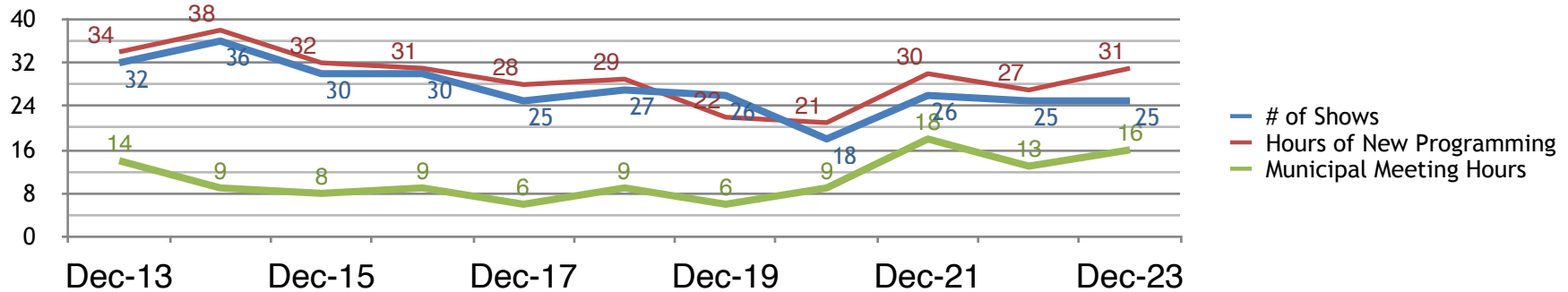


Needham Channel Production Report
December 2023

Television Program Production:

Type	Title	# of Episodes	Avg. Length in Minutes	Category
Series:	Carter Church Service	4	66.26	Access Series - Religion
	Mindful Me	0	29.5	Access Series - Educational
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	4	76.10	Sports
	Needham Planning Board	3	151.83	Municipal Meeting
	Needham School Committee	2	65.88	Municipal Meeting
	Needham Select Board	2	119.69	Municipal Meeting
	Rockets Report	0	29.07	Sports
	The Writer's Block	1	28.3	Educational
	Zoning Board of Appeals	1	161.95	Municipal Meeting
Specials:	10 Minutes with Dr. Farid and Rabbi Perlman	1	22.03	Public Affairs
	Distinguished Career Awards	1	38.27	Community Event
	Needham Housing Coalition, 11/29/23 (12/7/23)	1	79.65	Public Affairs
	Wreaths Across America	1	28.63	Community Event

Production Level Comparison to Same Month, Last 10 Years



December TV Headlines and Analysis

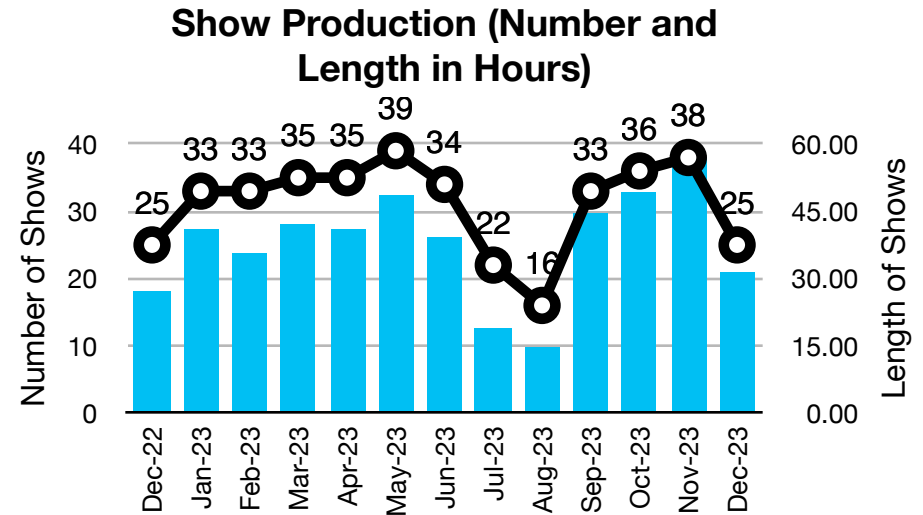
Slower Production Schedule Boosted by Meetings on Town IT and the Linden/Chambers Redevelopment • Sports Gets a Jump on the 2024 Winter Season • 10 Minutes...? Supersized Episode Reacts to World Events

In many ways, December was a fairly typical month. Compared to previous years, we produced a slightly below average number of programs, although the Joint Meeting held between the Select Board and School Committee, and the Community Meeting held by the Needham Housing Authority and Planning Board helped assure that the number of production hours. In fact, we are almost exactly where we ended up last year, with 25 productions recorded for the month. The changes had mostly to do with the continued death of community-produced series, and the way the days of the week fell this year.

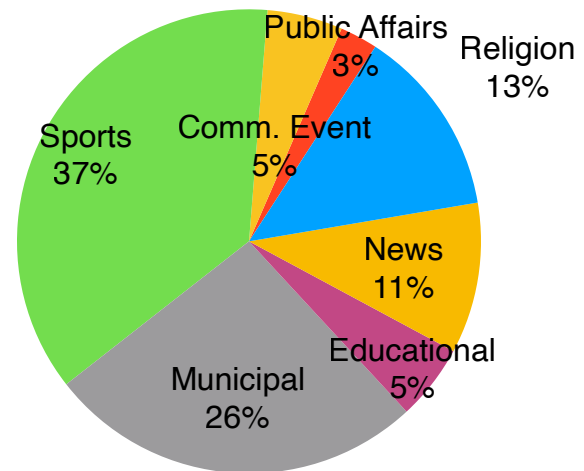
In terms of the types of programs done in September, we had more sports coverage (thanks, Kristen!) than in previous Decembers, and together with the reduced schedule, sports represented more than a third of our productions. We also had slight elevations in our municipal coverage over a typical month, and the loss of Western Gunslingers meant a drop in our educational programs.

The accuracy of our programming schedule has been pretty high over the last month, thanks to the power being a little more stable in our area. While the lights flickered a few times during the December 18th storm, we were able to maintain a consistent signal on all four of our television channels.

Once we are through the holidays, things are looking to pick up pretty quickly in January. Housing will continue to be on the forefront of the town's mind, as the Housing Needham working group will hold its second Community Workshop, Representative Denise Garlick has announced her intention to hold an additional event in Powers Hall this January, and (of course) our event coverage of the Martin Luther King, Jr. Day Celebration and the Forde Good Person Award.



Shows By Genre (Last Month)



Needham Channel Production Report December 2023

Social Media:

This Month's Top 10 Posts

Likes	Shares	Account	Content
112	14	Instagram	Boys Basketball Back for Opener Video
91	12	Instagram	Dance Team at Boys Bball Opener Video
84	26	Instagram	Real Money Moves Ep7 Tease Video
81	15	Instagram	Girls Bball Win vs. Weymouth Highlights
67	26	Instagram	Hanukkah Gelt Drop at Town Hall Video
43	1	Instagram	Girls Basketball warmup vs. Weymouth
36	1	NCS FB	Girls Bball vs. Weymouth Needham Local Story
36		Instagram	Mike & Ben Gilman on News Set Pic
24	1	TNC FB	NCN Year in Review Pic with Arturo & Ben
17	1	NCS FB	Boys Bball Season Opener Needham Local Story

Follower Count

	Number	Change
YouTube	1,944	+22
Instagram	1,402	+45
X (The Needham Channel)	1,315	+8
X (Sports)	1,313	+11
X (News)	792	+10
Facebook (The Needham Channel)	772	+3
Facebook (News)	671	—
Facebook (Sports)	462	+2

This Month's Top 10 YouTube Videos

Views	Video	Posted
1,097	NCN: Sunita Williams Day 2023	5/30/23
392	NCN: Successful Brain Aging	12/25/23
255	NCN: Boys Basketball vs. Milton	12/14/23
230	Your World, Bringing it Home: Building a Clothesline	3/10/09
148	NCN: Thanksgiving Football Game	12/1/23
147	NCN: An Egypt Affair & Love Don't Fade Away Premiere	5/8/2023
115	NCN: Math Pathway Petition	12/8/23
102	NCN: Boys Volleyball State Championship Highlights	6/16/23
97	Needham vs. North High Basketball State Championship	3/22/23
89	NCN: Best of Fall 2023 (Sports Highlights)	12/8/23

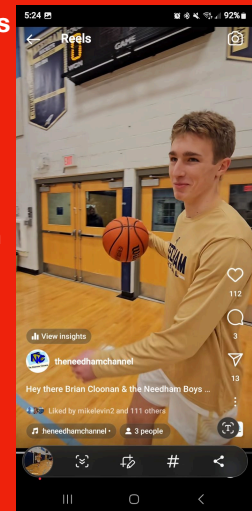
TRENDING THIS MONTH

Boys Basketball Emerges to Open a New Season

Instagram

December 12, 2023

Our Winter Sports Season started off with Boys Hoops coming out of their locker room for warmups against Milton & Captain Brian Cloonan going right by our social media camera! The post received 112 likes and 14 shares, reached 3,893 people, got 6,863 plays and had an total watch time of 15 hours, 31 minutes and 28 seconds!



Total Views in December: 7,632

YouTube Shake-up! For the longest time, two videos dominated the monthly top 10 on a monthly basis: **Building a Clothesline (2009)**, and **A Brief History of Radio (2013)**. In 2023, those top slots have begun to give way to newer videos. In particular, the Needham Channel News stories on **Sunita Williams Day (2003)** and **An Egypt Affair (2023)** have been raking in a lot of views. Only time will tell if they are destined to unseat one of the champions in our year-end All-Time Top 10!

Needham Channel Production Report
December 2023

Streaming Video and Needham Local:

Top 10 Views on needhamchannel.org & Roku

Views	Video	Posted
239	Needham Channel HD Channel	n/a
62	Needham School Committee, 12/12/23	Dec 23
34	Needham School Committee, 12/19/23	Dec 23
21	Needham Boys Basketball, 12/12/23	Dec 23
19	Needham School Committee, 11/21/23	Nov 23
15	Needham Select Board, 12/5/23	Dec 23
15	Zoning Board of Appeals, 11/16/23	Nov 23
14	Needham Select Board, 11/28/23	Nov 23
9 (tie)	Zoning Board of Appeals, 12/14/23	Dec 23
9 (tie)	Girls Basketball vs. Weymouth, 12/15/23	Dec 23
Total Views: 572		
Total Viewers: 268		New Viewers: 83

Top 10 Needham Local Stories

Views	Video	Posted
176	Basketball Season Blasts Off as Needham Boys Top Milton	Dec 23
174	Girls Hoops Rockets Past Weymouth in Home Opener	Dec 23
147	Events for December 2023 (Calendar)	Dec 23
135	Locals Give Back, One Can at a Time	Dec 23
119	Brewing Passion: Local Honors Colombian Heritage with Coffee Co.	Dec 23
115	Christmas Trees in Short Supply, Local Retailers Say	Dec 23
82	BID-Needham Employees Honored	Dec 23
74	Sending 'Smiles' to Local Seniors	Nov 23
65	Town Fields Feedback on Linden/Chambers Redevelopment	Dec 23
51	Bad Blood': 135 Years of Needham-Wellesley Football Rivalry	Nov 23
Total Views: 2,519		Total Users: 1,492

archive.org

Top 5

1. My Fair Lady (March 2011)
2. Rise Against Hunger (February 2017)
3. "Book Looks" The Light Between Oceans (September 2012)
4. An Egypt Affair & Love Don't Fade Away Premiere (May 2023)
5. Chalk It Up (May 2016)

Spotlight on....

Social Media Numbers

In addition to the likes and shares, which you can see in the top 10 Social Media Posts of the month, here are some extended stats for the top 6, all of which are from Instagram:

Boys Basketball Opener Video:

3,915 plays, 2,382 reach
9:29:01 watch time

Dance Team Video:

3,915 plays, 2,382 reach
9:29:01 watch time

Real Money Moves Ep7 Tease Video

3,942 plays, 2,427 reach
4:23:06 watch time

Girls Basketball vs. Weymouth Highlights

3,955 plays, 1,857 reach
15:14:33 watch time

Hanukkah Gelt Drop Video

3,830 plays, 1,993 reach
4:53:02 watch time

Girls Basketball vs. Weymouth Warmup Video

2,378 plays, 1,483 reach
4:47:15 watch time

This was our biggest December for Social Media ever! We had several posts that received a lot of interest, from Sports to Programming to Community Events. We hope to keep this type of interest going into 2024!