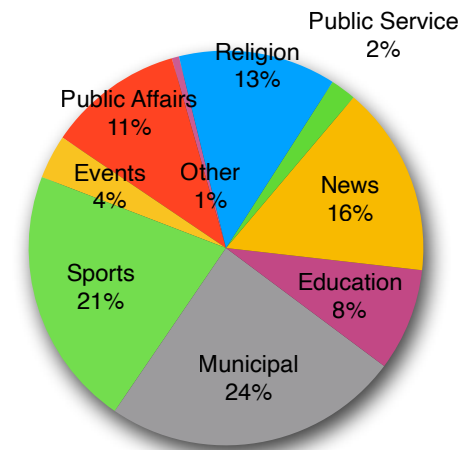


2021 Production Year at a Glance**

	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	Show Totals	2021	2020
	January	February	March	April	May	June									
Carter Church Service	3	4	4	4	5	2	2	3	3	2	4	3	Carter Church Service	43	41
First Baptist Church Service	0	5	0	4	0	2	0	0	0	0	0	0	First Baptist Church Service	0	11
Moving Forward Together	0	0	0	0	0	0	1	0	2	0	0	0	Moving Forward Together	10	0
Needham Channel News	4	5	4	4	4	4	5	5	4	4	4	4	Needham Channel News	52	52
Needham Channel Sports/Classics	2	9	4	9	7	6	4	0	8	0	10	0	Needham Channel Sports/Classics	70	35
Needham Planning Board	0	0	1	0	1	0	0	1	0	0	1	0	Needham Planning Board	13	1
Needham School Committee	3	3	2	2	3	3	2	3	2	2	2	2	Needham School Committee	23	28
Needham Schools Spotlight	0	1	0	0	1	0	1	0	0	0	0	0	Needham Schools Spotlight	3	3
Needham Select Board	2	2	2	2	3	5	3	3	3	3	2	3	Needham Select Board	26	29
Rockets Report	0	0	0	1	0	0	0	0	0	0	0	0	Rockets Report	1	2
Specials (see sidebar)*	5	4	8	3	9	6	7	5	4	5	6	7	Specials (see sidebar)*	71	61
Town Meeting	0	0	0	0	0	0	0	0	3	0	0	1	Town Meeting	4	2
Writer's Block	0	0	0	0	0	0	1	0	0	0	1	0	Writer's Block	5	1
Zoning Board of Appeals	1	0	1	1	1	1	1	1	1	0	1	1	Zoning Board of Appeals	12	9
	July	August	September	October	November	December							TOTAL PRODUCTIONS	333	273
Carter Church Service	4	5	2	1	4	4	4	4	4	4	4	5	PROGRAMMING HOURS	395	313
First Baptist Church Service	0	0	0	0	0	0	0	0	0	0	0	0	MUNI MEETINGS (IN HOURS)	164	137
Moving Forward Together	2	0	0	0	2	0	0	0	2	0	1	0			
Needham Channel News	5	5	4	4	5	4	4	5	4	3	5	5			
Needham Channel Sports/Classics	4	2	1	1	8	0	10	5	9	3	3	0			
Needham Planning Board	1	0	1	0	2	0	2	0	2	0	2	0			
Needham School Committee	0	2	1	3	2	2	2	2	2	2	2	2			
Needham Schools Spotlight	0	0	0	0	0	0	1	0	0	1	0	1			
Needham Select Board	1	1	1	1	2	2	2	2	3	3	2	2			
Rockets Report	0	1	0	0	0	0	1	0	0	0	0	0			
Specials (see sidebar)*	6	5	4	7	4	5	5	3	7	9	6	2			
Town Meeting	0	0	0	0	0	0	1	1	0	0	0	0			
Writer's Block	1	0	0	0	0	0	1	0	1	1	0	0			
Zoning Board of Appeals	1	1	1	1	1	1	1	0	1	1	1	1			

New Programming by Genre (2021)



**Does not include Community Bulletin Boards programming.

2021 Series Programming Insights:

- This year we gained three new series, Needham Planning Board Coverage, The Writer's Block and Moving Forward Together.
- We also lost one series, officially. It has been almost two years since we had a new service from the Baptist Church, and they will not be resuming them in the future.
- The Rockets Report, started under former sports producer Chris Dugan, is getting a slow reboot through Kristen Connors. New episodes are planned for 2022. We are also hopeful for another reboot of "Exchanging Ideas", now called "Around Town with the Exchange Club".

2021 Specials

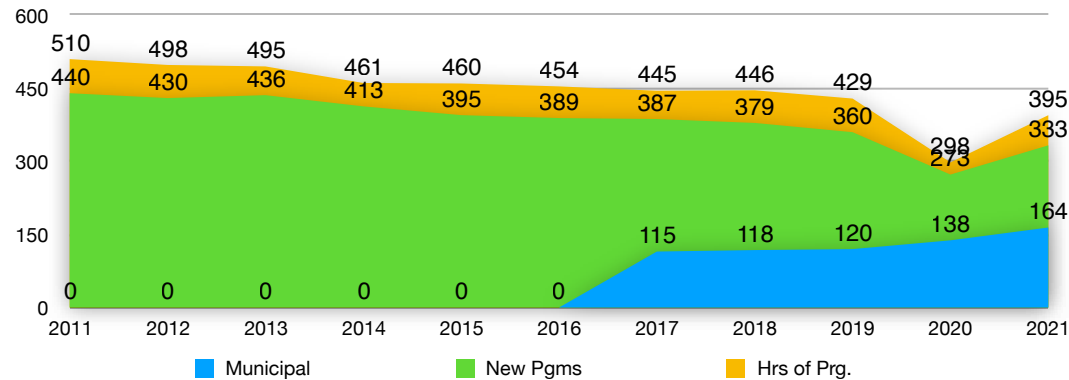
Patriots and Pirates: Needham History Center, 1/1/21
The Fuller Bird Journals: Needham History Center, 1/1/21
Women's Suffrage in Needham: Needham History Center, 1/1/21
Martin Luther King, Jr. Celebration 2021, 1/28/21
Community Report (Representative's Report), 2/1/21
What is it Like to Be a School Committee Member?
Forde Award Ceremony 2021 (2/1/21)
Supporting Survivors of Domestic Violence, 2/5/21
NUARI Meeting, 1/25/21 (2/3/21)
Enslavement in Needham, 2/21/21 (2/25/21)
Needham Public Schools Open House, 2/25/21 (2/27/21)
2021 VFW Student Essay Contest (3/1/21)
Fireworks! Illuminations! Cheers! (3/4/21)
Community Preservation Act Committee Public Hearing, 3/17/21
LWW Meet the Candidates Forum, 3/22/21
Needham's Choice of 2021: The School Committee
Needham's Choice of 2021: The Select Board
LWW Candidates' Forum, 3/24/21
At My Neighbor's Table: Segregation in our Schools, 3/30/21
2021 NEF Trivia Night, March 2021 (4/1/21)
Needham Community Council Anniversary (4/5/21)
NUARI Meeting, 4/12/21
Equal Justice in Ndm: Race & Policing Forum, 3/18/21 (4/15/21)
Immigration and the New Administration, 5/10/21 (5/12/21)
Kay and Clark: Because They Said "Yes"
Memorial Day Observance, 5/31/21
NHS Senior Award Ceremony, 6/3/21
NHS Senior Car Parade 2021, 6/5/21
NHS Graduation Ceremony, 6/6/21
Chalk It Up, 2021 (6/17/21)
Needham Public Communications Forum, 6/30/21

NHS Student Documentary Previews, 7/1/21
Independence Day Parade 2021 (7/5/21)
2021 NHS Student Documentaries, Part 1, 7/15/21
2021 NHS Student Documentaries, Part 2, 7/15/21
2021 NHS Student Documentaries, Part 3, 8/8/21
Needham Public Communications Forum, 8/18/21
Needham Public Schools Family Meeting, 8/23/21 (8/26/21)
2021 NHS Student Documentaries, Part 4, 8/26/21
Needham's 9/11 Remembrance Ceremony
Needham Public Communications Forum, 9/13/21
Community Crisis Intervention Team, 9/15/21
Needham School Houses: Pollard, 10/7/21
LWW: Affordable Housing in Needham, 10/28/21
Rep. Garlick Town Hall Forum on ARPA Funding, 11/1/21
2021 Special Election, 11/16/21
LWW Select Board Candidates Forum, 11/17/21
Around Town with the Exchange Club, 11/25/21
Veterans Day Ceremony, 11/11/21
NHS National Honor Society 2021, 12/8/21
Public Communication Forum, 12/8/21

2021 Short Subject Programs

2021 Town Election (short), 1/22/21
2021 NEF Trivia Bee Promotion (short)
Recycle Better (short)
2021 Election Get Out the Vote PSAs, March/April 2021 (shorts)
2021 Election Results (short), 4/14/21
DVAC Reach Event (short), 4/26/21
Because They Said "Yes" Trailer (short)
Food Project 2021 (short), 6/12/21
Equal Justice in Ndm: Marvin Henry, 7/17/21 (short)
NEF Collaborative Initiative 2021, 7/30/21 (short)
Making Meals with Mike - Taiglach, 9/8/21 (short)
10 Minutes with...Indigenous People's Day, 10/7/21 (short)
10 Minutes with...Aaron Scotte, 10/9/21 (short)
Making Meals with Mike - Cannolini Bean Burgers, 10/28/21 (short)
10 Minutes with...Chief Schlittler, 11/25/21 (short)
Making Meals with Mike - Pumpkin Spread, 11/25/21 (short)
Diversity in the Needham Public Schools, 12/10/21 (short)
Making Meals with Mike - Holiday 2021, 12/17/21 (short)
Needham School Houses: Riverside, 12/17/21 (short)
10 Minutes with...Tamatha Bibbo & Jessica Downey, 12/31 (Short)

10 Year Comparison of Production Levels



2021 Special Programming Insights:

- This year we had a special focus on short subject programming (pieces shorter than 15 minutes). This year we had 20 shorts including a PSA Campaign, short subject documentaries and a series of superintendent interviews to supplement "Needham School Spotlight" In 2020, we had 8 short subjects, and 9 in 2019.
- Community rganizations are still being thrown for a loop by the pandemic. As such, we have not had as many collaborations with other Needham-based initiatives. We had a great run with the Needham History Center, the League of Women Voters and Needham Community Education, though, and hope to continue those relationships through 2022.
- In 2021, we had more specials air on the Needham Channel than any of our regular series programs.

Archive.org Statistics: Lifetime

Top 10 (as of December 31, 2021)

1,055	NCN: Rise Against Hunger, 2/3/17
982	NCN: Book Looks "The Light Between Oceans", 9/14/12
783	NCN: My Fair Lady, 3/11/11
691	NCN: Chalk it Up 2016, 5/27/16
542	NCN: Cat on a Hot Tin Roof, 3/30/12
524	NCN: English Language Learners Program
523	NCN: Little Shop of Horrors
507	NCN: Titanic Museum, 4/16/2010
431	NCN: NHS Profile: Keith Ford, 9/30/16
431	NCN: Book Looks "The Language of Flowers", 9/28/12

YouTube Statistics: Lifetime

Top 10 (as of December 31, 2021)

230,263	Your World, Bringing it Home: Building a Clothesline
49,224	A Brief History of Radio
44,845	Needham Channel Sports: Cliff Kurker Punt Return
36,781	Football Highlights vs. Natick, 10/28/11
24,636	Your World, Bringing it Home: Konarka Technology
23,375	Great Stuff That Works - Choose a Great Toilet
15,070	Bay State All-Star Game, Basketball Highlights 3/1/09
13,093	Your World, Bringing it Home: Making Crabapple Jelly
10,960	Needham HS Baseball 2018 D1 State Champions
8,411	Needham Channel Sports: Luke Geraghty One-Handed TD Catch

Facebook Statistics: Best of 2021

Top 10 (Feed, Likes, Shares)

1	11/20: Girls Volleyball State Title Celebration Pics (NCS, **616**, 9)
2	1/28: Superintendent Gutekanst SC Video on Covid Spike (TNC, 370, 30)
3	11/20: GVB State Title Kaitlyn, Lulu & Izzy Interviews (NCS, 227, 5)
4	11/25: Thanksgiving Football Highlights (NCS, 66, 5)
5	11/19: GVB State Final Preview Video (NCS, 65, 2)
6	4/7: Voting PSA "Less Than a Week Away" (TNC, 59, 35)
7	6/5: NHS Graduation Car Parade Highlights (TNC, 54, 3)
T8	4/15: Voting PSA "Thank You For Voting" (TNC, 41, 19)
T8	9/3: Making Meals with Mike Taiglach Video (TNC, 41, 4)
T8	11/13: GVB vs. Concord-Carlisle Highlights (NCS, 41, 2)

Instagram Statistics: Best of 2021

Top 10 (Likes)

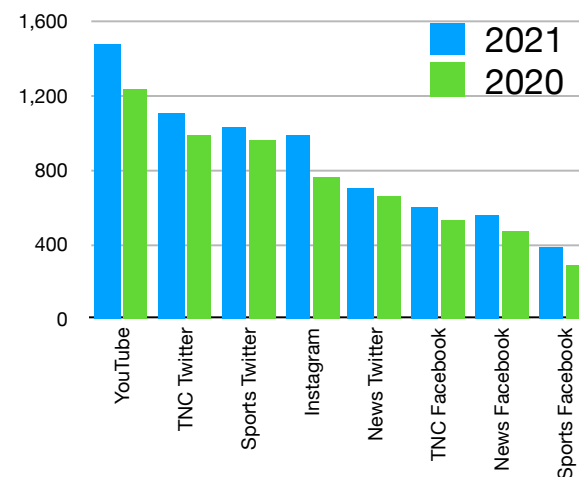
1	11/20: Girls Volleyball State Title Celebration Pics/Video (78)
2	6/5: NHS Graduation Car Parade Videos Pt 2 (74)
3	6/6: NHS Graduation Live Coverage Pics (69)
4	11/13: GVB Playoff win at C-C Celebration Video (58)
T5	10/4: GVB Coach Todesco 100th win Video & Pics (50)
T5	6/6: NHS Graduation Processional Video & Pics (50)
7	6/6: NHS Graduation Officer Rocket Pics (47)
8	4/6: GVB vs. Milton Huddle Pic (46)
T9	9/11: September 11th 20th Anniversary Pics (44)
T9	7/5: 4th of July Parade Videos & Pics Pt 2 (44)

Twitter Statistics: Best of 2021

Top 10 (Handle, Likes, Retweets)

1	7/2: Boys Volleyball State Title Nolan Leary Interview (NCS, 22, 9)
T2	6/28: BVB Section Chsmsps Pics (NCS, 19, 6)
T2	3/27: Football vs. Brookline Highlights Video (NCS, 19, 5)
T2	3/26: Football vs. Brookline Final Score (NCS, 19, 3)
T2	9/25: Football at Newton North Highlights Video (NCS, 19, 2)
T6	7/2: Boys Volleyball State Title Eli Blumenstein Interview (NCS, 17, 7)
T6	7/2: Boys Volleyball State Title Dave Powell Interview (NCS, 17, 6)
T6	9/8: Football vs. Natick Opener Live Broadcast Announcement (NCS, 17, 6)
T9	8/17: 2018 Baseball State Title Rockets Classics Tease (NCS, 14, 1)
T9	7/5: 4th of July Parade Hosts Pic (TNC, 14, 1)

Social Media Followers: 2021 vs. 2020



2021 Online Insights:

- We set new records for likes twice in 2021, both on Facebook. The first time came in January with the Superintendent’s statement on a spike in Covid cases (370). Then in November a new record was established from a collection of pictures of the Girls Volleyball State Championship celebration (616). In addition, a post with interviews from players Kaitlyn Wong, Lulu Wallace and Izzy Streeper attracted a large amount of likes as well (227).
- In December, we experienced a minor upset on YouTube, when the NCN Story on the Needham Women’s Club Holiday Parade racked in the most views (738), unseating the usual top draw, “Building a Clothesline” (542).
- Our popular 2021 video on YouTube was the Needham Rotary Club Carnival Preview, which generated 1,166 views. It was produced as part of the Needham Channel News. In 2020, our best performing new video was the NCN story on Free Face Mask Kits, which had 2,605 views that year.
- In 2021, our YouTube Subscriber base grew by 247 viewers, while our Instagram followers grew by 228.
- As viewed through our website, the most popular documentary we have produced to date is “METCO: Yesterday. Today. Tomorrow.” with 610 views registered. Our most watched municipal meeting to date: Needham Select Board, 2/25/20, which has 226 views.
- Six of our top 10 Social Media posts this year were from Sports, with the NCS Facebook Feed contributing 4 of those spots.