (The Needham Channel)
271	+5	NCS Facebook (Needham Channel Sports)

Likes	Re-Tweets	Account	Post
17	3	NCS Twitter	Chris Interview w/Dan Lee Tease Video
15	2	TNC FB	SC Meeting Tease Graphic 8/11: Reopen Vote
6		Instagram	SC 8/25 Broadcast Pic
4		Instagram	Select Board Mtg Tease Graphic 8/6

**Closer Look: Viewers of HD Stream on [needhamchannel.org](http://needhamchannel.org)\***  
 Mar: 38 Apr: 78 May: 24 Jun: 263 Jul: 395 Aug: 882  
**Top Events:** School Committee, 8/6/20 (426 Views, 296 LIVE)  
 School Committee, 8/11/20 (416 Views, 347 LIVE)



**\* Google changed their Analytics affecting the numbers from May 2020 to August 2020. The result was a large drop over the figures reported at the end of July. There was no explanation given for this change. The top events reflect the most viewed videos of the month, where the live stream values were added to the video plays from the Needham Channel Connect system, as noted.**

### Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 1,457  
 Lifetime Views: Cloudcast/Connect/Archive.org: 107,760

#### Top 10 Connect (August)

- 882 Needham HD Channel Stream
- 130 Needham School Committee, 8/6/20
- 69 Needham School Committee, 8/11/20
- 39 LWV Norfolk County Sheriff Forum, 7/29/20
- 29 LWV Meet the Norfolk County Candidates, 8/17/20
- 28 Needham Select Board, 8/6/20
- 27 NHS Diploma Ceremony, 7/29/20
- 25 School Committee Open House, 7/23/20
- 19 Big Little Town - The Story of Needham
- 11 Celebrating Frances Perkins, 4/8/18

### YouTube Statistics

Total Views This Month: 11,064  
 Total Views (Lifetime): 1,445,105

#### Top 10 (August)

- 3,361 Your World, Bringing it Home: Building a Clothesline (2009)
- 928 A Brief History of Radio (2013)
- 811 NCN: Needham Public Schools Going Forward (Aug 2020)
- 413 Needham Channel News: Circle of Hope (2009)
- 389 Your World, Bringing it Home: Crabapple Jelly (2009)
- 195 NHS Baseball D1 State Champions (2018)
- 190 NCN: LWV Norfolk County Sheriff Forum (Aug 2020)
- 171 Needham Channel News: Free Face Mask Kits (April 2020)
- 168 Needham Channel News: Post Office Careers (2018)
- 97 Needham Channel News: Modified Athletic Season (Aug 2020)