

2023 Production Year at a Glance**

	2023	2022	2023	2022	2023	2022	2023	2022	2023	2022	2023	2022			
	January		February		March		April		May		June		Show Totals		
	2023	2022	2023	2022	2023	2022	2023	2022	2023	2022	2023	2022	2023	2022	
Carter Church Service	4	4	4	3	5	4	4	4	5	4	4	4	Carter Church Service	51	45
Mindful Me with Dr. Marga	1	0	1	0	1	0	1	2	1	1	1	3	Mindful Me	12	23
Moving Forward Together	0	1	0	1	0	1	0	0	0	1	0	1	Moving Forward Together	0	7
Needham Channel News	4	4	4	4	5	5	4	4	4	4	5	5	Needham Channel News	51	51
Needham Channel Sports/Classics	9	8	9	7	6	5	11	6	11	9	8	11	Needham Channel Sports/Classics	95	84
Needham Planning Board	2	2	2	5	3	3	2	4	1	2	2	2	Needham Planning Board	24	30
Needham School Committee	3	3	2	2	2	3	2	2	2	2	2	2	Needham School Committee	21	22
Needham Select Board	2	2	3	2	2	2	3	2	2	3	2	2	Needham Select Board	24	23
Rockets Report	1	0	0	0	0	0	0	0	1	1	0	0	Rockets Report	2	2
Specials (see sidebar)*	4	6	5	12	8	12	6	6	6	7	8	8	Specials (see next page)*	69	93
Town Meeting	0	0	0	0	0	0	0	0	3	3	0	0	Town Meeting	4	4
Western Gunslingers	1	0	1	0	1	0	1	0	1	0	1	0	Western Gunslingers	7	3
Writer's Block	1	0	1	0	1	1	0	1	1	0	0	1	Writer's Block	8	5
Zoning Board of Appeals	1	1	1	1	1	0	1	1	1	1	1	1	Zoning Board of Appeals	11	9
	July		August		September		October		November		December		TOTAL PRODUCTIONS		
Carter Church Service	4	4	5	4	3	4	4	4	5	2	4	4	PROGRAMMING HOURS	463	504
Mindful Me with Dr. Marga	3	3	0	4	1	4	1	4	1	2	0	0	MUNI MEETINGS (IN HOURS)	191	216
Moving Forward Together	0	1	0	0	0	0	0	0	0	1	0	0			
Needham Channel News	4	4	5	4	4	5	4	4	4	3	4	5			
Needham Channel Sports/Classics	0	1	0	0	10	8	13	14	14	12	4	3			
Needham Planning Board	1	2	1	1	2	2	2	3	3	2	3	2			
Needham School Committee	0	0	0	0	2	2	2	2	2	2	2	2			
Needham Select Board	1	1	1	1	2	2	2	2	2	2	2	2			
Rockets Report	0	0	0	1	0	0	0	0	0	0	0	0			
Specials (see sidebar)*	6	13	4	7	7	3	5	8	6	5	4	6			
Town Meeting	0	0	0	0	0	0	1	1	0	0	0	0			
Western Gunslingers	1	0	0	0	0	0	0	1	0	1	0	1			
Writer's Block	1	0	0	0	1	1	1	0	0	1	1	0			
Zoning Board of Appeals	1	0	0	1	1	1	1	1	1	1	1	0			

Departing Series in 2023
 Moving Forward Together
 Western Gunslingers

2023 Programming Insights:

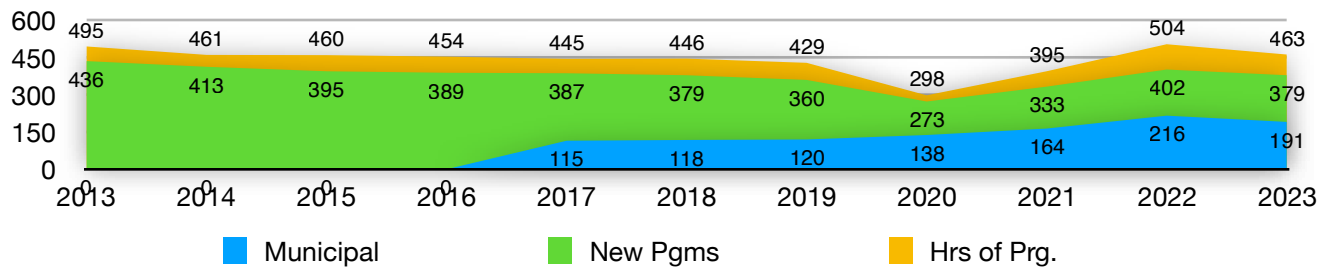
While 2023 runs mostly in the middle of the pack, it does come across as being a bit anticlimactic after the banner year that 2022 was. We did see a cooling off, mostly coming from the special programming side. Finishing the Western Gunslingers series, as well as completing the Needham School Houses series, we are searching for the next new series to take their place.

Housing and environmental initiatives continue to be a ready source of activity around town, and are planting the seeds for the upcoming year, as well as an amazing roster of athletes in Needham High School, boosting interest in sports.

Recruitment efforts are also underway for both staff and volunteer resources for production purposes, as we adjust to the increased emphasis on news being created by Needham Local.

**Does not include Community Bulletin Board programming.

10 Year Comparison of Production Levels



2023 Specials

NUARI End-of-2022 Update, 1/19/23
Ancestors and Destiny, 1/8/23 (1/26/23)
Martin Luther King, Jr. Day Celebration 2023, 1/26/23
Department of Public Works Public Forum, 2/6/23
Forde Good Person Award Ceremony 1/30/23 (2/6/22)
Needham Creates, Episode 1 (2/20/23)
Engineering for Everyone, 2/5/23 (2/23/23)
Representative Garlick's Community Report, 2/13/22
Meet Your Select Board Candidates, 3/9/23
Community Preservation Committee, 3/15/23
Focus on the 2023 Needham Ballot Questions, 3/20/23
NEF Trivia Bee 2023 (3/23/22)
LWV: Candidates Night, 3/27/23
10th Grade Interdisciplinary Project, 4/6/23
An Overview of the Needham Housing Plan, 4/12/23
Community Alcohol Forum, 4/13/23
Antiques Roadshow: Behind the Scenes, 4/14/23
Chad Williams Author Talk, 5/4/23
NHS Jazz Night, 5/4/23
Path to Mindfulness, 5/25/23
Memorial Day Observances, 5/29/23
NHS Senior Awards, 5/30/23
Needham High School Graduation, 6/5/23
Needham School Houses, Ep. 18: Needham High School, 6/8/23
Pollard Closing Ceremony, 6/14/23
Needham Creates, Episode 2 (6/22/23)
NHS Student Documentary Previews (6/22/23)

NHS Student Documentary Previews (6/22/23)
Investigating History: 5th Grade Curriculum (6/29/23)
4th of July Fireworks, 7/3/23 (7/4/23)
4th of July Parade, 7/4/23
The Great Boston Fire, 6/11/23 (7/4/23)
What Parents Need to Know to Keep Kids Safe, 7/6/23
Needham Creates, Episode 3 (7/27/23)
NHS Student Documentaries 2023 (8/17/23)
Building Confidence with Kung Fu (8/24/23)
International Overdose Awareness Day Vigil, 8/31/23 (9/7/23)
Housing Needham Meeting, 9/7/23 (9/14/23)
How Needham Runs 101: Property Tax (9/14/23)
Needham Newton Community Way, 9/7/23 (9/14/23)
N2A Needham to Arlington Walk (9/28/23)
Housing Needham Advisory Committee, 10/5/23
LWV: Sources of Needham News (10/16/23)
NPH Training for Food Vendors (10/11/23), 10/26/23
The Enigma of John Singer Sargent, October 2023, 11/2/23
Housing Needham Community Workshop, 11/9/23
Veterans Day, 11/11/23
Needham Single District Historic District Meeting, 11/15/23
Friends of the NPL: NewsFlash!, 11/12/23 (11/30/23)
10 Minutes with Dr. Farid and Rabbi Perlman (12/7/23)
Distinguished Career Awards - Fall 2023 (12/7/23)
Needham Housing Coalition, 11/29/23 (12/7/23)
Wreaths Across America (12/21/23)

2023 Short Subject Programs

Making Meals with Mike - Sweet Potato Latke Burgers, 1/19/23
10 Minutes with...SROs (January 2023), 3/2/23
Real Money Moves, Ep. 1, 3/9/23
Ruthie Foster- Needham Concert Performance, 3/24/23
10 Minutes with Jeniyah Joseph (February 2023), 4/13/23
Real Money Moves, Ep. 2, 4/14/23
10 Minutes - Instructional Coaching (May 2023), 5/11/23
Real Money Moves, Ep. 3, 6/3/23
10 Minutes - Sec. Patrick Tutwiler (June 2023), 6/15/23
Real Money Moves, Ep. 4, 7/20/23
Making Meals with Mike: Tour and CB Burgers (8/3/23)
Purple Heart Ceremony 2023 (8/10/23)
10 Minutes with Ryan and Richard (9/14/23)
Real Money Moves, Ep. 5, 9/14/23
10 Minutes with the School Committee (10/19/23)
Real Money Moves, Ep. 6, 10/26/23
Town Common Rededication, 10/28/23 (11/2/23) (Short)

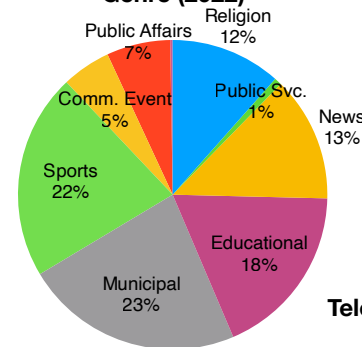
2023 Special Programming Insights:

The number and frequency of our special programs went down a lot in 2023, although most of our recurring event coverage either remained consistent, or, in some cases, increased. Some of this can be attributed to the launch of our Needham Local initiative and the departure of our production assistant this year, although the trend started much earlier in the year, before either of those events occurred.

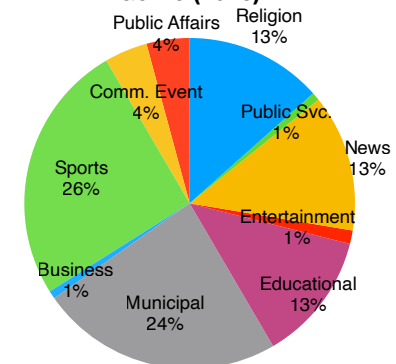
The downward cycle marked the first one since recovery from the pandemic started, and affected both full-scale productions, and our short-subjects. We will have to monitor this closely heading into 2024, and up our efforts to produce additional special programs heading into the spring.

While the number of programs went down, the types of programming we pursued grew more varied in 2023. We maintained heavy concentrations in sports, municipal coverage and religious programming, but also added programs better classified as business related and even some entertainment programming. We would like to build upon those genres heading into the new year.

Television Production By Genre (2022)



Television Production By Genre (2023)



Archive.org Statistics: Lifetime Top 10 (as of December 31, 2023)

1,117	NCN: My Fair Lady, 3/11/11
1,111	NCN: Book Looks "The Light Between Oceans", 9/14/12
1,111	NCN: Rise Against Hunger, 2/3/17
940	NCN: An Egypt Affair & Love Don't Fade Away Premiere (May 2023)
885	NCN: Chalk it Up 2016, 5/27/16
866	NCN: Cat on a Hot Tin Roof, 3/30/12
835	NCN: Little Shop of Horrors (June 2018)
729	NCN: Titanic Museum, 4/16/2010
612	NCN: English Language Learners Program (March 2019)
597	NCN: NHS Profile: Keith Ford, 9/30/16

YouTube Statistics: Lifetime Top 10 (as of December 31, 2023)

263,465	Your World, Bringing it Home: Building a Clothesline
57,017	A Brief History of Radio
45,047	Needham Channel Sports: Cliff Kurker Punt Return
36,886	Football Highlights vs. Natick, 10/28/11
24,683	Your World, Bringing it Home: Konarka Technology
23,488	Great Stuff That Works - Choose a Great Toilet
15,492	Bay State All-Star Game, Basketball Highlights 3/1/09
14,090	Your World, Bringing it Home: Making Crabapple Jelly
11,473	Needham HS Baseball 2018 D1 State Champions
9,607	Needham Channel News: Rape Aggression Defense Class, 6/7/13

Facebook Statistics: Best of 2023 Top 10 (Feed, Likes)

1	8/8: Flooding Pics (TNC, 262)
2	3/11 Boys Basketball Elite 8 Win Postgame Interviews (NCS, 205)
3	11/23: Thanksgiving Football Raw Highlights (NCS, 198)
4	3/19: Boys Basketball State Title Postgame Pic (NCS, 139)
5	1/20: Dina Hannigan Rockets Report Tease Video from YT (NCS, 101)
6	8/8 Flooding Pics #2 (TNC, 98)
7	9/8: Football Opener vs. Natick Highlights (NCS, 86)
8	10/20: Football at Weymouth Needham Local Story Link (NCS, 82)
9	8/18: Arnie, Joe & Sheamus NCN Video (NCN, 79)
10	11/9: Football vs. Xaverian State Semi Highlights (NCS, 69)

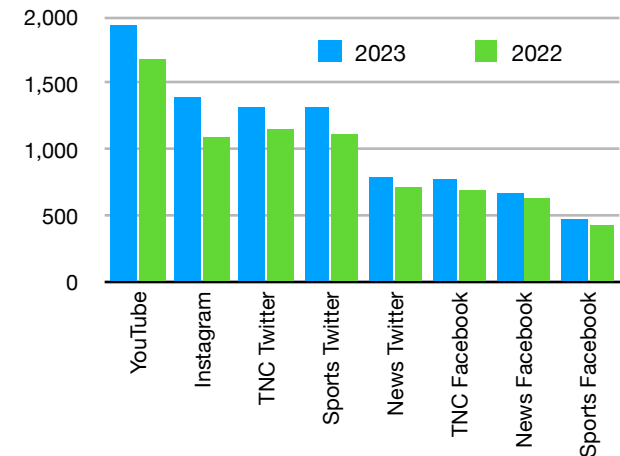
Instagram Statistics: Best of 2023 Top 10 (Likes)

1	11/9: Girls Volleyball Clinch Final 4 Berth Video (402)
2	11/23: Thanksgiving Football Warmup Video (124)
3	3/11: Boys Basketball Elite 8 Celebration Video (122)
4	3/11: Boys Basketball Elite 8 Highlights (120)
5	12/12: Boys Basketball Season Opener Warmup Video (112)
6	6/15: NHS Graduation Pics and Video (107)
7	6/5: Boys Volleyball State Title Celebration Video (107)
8	11/18: Boys Soccer State Title Warmup Video (106)
9	11/9: Football Playoff vs. Methuen Raw Highlights (106)
10	9/8: Dance Team at Football Opener Video (102)

Twitter Statistics: Best of 2023 Top 10 (Handle, Likes, Retweets)

1	3/11: Boys Basketball Elite 8 Win vs. Central Catholic Highlights (NCS, 61)
2	11/23: Thanksgiving Football Final Score (NCS, 57)
3	11/21: Thanksgiving Football Broadcast Opening Video (NCS, 49)
4	11/8: Jimmy Kenney Letter of Intent Signing Video (NCS, 47)
5	3/19: Boys Basketball State Title Final Score (NCS, 40)
6	3/11: Boys Basketball Elite 8 Final Score (NCS, 37)
7	11/9: Football Playoff vs. Methuen Final Score (NCS, 36)
8	6/15: Boys Volleyball State Title: Coach Powell Interview (NCS, 33)
9	6/15: Boys Volleyball State Title: Celebration Video (NCS, 31)
10	11/17: Football vs. Xaverian State Semi Final Score (NCS, 30)

Social Media Followers: 2023 vs. 2022



2023 Online Insights:

- **Social Media continued to grow for us, with 2023 bringing with it our most liked post ever. It was a short Instagram clip of the Needham Girls Volleyball team winning a playoff game to advance to the State Semifinals.**
- **Instagram's Reels video format was a huge boost for us, as 10 of our Top 15 most liked posts of all our Social Media came from Instagram. Almost all of it was sports related, with one NHS Graduation post of pictures and videos in the mix. Overall Instagram is our most liked format, with each of its Top 10 having 102 or more likes.**
- **Our Instagram also had the most new followers in 2023, with 305. Our YouTube Channel was second, with 262 new followers and the most overall. Our TNC and Sports X feeds also significantly improved their audiences, adding 151 and 192 respectively.**
- **We utilized our Facebook pages much more in 2023, with all three grabbing at least one spot in the Facebook Top 10, the Top 5 all got 100 or more likes.**
- **Although the platform changed names, our X feeds gained some momentum, mainly through our Sports account. Highlights from the Boys Basketball Playoff win at Central Catholic set a new likes record at 61, with the final score of Needham's Thanksgiving Football win at Wellesley getting 57 and the opening montage video posted prior to the Oldest Public High School Football Rivalry in the country just falling just short of 50, with 49.**