

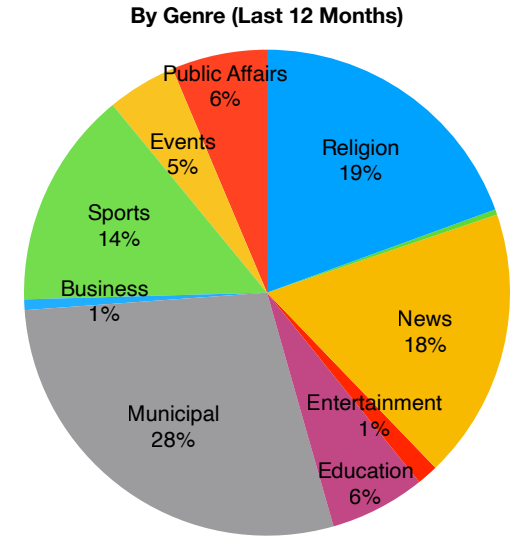
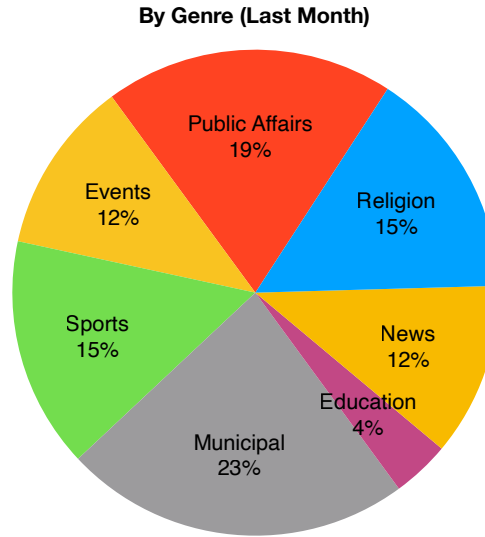
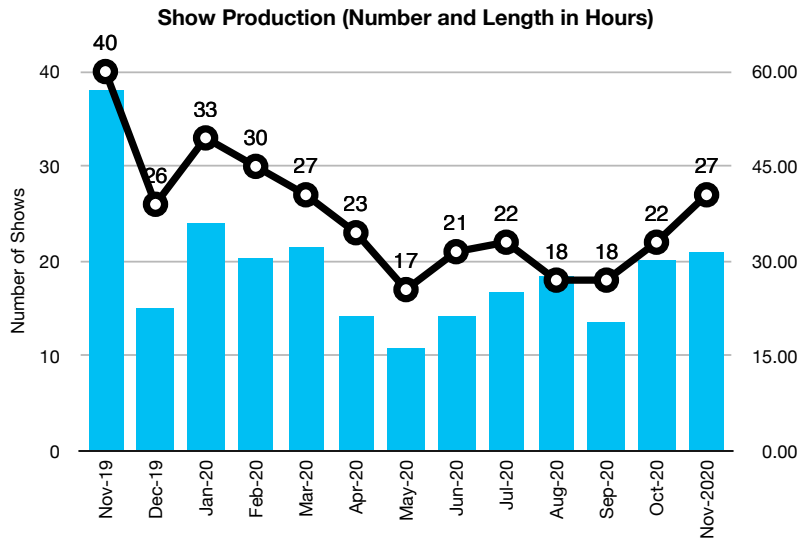
## Needham Channel Production Report November 2020

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	58.61	Access Series - Religion
	First Baptist Church	0	90	Access Series - Religion
	Needham Channel News	3	30	News
	Needham Channel Sports/Rockets Classics	3	90.98	Sports
	Needham School Committee	2	139.09	Municipal Meeting
	Needham School Spotlight	1	28.98	Access Series - Public Affairs
	Needham Select Board	3	119.57	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	1	105.22	Municipal Meeting
Specials:	At My Neighbors Table - October	1	38.72	Public Affairs
	Blue Tree Lighting	1	6.52	Comm. Event
	Lived Experiences in Needham 2020	1	18.8	Public Affairs
	National Honor Society Induction Ceremony	1	30.03	Comm. Event
	Needham Civics Series: Federal Government, 10/28/20 (11/20/20)	1	92.42	Public Affairs
	Needham Civics Series: Regional Government, 10/8/20 (11/5/20)	1	88.32	Public Affairs
	Needham Civics Series: State Government, 10/21/20 (11/12/20)	1	82.37	Public Affairs
	Thanksgiving Football 2020 COVID Special	1	101.87	Sports
	Veterans Day Observances	1	23	Comm. Event
	The Writer's Block	1	24.87	Educational
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

Community Channel		Municipal Channel		Education Channel		TNC-HD	
<b>Playback Accuracy(%)</b>	<b>99.66</b>	<b>Playback Accuracy(%)</b>	<b>99.74</b>	<b>Playback Accuracy(%)</b>	<b>99.57</b>	<b>Playback Accuracy(%)</b>	<b>100.00</b>
Scheduled Events	885	Scheduled Events	384	Scheduled Events	468	Scheduled Events	754
Errors	3	Errors	1	Errors	2	Errors	0

# Needham Channel Production Report November 2020



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

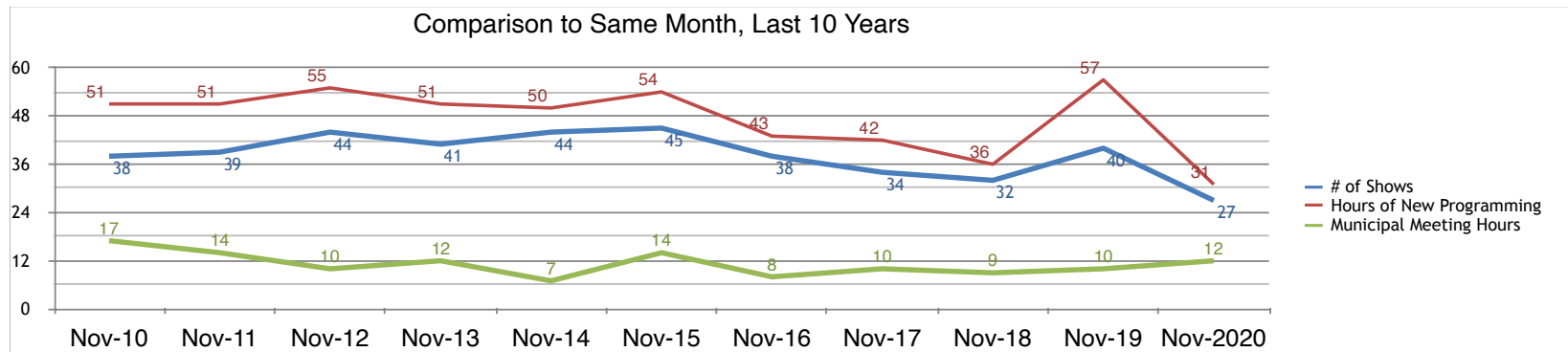
	Religion	Public Svc.	News	Entertainment	Educational	Municipal	Business	Sports	Comm. Event	Public Affairs	Other
Current Series	4	0	3	0	0	6	0	3	0	1	0
Current Specials					1			1	3	5	
Last 12	55	1	51	4	18	80	2	41	13	18	0
January	9	0	5	0	1	5	0	9	2	2	0
February	8	0	4	0	1	5	1	10	0	1	0
March	4	0	4	0	2	9	0	6	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
<b>November</b>	<b>4</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>6</b>	<b>0</b>	<b>4</b>	<b>3</b>	<b>5</b>	<b>0</b>
December	8	1	4	0	1	5	1	3	1	2	0

## Needham Channel Production Report November 2020

### New Programs over the Past Year:

Date:	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-2020
Shows:	40	26	33	30	27	23	17	21	22	18	18	22	27
Total Hours	57.08	22.48	36.14	30.71	32.27	21.14	16.36	21.29	25.01	27.62	20.50	30.16	31.26
Municipal Meeting Hours	9.92	6.25	8.10	7.64	9.68	12.11	10.12	11.60	8.66	19.87	12.89	14.18	12.37

Number of New Programs (Year to Date): **258**



### 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

November 2020

November 2020 Social Media/Streaming

**Follower Count:**

Number	Change	Account
1,215	+16	YouTube
980	+6	TNC Twitter (The Needham Channel)
957	-5	NCS Twitter (Needham Channel Sports)
747	+13	Instagram (The Needham Channel)
658	+1	NCN Twitter (Needham Channel News)
528	+4	NCN Facebook (Needham Channel News)
457	+23	TNC Facebook (The Needham Channel)
283	+7	NCS Facebook (Needham Channel Sports)

**Top 11 Social Media Posts**

Likes	Re-Tweets	Account	Post
20	4	TNC FB	Thanksgiving Football Special Promo Video
16		Instagram	Thanksgiving Football Special Promo Video
16		Instagram	Thanksgiving Football 2015 Pic
12		Instagram	Veterans Day Ceremony Pics
11		Instagram	Thanksgiving Football Special Debut Video
11		Instagram	TNC Alum Noah Pransky Pic NBCLX
8		Instagram	Fall 1 Sports Marathon Video
7		Instagram	Election Results Pics
6		TNC YT	NCN PKG: Bay Colony Rail Trail
6		Instagram	Select Board Zoom Setup in Studio
6		NCN FB	NCN PKG: NWC Holiday House Tour Preview

**Closer Look: Social Media Spike on 11/20**  
 5 posts, 53 likes, 2,279 reach  
 3 Thanksgiving FB Special Promos, 2 NCN PKGs  
 11/20 NCS TW Extra: Thanksgiving FB Special Video: 7,274 reach

**Cloudcast/Connect/Archive.org Statistics**

Connect Views (This Month): 433  
 Lifetime Views: Cloudcast/Connect/Archive.org: 128,842\*

**Top 12 Connect (November)**

- 44 Needham HD Channel Stream
- 28 LWV County Commissioner Forum, 10/14/20
- 18 The Writer's Block, November 2020
- 13 LWV and Suffrage 100 MA, 10/5/17
- 13 LWV Friday Forum: Question 4, 10/19/18
- 12 LWV Forum: Lawn Alternatives, 9/15/17
- 12 LWV Forum: Making Needham Senior-Friendly, 2/9/18
- 11 Becoming a Green Community, 11/10/18
- 11 Sunita Williams School Dedication, 10/19
- 10 Needham School Committee, 11/10/20
- Thanksgiving Football, 11/22/18
- Town Meeting - Making Your Voice Count

**YouTube Statistics**

Total Views This Month: 9,027  
 Total Views (Lifetime): 1,473,997

**Top 10 (November)**

- 1,125 A Brief History of Radio (2013)
- 1,051 Your World, Bringing it Home: Building a Clothesline (2009)
- 807 NCN: Tour of the Needham Fire Department (Oct 2020)
- 587 NCN: COVID-19 Stats Rising in Needham (Nov 2020)
- 325 NCN Book Looks: You Should Have Known (2014)
- 271 NCN: Bay Colony Rail Trail Mural (Nov 2020)
- 127 NHS Baseball D1 State Champions (2018)
- 111 NCN: Post Office Careers (Jun 2018)
- 98 NCN Sports Update: October 29, 2020
- 95 NCN: Drive-By Holiday House Tour 2020 (Nov 2020)

\* Reflects major correction in [archive.org](https://archive.org) statistics