

# 2022 Production Year at a Glance\*\*

	2022	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022	2021		2022	2021	
	January		February		March		April		May		June		Show Totals		2022	2021
Carter Church Service	4	3	3	4	4	5	4	2	4	3	4	4	Carter Church Service	45	43	
Mindful Me with Dr. Marga	0	0	0	0	0	0	2	0	1	0	3	0	Mindful Me	23	0	
Moving Forward Together	1	0	1	0	1	0	0	1	1	2	1	0	Moving Forward Together	7	10	
Needham Channel News	4	4	4	4	5	4	4	5	4	4	5	4	Needham Channel News	51	52	
Needham Channel Sports/Classics	8	2	7	4	5	7	6	4	9	8	11	10	Needham Channel Sports/Classics	84	70	
Needham Planning Board	2	0	5	1	3	1	4	0	2	0	2	1	Needham Planning Board	30	13	
Needham School Committee	3	3	2	2	3	3	2	2	2	2	2	2	Needham School Committee	22	23	
Needham Select Board	2	2	2	2	2	3	2	3	3	3	2	2	Needham Select Board	23	26	
Rockets Report	0	0	0	0	0	0	0	0	1	0	0	0	Rockets Report	2	1	
Specials (see sidebar)*	6	5	12	8	12	10	6	8	7	4	8	6	Specials (see next page)*	93	74	
Town Meeting	0	0	0	0	0	0	0	0	3	3	0	0	Town Meeting	4	4	
Writer's Block	0	0	0	0	1	0	1	1	0	0	1	1	Western Gunslingers	3	0	
Zoning Board of Appeals	1	1	1	1	1	1	1	1	1	1	1	1	Writer's Block	5	5	
	July		August		September		October		November		December		Zoning Board of Appeals	10	12	
Carter Church Service	4	4	4	2	4	4	4	4	2	4	4	4	<b>TOTAL PRODUCTIONS</b>	<b>402</b>	<b>333</b>	
Mindful Me with Dr. Marga	3	0	4	0	4	0	4	0	2	0	0	0	<b>PROGRAMMING HOURS</b>	<b>504</b>	<b>395</b>	
Moving Forward Together	1	2	0	0	0	2	0	0	1	2	0	1	<b>MUNI MEETINGS (IN HOURS)</b>	<b>216</b>	<b>164</b>	
Needham Channel News	4	5	4	4	5	5	4	4	3	4	5	5				
Needham Channel Sports/Classics	1	4	0	1	8	8	14	10	12	9	3	3				
Needham Planning Board	2	1	1	1	2	2	3	2	2	2	2	2				
Needham School Committee	0	0	0	1	2	2	2	2	2	2	2	2				
Needham Select Board	1	1	1	1	2	2	2	2	2	3	2	2				
Rockets Report	0	0	1	0	0	0	0	1	0	0	0	0				
Specials (see sidebar)*	13	6	7	4	3	4	8	6	5	7	6	6				
Town Meeting	0	0	0	0	0	0	1	1	0	0	0	0				
Western Gunslingers	0	0	0	0	0	0	1	0	1	0	1	0				
Writer's Block	0	1	0	0	1	0	0	1	1	1	0	0				
Zoning Board of Appeals	0	1	1	1	1	1	1	1	1	1	0	1				

## New Series in 2022

Mindful Me  
Western Gunslingers

## Departing Series in 2022

First Baptist Church Service  
Needham Schools Spotlight

\*\*Does not include Community Bulletin Boards programming.

## 2022 Series Programming Insights:

- Series Programming levels have been consistent from 2021 to 2022. Mindful Me, Planning Board Coverage and Western Gunslingers are just hitting their stride this year, while others have been about the same or slightly under 2021 production levels.
- Moving Forward Together signaled that they might be ending their run, but have continued to contribute programs, ;
- The increase in sports programming is only partly due to NHS team performance. Producer Kristen Connors has been making an extra effort to add value to sponsored sports series.
- Overall, 2022 has been a strong year for series, although special programs continue to dominate in any given month.

## 2022 Specials

Needham Police Citizens Academy, Episode 1 - 1/3/22
How to Run for Office and Town Meeting in Needham, 1/10/22
Needham Police Citizens Academy, Episode 2 - 1/20/22
Needham Housing Plan Working Group, 1/27/22
At My Neighbors Table: Challenging Conversations (2/4/22)
Martin Luther King, Jr. Day Celebration, 1/17/22 (2/4/22)
Needham Police Citizens Academy, Episode 3 - 2/5/22
Forde Good Person Award Ceremony 1/31/22 (2/11/22)
Needham Police Citizens Academy, Episode 4 - 2/17/22
Representative Garlick's Community Report, 2/15/22
Vikings on the Charles, 2/16/22
Marvin Henry Vigil, 2/17/22
Needham Police Citizens Academy, Episode 5 - 3/3/22
Green Needham: Do It Smart, 3/3/22
Cops and Community, 3/1/22 (3/10/22)
Needham Police Citizens Academy, Episode 6 - 3/17/22
Meet Your Planning Board Candidates, 3/20/22
LWV: Feeding Our Students, 3/24/22
Community Preservation Committee Hearing, 3/16/22 (3/24/22)
Auchincloss Town Hall Forum, 3/27/22
LWV: Candidates Night, 3/28/22
Community Housing Workshop, 3/24/22 (3/29/22)
Lane Lyceum: Ukrainian Invasion, March 2022 (4/1/22)
NEF Trivia Bee 2022 (4/7/22)
Notable Needhamites (4/8/22)
Constitution Series: Framers and Framing, 4/14/22
Social Media and Our Youth, 5/1/22
A Short History of Ireland through Song, 4/3/22 (5/9/22)
Connections: Cops & Community - School Resource Officers, 5/17
SEPEC Awards, 5/12/22 (5/26/22)
Memorial Day Observances, 5/30/22
Needham High School Senior Awards, 6/2/22
Needham High School Graduation, 6/5/22
The Future of Suburbs, 6/12/22
Connections: Cops & Community, 6/13/22
Green Needham Open House, 6/16/22
Buffalo and Uvalde Virtual Gathering, 6/17/22
Needham Fireworks, 7/3/22 (7/4/22)
Needham Parade, 7/4/22
NHS Student Documentary Previews, 7/7/22

Dedication of Fire Station 2, 6/30/22 (7/8/22)
Dedication of the Public Safety Building 6/30/22 (7/8/22)
Damon Borrelli Bridge Dedication, 7/11/22 (7/14/22)
A Conversation with Anita Diamant, 5/22/22 (7/15/22)
Constitution Series: Amendments and Federalism (7/15/22)
Constitution Series: Civil Liberties (7/21/22)
Constitution Series: Civil Rights (7/28/22)
NHS Student Documentary: Divide, 7/28/22
NHS Student Documentary: Aimless, 8/4/22
NHS Student Documentary: Muslim Man on the Street, 8/12/22
The Words and Music of Ireland, 8/14/22
NHS Student Documentaries 2022, 8/18/22
Legislative Review with Senator Becca Rausch, 8/24/22
LWV County Commissioner Forum, 8/24/22
International Overdose Awareness Day 8/31/22 (9/8/22)
Rockets Classics: Girls Volleyball Title Run, 9/6/22
Gun Safety: Beyond the Active Shooter Drill, 9/29/22 (10/6/22)
LWV: State Senate Forum, 10/18/22
LWV: County Commissioner Forum, 10/19/22
LWV Forum on Questions 2 & 3, 10/17/22 (10/20/22)
Solid Waste and Recycling Forum, 11/2/22
Veterans Day, 11/11/22
Solid Waste and Recycling Forum, 11/2/22
Housing Plan Working Group Community Meeting, 11/16/22
The Stationery Shop, 11/6/22 (11/28/22)
Distinguished Career Awards - Fall 2022 (12/1/22)
Mindful Resilience for Mental Health in the "New Normal"

## 2022 Short Subject Programs

LWV: How to Run for Office Short, 1/7/22
Making Meals with Mike - Skillet Veg Lasagna, 1/26/22
10 Minutes with...Connie Barr and Susannah Hann, 2/4/22
10 Minutes with...Andy Garlick and Karen Bourn, 2/17/22
Making Meals with Mike - Hummus, 2/17/22
Needham School Houses: Dwight School, 2/10/22
Making Meals with Mike - Chicken Quinoa Tabbouleh, 3/11/22
Meet Your Select Board Candidate, 3/18/22
10 Minutes with...Jesse Young-Paulson and Ray Winig, 4/1/22
Making Meals with Mike - Chicken Pesto, 4/14/22
Needham School Houses: Broadmeadow School, 4/28/22
10 Minutes with Pollard Data Science Class, 5/4/22
10 Minutes with Carmen Williams, 6/30/22
Chalk it Up 2022, 6/9/22
Making Meals with Mike - Mango Chicken Tacos, 7/14/22
Needham School Houses: High Rock, 7/29/22
Better Balance, 8/18/22
10 Minutes with Kiana Brunson, 9/1/22
10 Minutes with Spengler and Carter, 10/5/22
Making Meals with Mike - Butternut Squash Soup 10/6/22
Moving Forward Together (short) 10/13/22
Olin Scavenger Hunt (short) 10/13/22
10 Minutes with Boudreaux, Grin and Curie, 10/5/22
A Few Moments with Bob Larsen, 12/1/22
Holiday House Tour, 12/15/22
How Needham Runs 101: Water and Sewer Bills part 1, 12/22/22
10 Minutes - Resolutions, 12/28/22

## 2022 Special Programming Insights:

• **Bring on the MiniSeries! Many Special Programs had themes or sponsoring organizations tying them together: Cops and Community, the Friends of the Needham Public Library, Needham Community Police Academy and the Constitution Series among them.**

• **2022 marks the third straight year of increases in Special Programming at the Needham Channel, with 56 special programs logged in 2019.**

## Archive.org Statistics: Lifetime

### Top 10 (as of December 31, 2022)

1,074	NCN: Rise Against Hunger, 2/3/17
1,043	NCN: Book Looks "The Light Between Oceans", 9/14/12
952	NCN: My Fair Lady, 3/11/11
731	NCN: Chalk it Up 2016, 5/27/16
722	NCN: Cat on a Hot Tin Roof, 3/30/12
621	NCN: Titanic Museum, 4/16/2010
621	NCN: Little Shop of Horrors
587	NCN: English Language Learners Program
530	NCN: NHS Profile: Keith Ford, 9/30/16
490	NCN: Book Looks "One Second After", 11/9/12

## Instagram Statistics: Best of 2022

### Top 10 (Likes)

1	3/4: Boys Basketball Sam Hughes Dunk (82)
2	11/16: Boys Soccer State Semis Highlights Video (77)
3	3/11: NHS Trans Rights Rally (66)
3	6/5: NHS Graduation Processional Video & Pics (66)
5	12/20: NHS Dance Team Video at Boys Basketball Game (61)
6	10/14: NHS Dance Team Video at Football Game (59)
7	8/24: Football Media Day Pics (57)
8	11/14: Boys Soccer vs. Newton S: Dillin Meloni Goal (56)
9	6/15: Boys Volleyball State Title Postgame: Nolan Leary Interview (48)
10	6/5: NHS Graduation: Grads We Know Pics (47)

## YouTube Statistics: Lifetime

### Top 10 (as of December 31, 2022)

248,906	Your World, Bringing it Home: Building a Clothesline
53,723	A Brief History of Radio
44,921	Needham Channel Sports: Cliff Kurker Punt Return
36,849	Football Highlights vs. Natick, 10/28/11
24,665	Your World, Bringing it Home: Konarka Technology
23,458	Great Stuff That Works - Choose a Great Toilet
15,274	Bay State All-Star Game, Basketball Highlights 3/1/09
13,671	Your World, Bringing it Home: Making Crabapple Jelly
11,312	Needham HS Baseball 2018 D1 State Champions
8,801	Needham Channel News: Rape Aggression Defense Class, 6/7/13

## Twitter Statistics: Best of 2022

### Top 10 (Handle, Likes, Retweets)

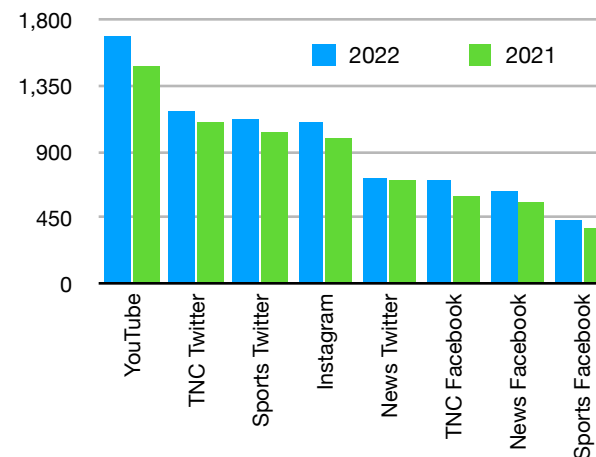
1	6/15: Boys Volleyball State Title: Coach Powell Interview (NCS, 28, 7)
2	11/16: Boys Soccer vs. Newton S: Meloni Goal Video (NCS, 23, 1)
3	6/15: Boys Volleyball State Title: Ethan McCarron Interview (NCS, 21, 7)
4	5/20: Softball vs. Dedham: Back to Back HRs Video (NCS, 20, 7)
5	6/15: Boys Volleyball State Title: Ben Putnam Interview (NCS, 19, 7)
T6	8/24: Football Media Day: Josh Melia Interview (NCS, 16, 3)
T6	11/16: Boys Soccer State Semis: Goals Video (NCS, 16, 3)
8	6/15: Boys Volleyball State Title: Nolan Leary Interview (NCS, 15, 7)
T9	6/15: Boys Volleyball State Title: Raymond Weng Interview (NCS, 14, 7)
T9	6/15: Boys Volleyball State Title: Final Score (NCS, 14, 7)

## Facebook Statistics: Best of 2022

### Top 10 (Feed, Likes, Shares)

1	6/15: Boys Volleyball State Title: Nolan Leary Interview NCS, 237,3)
2	10/14: NHS Dance Team Video at Football Game (TNC, 226, 6)
3	3/23: Dan Matthews Farewell YouTube Link (TNC, 147, 3)
4	2/4: Harvey's Hardware Fire/TNC Outage (TNC, 88, 4)
5	5/26: NCN PKG: Kim Hewitt New NPL Director (NCN, 85, 5)
6	6/30: NCN PKG: Roe v. Wade Protest (TNC, 47, 7)
7	11/24: Thanksgiving Football: Crew Pics (TNC, 40, 2)
8	2/28: Vigil for Ukraine PSA (TNC, 38, 27)
9	1/6: Police Citizens Academy Ep1 YouTube Link (TNC, 31, 2)
10	9/2: 2 Primary Election Voting PSAs (TNC, 29, 17)

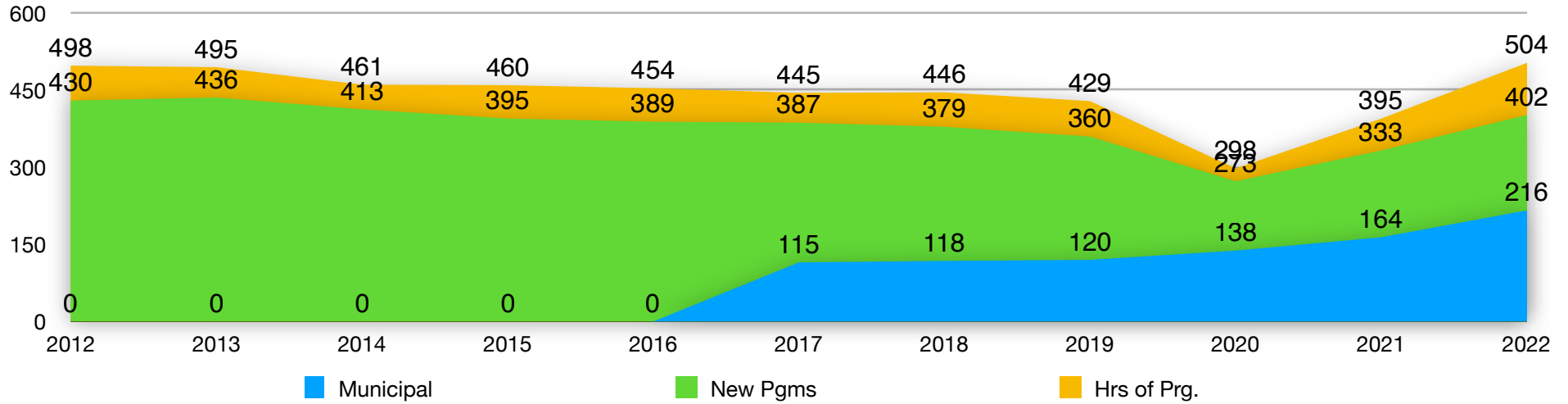
Social Media Followers: 2022 vs. 2021



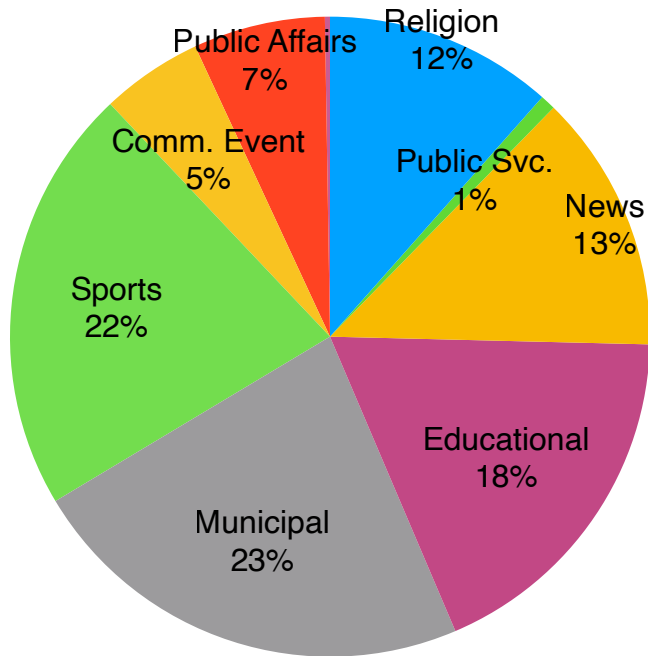
## 2022 Online Insights:

- Our Facebook pages dominate the top of our 2022 Social Media, with the top 5 likes all coming from one of our three pages. The Top 2 were sports related: a postgame interview from the Boys Volleyball State Championship and the Dance Team performance from an October Football Game.
- Our most watched video ever continues to be “Your World, Bringing it Home: Building a Clothesline” (2008) from YouTube. It consistently ranks among our top viewed every month, if not THE top every month.
- We also have several videos from over the years that continue to draw viewers to our YouTube page. The second highest viewed video of 2022 was “A Brief History of Radio,” from 2013.
- Our total online audience continues to grow, with YouTube gaining over 200 new followers and Instagram getting over 100.
- We are expecting a great 2023 for streaming video, as we are changing our focus to offer more of our programming online.
- While there is uncertainty surrounding Twitter’s fate in 2023, we hope to continue to build our social media presence, planning to grow by posting more, including ‘Behind the Scenes’ videos.

### 10 Year Comparison of Production Levels



#### Television Production By Genre (2022)



#### Television Production By Genre (2021)

