

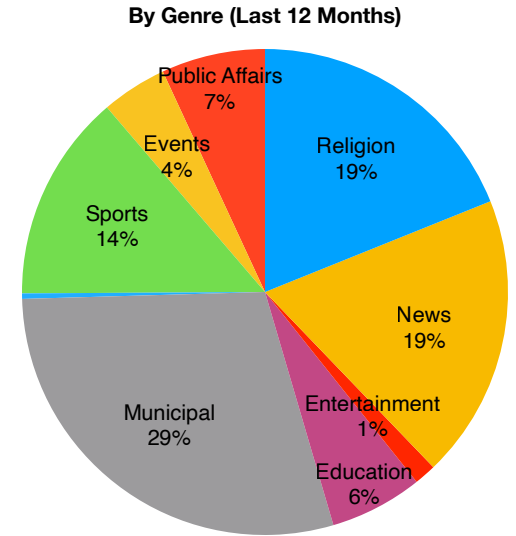
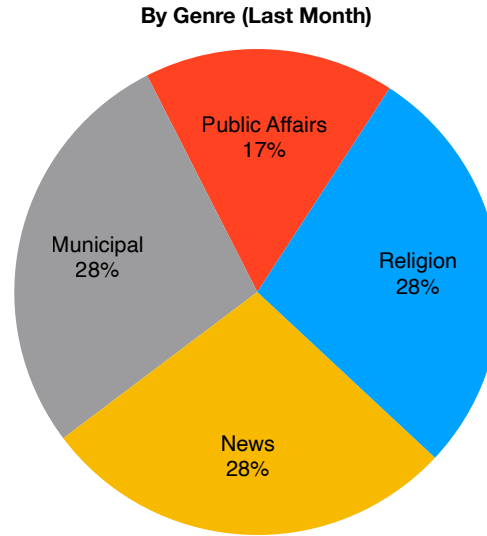
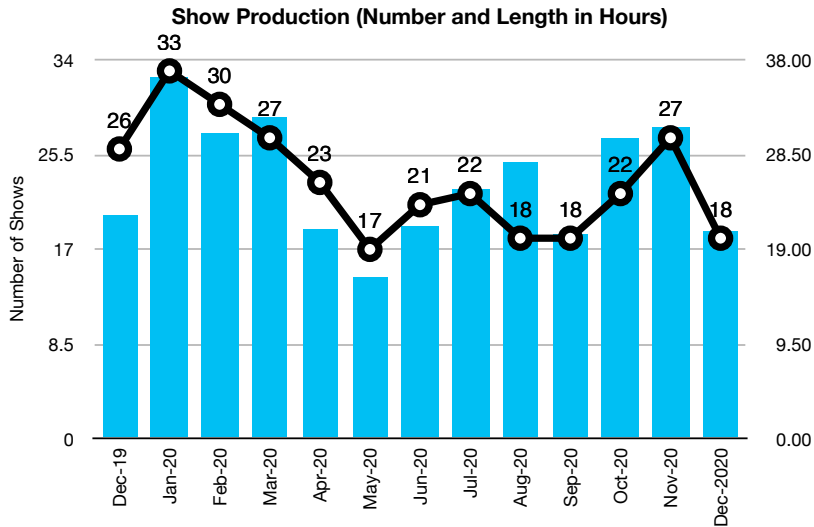
Needham Channel Production Report December 2020

Type	Title	#	Avg. Length in Minutes	Category
Series:	Carter Church Service	5	65.75	Access Series - Religion
	First Baptist Church	0	90	Access Series - Religion
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	0	90.98	Sports
	Needham School Committee	2	144.77	Municipal Meeting
	Needham School Spotlight	1	30	Access Series - Public Affairs
	Needham Select Board	2	109.19	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	52.15	Municipal Meeting
Specials:	At My Neighbors Table - December	1	54.13	Public Affairs
	Needham Diversity Initiative 9th Summit	1	122.63	Public Affairs
Remixed:				

Accuracy/Error Incidents: 12/8: Streaming problems with the Select Board meeting. While HD Channel was fine, internet stream had dropouts in video and audio. Stream was fixed partway through meeting.
12/15: Projection equipment at the Broadmeadow School failed mid-meeting, affecting content of the production.

Community Channel		Municipal Channel		Education Channel		TNC-HD	
Playback Accuracy(%)	100.00	Playback Accuracy(%)	99.44	Playback Accuracy(%)	99.79	Playback Accuracy(%)	99.78
Scheduled Events	1002	Scheduled Events	357	Scheduled Events	475	Scheduled Events	889
Errors	0	Errors	2	Errors	1	Errors	2

Needham Channel Production Report December 2020



Category Breakdown: What types of programs have we had?

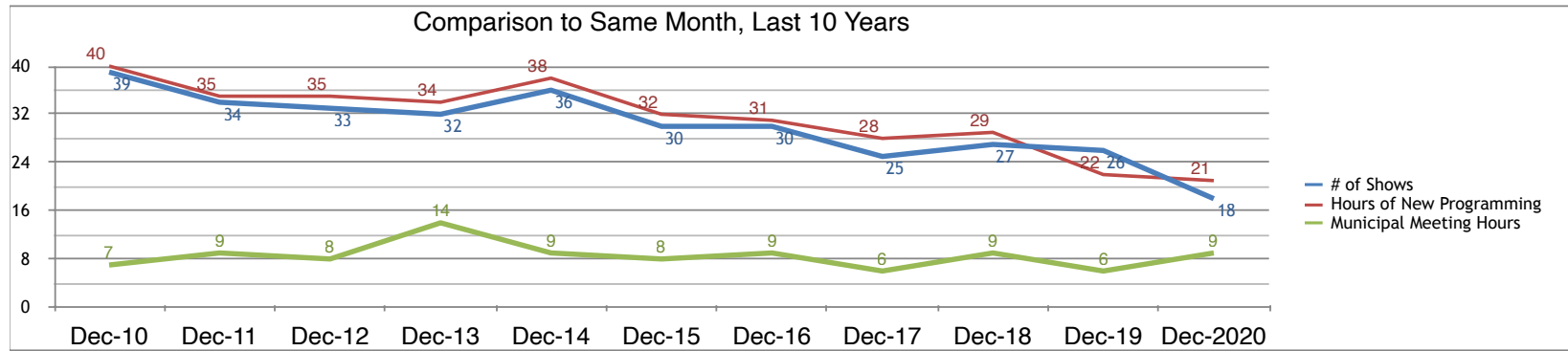
	Religion	Public Svc.	News	Entertainment	Educational	Municipal	Business	Sports	Comm. Event	Public Affairs	Other
Current Series	5	0	5	0	0	5	0	0	0	1	0
Current Specials										2	
Last 12	52	0	52	4	17	80	1	38	12	19	0
January	9	0	5	0	1	5	0	9	2	2	0
February	8	0	4	0	1	5	1	10	0	1	0
March	4	0	4	0	2	9	0	6	0	2	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	4	0	3	0	1	6	0	4	3	5	0
December	5	0	5	0	0	5	0	0	0	3	0

Needham Channel Production Report December 2020

New Programs over the Past Year:

Date:	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-2020
Shows:	26	33	30	27	23	17	21	22	18	18	22	27	18
Total Hours	22.48	36.14	30.71	32.27	21.14	16.36	21.29	25.01	27.62	20.50	30.16	31.26	20.76
Municipal Meeting Hours	6.25	8.10	7.64	9.68	12.11	10.12	11.60	8.66	19.87	12.89	14.18	12.37	9.33

Number of New Programs (Year to Date): **276**



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
December 2020

Social Media/Streaming

Follower Count:

Number	Change	Account
1,231	+16	YouTube
985	+5	TNC Twitter (The Needham Channel)
958	+1	NCS Twitter (Needham Channel Sports)
763	+16	Instagram (The Needham Channel)
659	+1	NCN Twitter (Needham Channel News)
532	+4	NCN Facebook (Needham Channel News)
471	+14	TNC Facebook (The Needham Channel)
284	+1	NCS Facebook (Needham Channel Sports)

Top 8 Social Media Posts

Likes	Re-Tweets	Account	Post
26		Instagram	RT from Mike - Martini Junction Model Train Pic
17		Instagram	NCN Pic: Crew puts up Holiday Set Decorations
11		Instagram	Christmas Eve Debut Pics: 502 Sessions/Carter Church
8		Instagram	History Center Program Debut Pics
4	2	NCN FB	NCN PKG: NEF Fall 2020 Grants
3		NCS Twitter	RT from NHS Athletics - New Baseball Coach
3		TNC FB	School Committee 12/8 Agenda Pic
2		TNC FB	School Committee 12/15 Agenda Pic

Closer Look: Instagram Posts in December
 4 total, 62 likes, 988 reach
 15.5 likes per post, 247 reach per post

Cloudcast/Connect/Archive.org Statistics

Connect Views (This Month): 456
 Lifetime Views: Cloudcast/Connect/Archive.org: 131,553

Top 10 Connect (December)

- 36 Needham School Committee, 12/8/20
- 30 Needham HD Channel Stream
- 30 Needham School Committee, 12/15/20
- 14 Celebrating Francis Perkins, 4/8/18
- 14 LWV Forum: Lawn Alternatives, 9/15/17
- 13 LWV Forum: Making Needham Senior-Friendly, 2/9/18
- 12 LWV and Suffrage 100 MA, 10/5/17
- 11 The Writer's Block, November 2020
- 10 Gun Violence: A Public Health Crisis, 9/27/20
- 10 Thanksgiving Football 2019

YouTube Statistics

Total Views This Month: 6,092
 Total Views (Lifetime): 1,480,089

Top 10 (December)

- 774 Your World, Bringing it Home: Building a Clothesline (2009)
- 625 A Brief History of Radio (2013)
- 144 NHS Baseball D1 State Champions (2018)
- 90 NCN: Tour of the Needham Fire Department (Oct 2020)
- 70 NCN: Blades Visits Needham (2016)
- 67 NCN Book Looks: One Second After (2012)
- 63 NCN: Post Office Careers (Jun 2018)
- 59 NCN Book Looks: You Should Have Known (2014)
- 59 Rock Stars of the Past (2017)
- 56 NCN: Sunita Williams Dedication (2019)

- 585 Blue Tree Lighting 2020 (on Town of Needham Channel)