

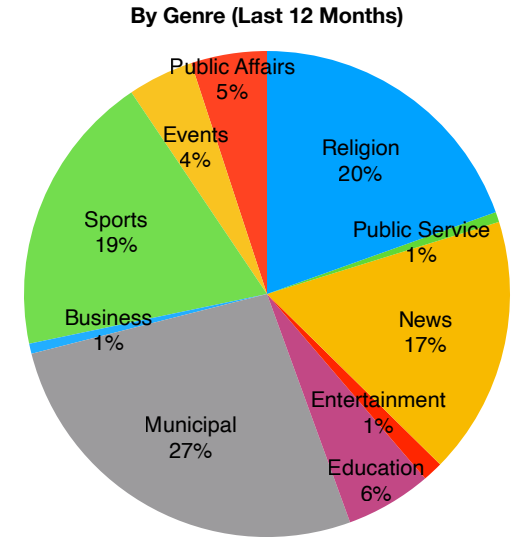
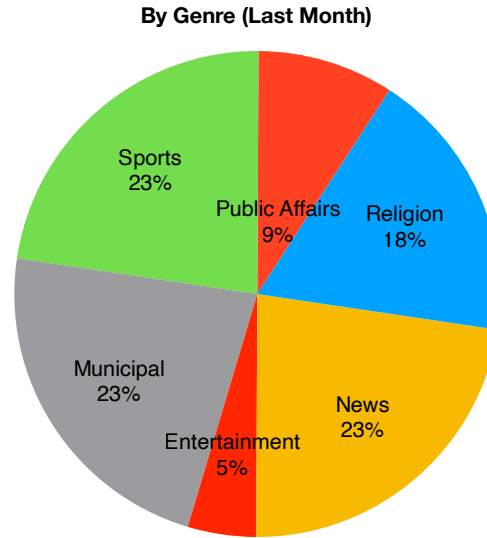
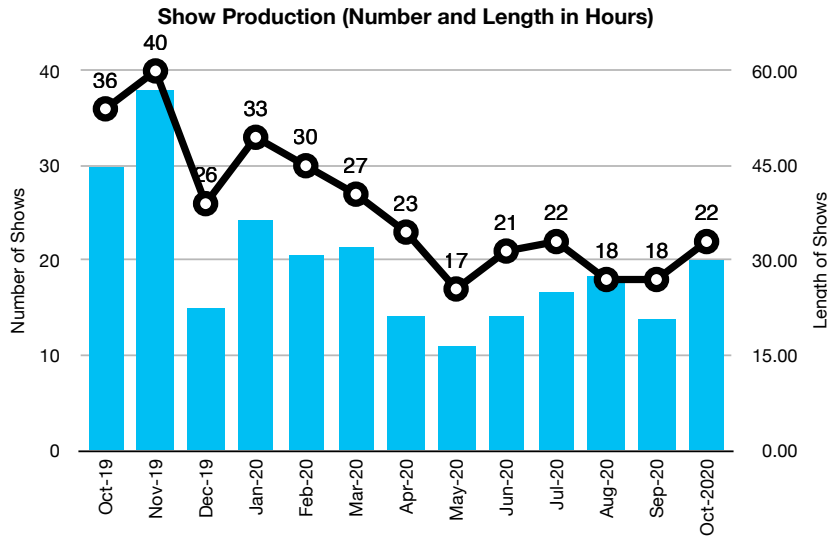
Needham Channel Production Report October 2020

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	56.65	Access Series - Religion
	First Baptist Church	0	90	Access Series - Religion
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	5	84.47	Sports
	Needham School Committee	2	148.99	Municipal Meeting
	Needham School Spotlight	0	30	Access Series - Public Affairs
	Needham Select Board	2	115.57	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	0	120	Municipal Meeting
Specials:	LWV Commissioner Forum, 10/14/20	1	56.53	Public Affairs
	LWV Norfolk County Sheriff Forum, 10/7/20	1	63.63	Public Affairs
	NCN Halloween Reunion, 10/15/20	1	39.42	Entertainment
	Special Town Meeting, 10/4/20	1	321.95	Municipal Meeting
Remixed:				

Accuracy/Error Incidents: 10/4/20 Special Town Meeting Live Web Stream issue w/Telvue - out for 5 minutes, 2 different people contacted us
 10/7/20 LWV County Sheriff Forum issues w/live feed from Stoughton
 10/30/20 Education Channel interrupted due to bad power adapter sometime between 10/30/20 and 11/3/20. Restored 9am on 11/3/20

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	100.00	Playback Accuracy(%)	100.00	Playback Accuracy(%)	100.00	Playback Accuracy(%)	100.00
Scheduled Events	973	Scheduled Events	418	Scheduled Events	408	Scheduled Events	727
Errors	0	Errors	0	Errors	0	Errors	0

Needham Channel Production Report October 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	5	0	0	4	0	5	0	0	0
Current Specials				1		1				2	
Last 12	58	2	51	4	17	79	2	56	13	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
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	4	0	5	1	0	5	0	5	0	2	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

October 2020

October 2020 Social Media/Streaming

Follower Count:

Number	Change	Account
1,195	+48	YouTube
974	+2	TNC Twitter (The Needham Channel)
962	+15	NCS Twitter (Needham Channel Sports)
734	+8	Instagram (The Needham Channel)
657	+5	NCN Twitter (Needham Channel News)
524	+5	NCN Facebook (Needham Channel News)
434	+11	TNC Facebook (The Needham Channel)
276	+1	NCS Facebook (Needham Channel Sports)

Top 10 Social Media Posts

Likes	Re-Tweets	Account	Post
40	12	NCN FB	NCN PKG: Needham 100 Day Challenge Video
16		Instagram	SC Meeting 10/6: Superintendent Gutekanst Pic
11		Instagram	New Thanksgiving Football Special Tease Video
11		Instagram	Special Town Meeting Setup Pics
10	6	TNC Twitter	New Thanksgiving Football Special Tease Video
10		Instagram	Boys Soccer 10/8: Tease Pic for Broadcast & Highlights
9		Instagram	The Writer's Block Premiere Promo Video
9		Instagram	NCN Anchor Reunion Halloween Tease Video
8		Instagram	RT from Mike: NCN 10/29 Tease Pic Han Solo
6	1	NCS Twitter	Boys Soccer vs. Natick 10/23: Final Score
5		Instagram	State Primary Election Pic: State Rep Results

Closer Look: TNC on Instagram is back with a vengeance!
 8 posts, 82 likes, 1,867 reach
 New Thanksgiving FB Special Tease (FB/Insta): 21 likes, 848 reach
 Needham 100 Day Challenge PKG (NCN FB): 3,624 reach

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 614
 Lifetime Views: Cloudcast/Connect/Archive.org: 102,077*

YouTube Statistics

Total Views This Month: 8,454
 Total Views (Lifetime): 1,464,970

Top 10 Connect (October)

207	LWV County Commissioner Forum, 10/14/20
84	Needham HD Channel Stream
9	Celebrating Frances Perkins, 4/8/18
9	Fighting Climate Change at the State Level - 11/10/18
9	LWV Forum: Questions 1-3, 10/25/18
9	LWV Opening Meeting - 10/6/16
9	METCO: Yesterday. Today. Tomorrow.
9	Needham Select Board, 9/22/20
9	Our Climate is Changing - 11/10/18
9	The Needham-Wellesley Football Rivalry - Three Decades

Top 10 (October)

1,518	A Brief History of Radio (2013)
1,407	Your World, Bringing it Home: Building a Clothesline (2009)
187	Your World, Bringing it Home: Crabapple Jelly (2009)
164	NCN: Needham 100 Day Challenge (Oct 2020)
156	NHS Baseball D1 State Champions (2018)
133	NCN Sports Update: October 8, 2020
122	NCN: Post Office Careers (Jun 2018)
117	Your World, Bringing it Home: Konarka Technologies (2009)
109	NCN Book Looks: You Should Have Known (2014)
106	NCN: Keeping Motivation as a Student Athlete (Oct 2020)

* Reflects major correction in archive.org statistics