



PBSO Monthly Media Report

Oct 1 – Oct 31, 2016

Website Breakdown

Total Sessions.....6,310
Page Views13,839
Returning Visitors.....4,992
New Visitors1,318

Ages 18-24.....23.86%¹
Ages 25-34.....9.44%
Ages 35-44.....30.71%
Ages 45-54.....30.94%
Ages 55-64.....3.88%
Ages 65+1.18%

Male35.17%
Female.....64.83%

Mobile70.43%
Desktop23.60%
Tablet5.97%

Top Ten Viewed Pages

Calendar5,083
Home Page4,883
Media1,608
2016 Marching Photos900
Achievements.....223
Spiritwear187
2016-17 Band Roster121
Volunteer110
Resources.....108
2015 Marching Videos84

Online Media Breakdown

Photos Uploaded.....>1000
Videos Uploaded4

Views

Hanover Competition 283
Stafford Competition 188
Oakton Competition 186

Web Sites Used for PBSO Media

CarPoolWorld.com..... Carpooling Resource
DropBox.com (\$)..... Online Storage
Google Analytics Web site analysis
Weebly.com (\$) Web site hosting
YouTube.com..... Unlisted Video Hosting

PBSO-owned Media Gear Inventory

Canon HD video camera
Shotgun microphone w/sock
Wide angle HD lens
Med and long endurance batteries
Charging system
Professional Fluid-Drag Tripod
2 – 64GB HD SD Cards (Video Camera)
3 – 16GB SD Cards (DSLR Cameras)
Customized Pelican Hard Case

Media Team

Chair..... Jim Lowell
Web Site Manager Jim Lowell
Digital Videos Ramki Jayabala/Jim Lowell
Video Production Jim Lowell
Photo UploadsKarolyn Gardner
DSLR PhotographyKarolyn Gardner
Ramki Jayabala
Terri Richtmyre
Betty Waggoner

¹ Includes students under 18