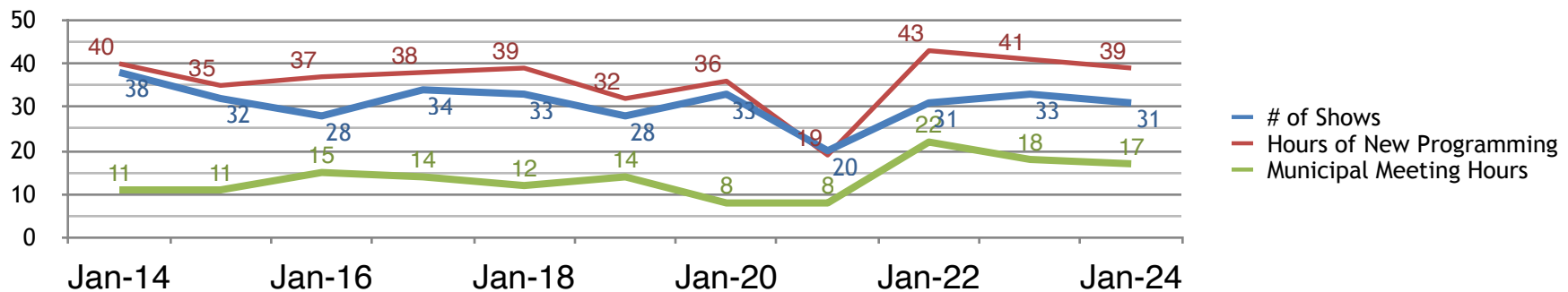


Needham Channel Production Report
January 2024

Television Program Production:

Type	Title	# of Episodes	Avg. Length in Minutes	Category
Series:	Carter Church Service	5	65.8	Access Series - Religion
	Mindful Me	1	17.2	Access Series - Educational
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	8	72.79	Sports
	Needham Planning Board	2	181	Municipal Meeting
	Needham School Committee	3	112.52	Municipal Meeting
	Needham Select Board	2	128.6	Municipal Meeting
	Rockets Report	0	29.07	Sports
	The Writer's Block	0	28.3	Educational
	Zoning Board of Appeals	1	36.45	Municipal Meeting
Specials:	Cameron Morsberger: Full Interview (1/5/24) (Short)	1	14.07	Other
	Housing Needham Community Workshop, 1/18/24	1	124.18	Public Affairs
	MassCUE Conference 2023 (1/12/24)	1	88.62	Education
	Real Money Moves #8 (short)	1	4.62	Business
	Understanding the Latest Brain Science, 1/14/24 (1/25/24)	1	75.42	Educational

Production Level Comparison to Same Month, Last 10 Years



Needham Channel Production Report
January 2024

January TV Headlines and Analysis

**Needham introduced to Needham Local Reporter in TNC Short Subject •
Basketball, Hockey Draw Interest On-Air and Online • LIVE Housing
Workshop from Powers Hall Delivers • High School Student Takes His CUE**

Playback Accuracy (%)

100.00

The calendar cycle giveth, and the Newton Teachers Strike taketh away! So the ebb and flow of the New Year has begun with a fairly standard month. We hit our typical target for productions (averaging one new production offering each day), and a look at the January's of years past reveal that it was a month that was in line with the other, non pandemic years of the last decade. One thing I like to see is the jump in Municipal coverage, which looks to be running in a higher gear since 2022. You can probably credit our coverage of the Planning Board for that.

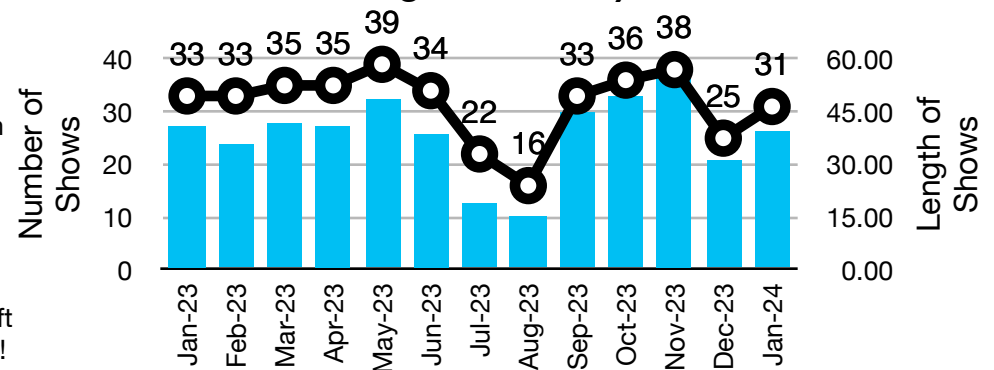
We had five Sundays in January, which upped the number of church services we received from Carter Memorial. In other areas, we were not so lucky. The Newton Teacher's strike sidelined two of our sports productions, and the conclusion of the "Western Gunslinger" series as left a hole that we have not yet been able to fill. We are working on it, though!

Highlights of this past month were an interview with Cameron Morsberger, conducted to draw attention to our Needham Local effort, and the airing of the Massachusetts Computer Using Educators (MassCUE) Conference, which featured our volunteer Ben Gilman. We also had a program from the Friends of the Needham Public Library, which received a number of inquiries over the past month.

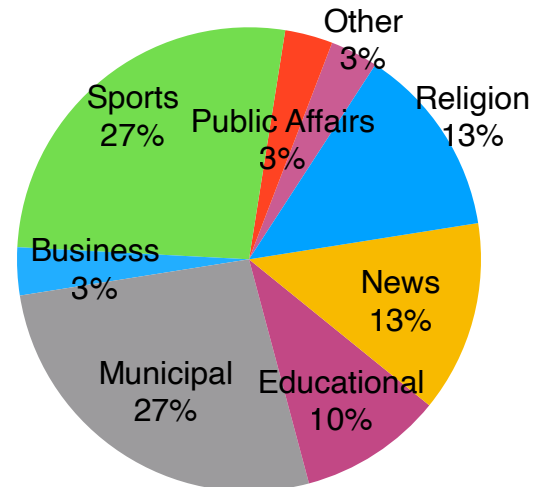
Our programming continues to lean heavily into the sports and municipal coverage—in fact it accounted for over half of our coverage in the month of January. Still, our coverage has spread out over genres a little more than in recent months. Look to have that spread out even more we head into February. Our usual event coverage of the Martin Luther King, Jr. Day Celebration and the Patrick and Patricia Forde Award will bring Community events back into the fold.

All in all, I think we can be pleased with how January 2024 has played out!

Show Production (Number and Length in Hours)



Shows By Genre (Last Month)



Needham Channel Production Report

January 2024

Social Media:

This Month's Top 10 Posts

Likes	Shares	Account	Content
67	15	Instagram	Dance Team at Boys Bball 1/26
66	11	Instagram	Boys Basketball v Braintree Highlights
60	26	Instagram	Real Money Moves Ep8 Tease Video
59	8	Instagram	Callie McCarthy Buzzer Beater 1/19
57	2	Instagram	Boys Basketball v Braintree Warmup Video
57	2	NCS FB	Girls Bball & Hockey Needham Local Story
56	5	Instagram	Eva Andrews Blocks v Natick
54	3	Instagram	Forde Award Ceremony Pics
44	1	Instagram	Real Money Moves Ep8 Video
37	3	NCS FB	Callie McCarthy Buzzer Beater 1/19

This Month's Top 10 YouTube Videos

Views	Video	Posted
865	NCN: Sunita Williams Day 2023	5/30/23
371	Your World, Bringing it Home: Building a Clothesline	3/10/09
361	A Brief History of Radio	11/14/13
308	NCN: An Egypt Affair & Love Don't Fade Away Premiere	5/8/23
108	NCN: Great Plain Squares	9/29/17
105	Sports Update: January 18, 2024	1/18/24
104	NCN: Food Waste Program in School	5/20/22
102	Needham vs. North High Basketball State Championship	3/22/23
101	Needham Sports Roundup, 1/8/24	1/8/24
91	NCN: Carey's Corner	4/11/14

Total Views in January: 7,164

Follower Count

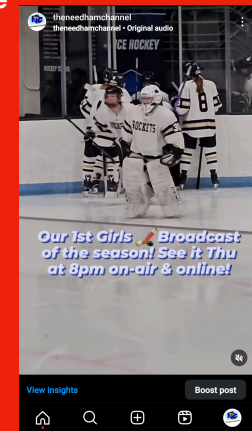
	Number	Change
YouTube	1,965	+21
Instagram	1,437	+35
X (The Needham Channel)	1,336	+21
X (Sports)	1,321	+8
X (News)	801	+9
Facebook (The Needham Channel)	785	+13
Facebook (News)	677	+6
Facebook (Sports)	462	—

TRENDING THIS MONTH

Girls Hockey Takes the Ice For Warmup vs Walpole

Instagram
January 10, 2024

Although it didn't make the top 10 most liked social media posts of January, this was the 1st look we had this season for Needham Girls Hockey. It garnered 31 likes, but more impressive, it had 4,191 plays, which was the best of any of our posts this month! It also had a total watch time of 3 hours, 49 minutes and 54 seconds.



Help us build out our subscriber base! We are so proud to share our work with the world, and it looks as if we are about to hit a milestone with our YouTube account. We are inching ever closer to the 2,000 subscriber level, likely by the end of March. But it could go so much higher! Going across all our social media platforms, if you see something you like, share it! It will help us get the word out there, and introduce more people to the work we do. It will also demonstrate to us the types of programs and stories you would like to see.

Needham Channel Production Report

January 2024

Streaming Video and Needham Local:

Top 10 Views on needhamchannel.org & Roku

Views	Video	Posted
420	Needham Channel HD Channel	n/a
32	Needham School Committee, 1/23/24	Jan 24
26	Needham School Committee, 1/2/24	Jan 24
16	Needham School Committee, 1/16/24	Jan 24
12	Needham School Committee, 12/19/23	Dec 23
11	Boys Basketball vs. Newton North, 1/17/24	Jan 24
10 (tie)	Housing Needham Community Workshop, 11/9/23	Nov 23
10 (tie)	Girls Basketball vs. Weymouth, 12/15/23	Dec 23
9	Girls Basketball vs. Natick, 1/19/24	Jan 24
8 (tie)	Needham Planning Board, 11/17/23	Nov 23
8 (tie)	Boys Basketball vs. Brookline, 12/19/23	Dec 23
8 (tie)	Big Little Town - The Story of Needham (2012)	Jul 18
Total Views: 761		Total Viewers: 313
		New Viewers: 101

Top 10 Needham Local Stories

Views	Video	Posted
380	Breaking the Ice: Local Film Aims to Shatter Stigmas	1/30/24
261	Magical Days' Abound at Local Preschool	1/12/24
249	Chestnut Street Remains Partially Closed Following Leak	1/4/24
233	Rockets Girls Hoops Handles Bay State Conference Foe Natick	1/19/24
200	Events for January 2024	
178	Zoning Board Upholds Building Permit for 1688	1/19/24
171	Rockets Girls Hold off Walpole on Two Straight Nights	1/10/24
158	Needham Boys Basketball Outlasts Wellesley	1/26/24
155	Human Rights Committee's Tina Burgos Joins Select Board Race	1/26/24
153	Finance Committee's Joshua Levy Announces Select Board Run	1/19/24
Total Views: 4,486		Total Users: 2,542

archive.org

Top 5

1. It's All Local - Story of Abuse, Part 2 (November 2009)
2. Candy Buy-Back 2016 (October 2016)
3. Hillside Water Project (February 2011)
4. The Language of Business - France (January 2017)
5. Successful Brain Aging: The Latest Science (December 2023)

Spotlight on....

Instagram Total Watch Time

This is a new metric we are following. The video with highest total watch time this month is the highlights from Boys Basketball vs. Braintree. Our most *liked* video, though, is from the Dance Team, whose clip ended up at #3. Here are the top 6 from January:

1. Basketball Highlights, 1/5:
11:08:33
2. Boys Basketball Warmup, 1/5:
8:54:53
3. Dance Team at Boys Bball, 1/26:
8:11:30
4. Eva Andrews Blocks, 1/19:
6:09:27
5. Cheer Team at Boys Bball, 1/26:
5:29:24
6. Callie McCarthy Buzzer Beater, 1/19:
5:27:00

The Dance Team continues to be an Instagram draw whenever we post one of their routines, but a similar video of the Cheer Team at the same game was #6 on this list and was also shared 48 times!