

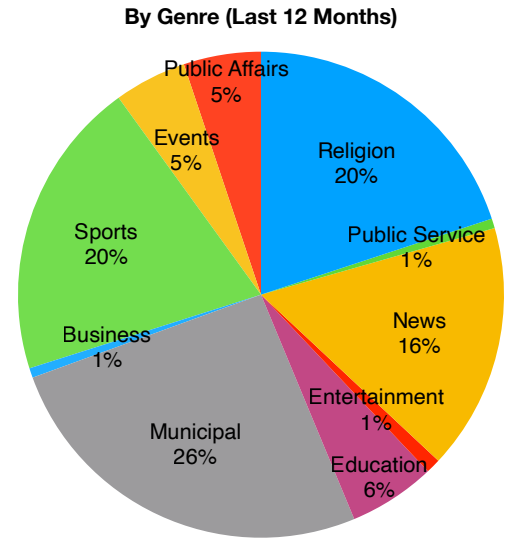
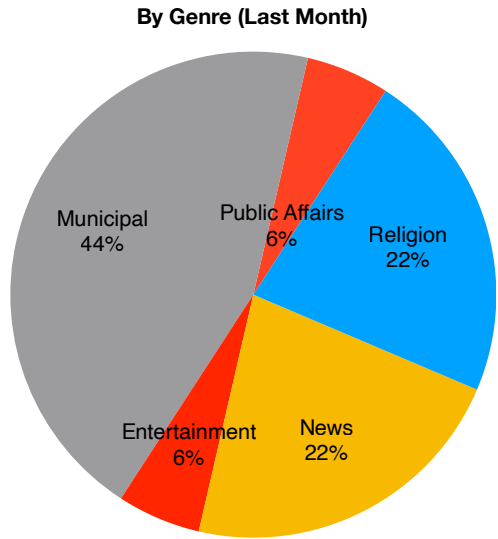
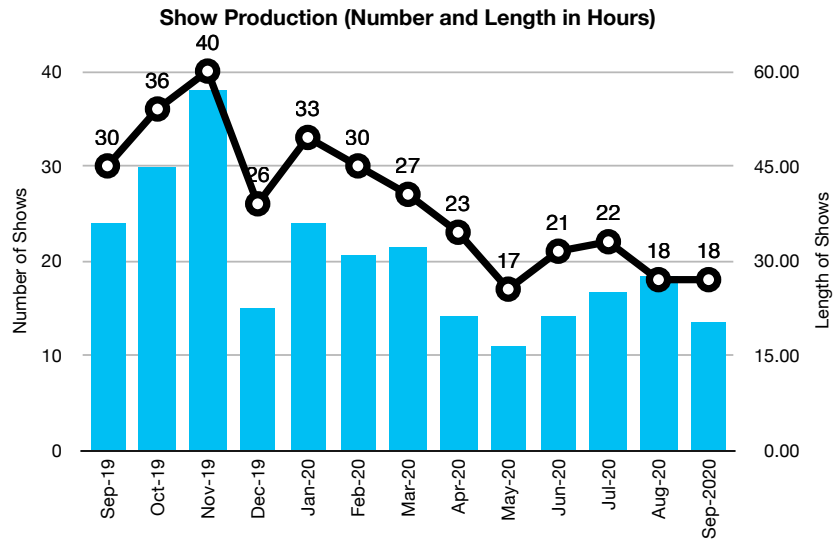
Needham Channel Production Report September 2020

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	58.95	Access Series - Religion
	First Baptist Church	0	90	Access Series - Religion
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	0	90	Sports
	Needham School Committee	2	89.94	Municipal Meeting
	Needham School Spotlight	0	30	Access Series - Public Affairs
	Needham Select Board	2	103.02	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	88.67	Municipal Meeting
Specials:	Community Preservation Committee, 9/2/20	1	172.88	Municipal Meeting
	NCN Reunion Special: September 2020 (9/10/20)	1	38.67	Entertainment
	NHNA: Carter Proposal, 9/14/20	1	62.05	Public Affairs
	NPS: Health and Safety Meeting, 8/26/20 (9/3/20)	1	76.73	Municipal Meeting
	NPS: Transportation and Nutrition Family Meeting, 8/27/20 (9/3/20)	1	49.42	Municipal Meeting
Remixed:				

Accuracy/Error Incidents: 9/15/20 School Committee audio issues on live broadcast, audio/video issues on Zoom

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	100.00	Playback Accuracy(%)	99.76	Playback Accuracy(%)	99.78	Playback Accuracy(%)	99.72
Scheduled Events	938	Scheduled Events	420	Scheduled Events	459	Scheduled Events	716
Errors	0	Errors	1	Errors	1	Errors	2

Needham Channel Production Report September 2020



Category Breakdown: What types of programs have we had?

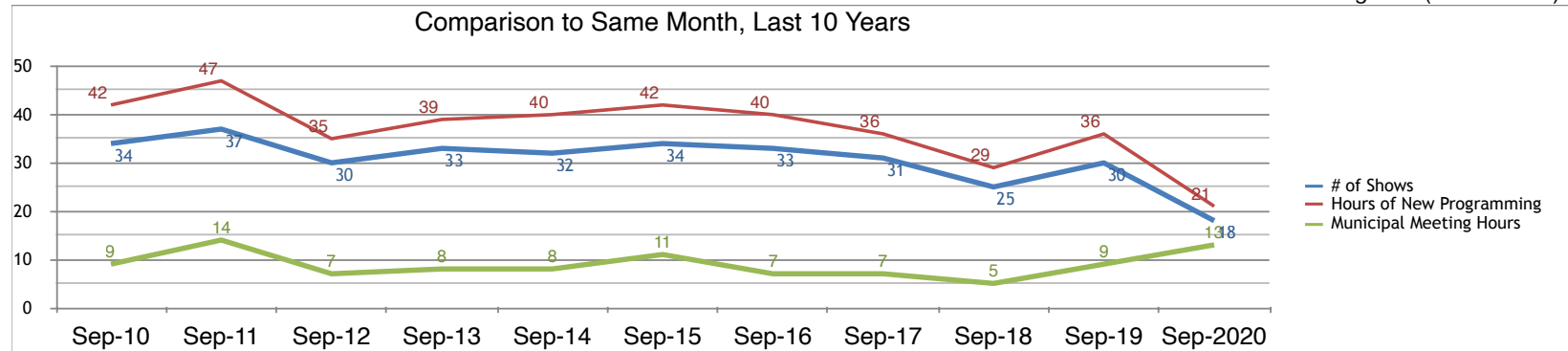
	Religion	Public Svc.	News	Entertainment	Educational	Municipal	Business	Sports	Comm. Event	Public Affairs	Other
Current Series	4	0	4	1	0	5	0	0	0	0	0
Current Specials				1		3				1	
Last 12	62	2	51	3	18	80	2	62	15	16	0
January	9	0	5	0	1	5	0	9	2	2	0
February	8	0	4	0	1	5	1	10	0	1	0
March	4	0	4	0	2	9	0	6	0	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	1	0	4	0	1	10	0	1	0	1	0
September	4	0	4	1	0	8	0	0	0	1	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 September 2020

New Programs over the Past Year:

Date:	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-2020
Shows:	30	36	40	26	33	30	27	23	17	21	22	18	18
Total Hours	36.00	44.67	57.08	22.48	36.14	30.71	32.27	21.14	16.36	21.29	25.01	27.62	20.50
Municipal Meeting Hours	8.98	10.57	9.92	6.25	8.10	7.64	9.68	12.11	10.12	11.60	8.66	19.87	12.89

Number of New Programs (Year to Date): **191**



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

September 2020

September 2020 Social Media/Streaming

Follower Count:

Number	Change	Account
1,175	+57	YouTube
972	+13	TNC Twitter (The Needham Channel)
947	+2	NCS Twitter (Needham Channel Sports)
726	+7	Instagram (The Needham Channel)
652	+11	NCN Twitter (Needham Channel News)
519	—	NCN Facebook (Needham Channel News)
423	+7	TNC Facebook (The Needham Channel)
275	+4	NCS Facebook (Needham Channel Sports)

Top 11 Social Media Posts

Likes	Re-Tweets	Account	Post
19		YouTube	NPS Pandemic Health & Safety Measures Video
13	3	NCN FB	NCN PKG: Catching Joy Marathon Video
12		Instagram	Rick Merson Retirement Parade Pics
11	5	NCS Twitter	Matt Smith College Athlete During Covid YouTube Link
9	3	NCS Twitter	Kiara McIntyre College Athlete During Covid YouTube Link
9	1	TNC FB	Rick Merson Retirement Parade Pics - Instagram Share
8		Instagram	NHNA Meeting Preview Pic
6		Instagram	Mike NCN Anchor Outtakes Video: Bill & Ted Repost
5		Instagram	Jess & Mike NCN Movie Review Video: Bill & Ted Repost
5		Instagram	NCN Anchor Reunion Outtakes Video
5		Instagram	State Primary Election Pic: State Rep Results

Closer Look: When they like us....they really like us!
 NCN: Pandemic Measures:- YouTube 1,717 views, 19 Likes
 Rick Merson Retirement Pics: 21 Likes on Facebook & Instagram
 Matt Smith & Kiara McIntyre Interviews: 20 Likes on Twitter

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 326
 Lifetime Views: Cloudcast/Connect/Archive.org: 114,877

YouTube Statistics

Total Views This Month: 11,411
 Total Views (Lifetime): 1,456,516

Top 11 Connect (September)

75	Needham HD Channel Stream
17	Needham School Committee, 9/1/20
11	Needham LWV: Elected Boards
9	Celebrating Frances Perkins, 4/8/18
9	Community Preservation Committee, 9/2/20
8	Gun Violence: A Public Health Crisis - 9/27/18
8	LWV Forum: Questions 1-3, 10/25/18
8	METCO: Yesterday. Today. Tomorrow.
7	Needham School Committee, 9/15/20
	Needham Select Board, 9/8/20
	The Needham-Wellesley Football Rivalry - Three Decades

Top 10 (September)

2,033	Your World, Bringing it Home: Building a Clothesline (2009)
1,717	NCN: Needham Public Schools Pandemic Measures (Sep 2020)
1,635	A Brief History of Radio (2013)
515	Your World, Bringing it Home: Crabapple Jelly (2009)
272	Needham Channel News: Circle of Hope (2009)
139	NHS Baseball D1 State Champions (2018)
138	NCN: Matt Smith (Sep 2020)
112	NCN: Post Office Careers (Jun 2018)
101	Needham Channel News: Yesterday's Soldier (Jan 2020)
97	Your World, Bringing it Home: Konarka Technologies (2009)