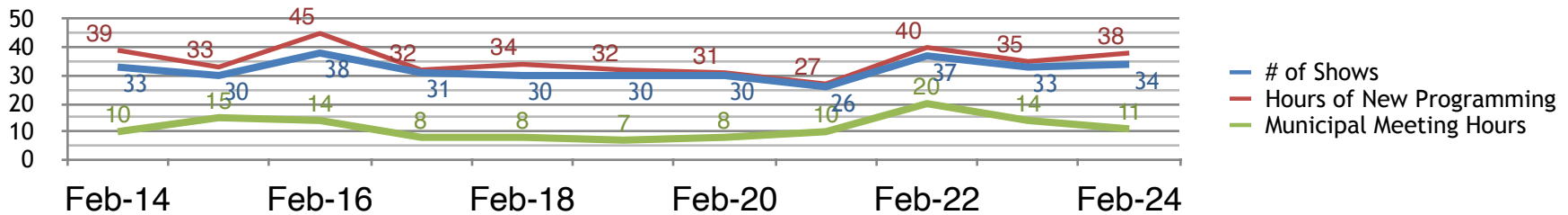


Needham Channel Production Report
February 2024

Television Program Production:

Type	Title	# of Episodes	Avg. Length in Minutes	Category
Series:	Carter Church Service	5	70.29	Access Series - Religion
	Mindful Me	1	18.58	Access Series - Educational
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	9	72.73	Sports
	Needham Planning Board	1	157	Municipal Meeting
	Needham School Committee	2	128.56	Municipal Meeting
	Needham Select Board	2	133.89	Municipal Meeting
	Rockets Report	0	29.07	Sports
	The Writer's Block	1	23.3	Educational
	Zoning Board of Appeals	0	36.45	Municipal Meeting
Specials:	10 Minutes with Dr. Dan Gutekanst - Pollard News	1	15.55	Education
	Embrace Boston, 2/4/24 (2/22/24)	1	77.93	Public Affairs
	Forde Award 2024	1	44.83	Community Event
	NHS: Holocaust Survivor Interview, 2/15/24	1	52.18	Other
	Making Meals with Mike: Egg Roll in a Bowl (2/1/24)	1	2.45	Education
	Martin Luther King, Jr. Day Celebration 2024 (2/1/24)	1	89.03	Community Event
	Report to the Community 2024	1	63.07	Public Affairs
	Writer's Block Extra: Bruce Cohen	1	57.08	Other

Production Level Comparison to Same Month, Last 10 Years



Needham Channel Production Report
February 2024

February TV Headlines and Analysis

Rep. Garlick breaks statewide news on-air, announcing she won't run again
• Holocaust survivor speaks at NHS Jewish Student Union Event • Writer's Block Revisits Favorite Guests • New Making Meals with Mike!!

Playback Accuracy (%)
99.95

I can't help but feel that the numbers are off. By all accounts, we *should* be off the charts this month, if only because of the way that the calendar conspired to give us extra days, both in terms of the leap day, and in an ultra-rare five-week February.

Yet our production slate is just about average in every single way. February doesn't stand out in terms of the monthly production ebbs and flows. We are right down the middle for the year. Similarly, comparing February's from years past yields no real insight. Very middle-of-the-road. Sigh. It must be the winter doldrums.

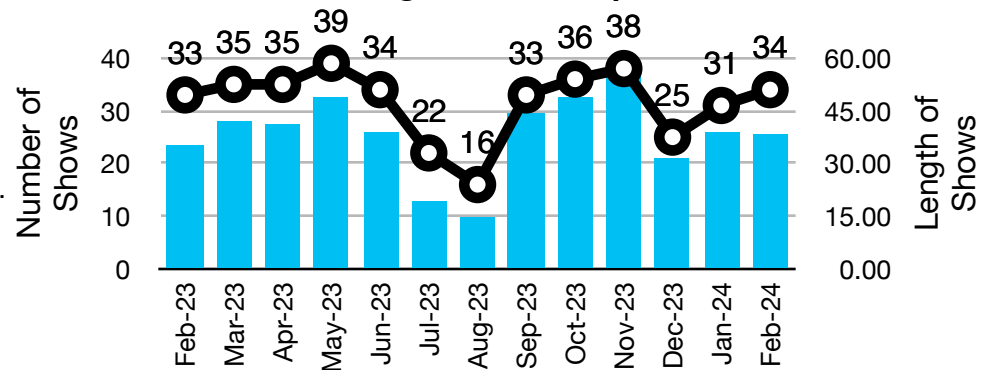
On our regular coverage, we did have an extra church service, and an extra newscast, but we also had one fewer Planning Board and the Zoning Board of Appeals canceled their meeting. We held flat on sports productions and both Mindful Me and Writer's Block contributed to the cause.

All of our typical events for late January and early February went off like clockwork, and we even had a few extra specials to throw into the mix, thanks to the Friends of the Needham Public Library and the Needham Public Schools, so we did have a good mix of productions hitting the air in February.

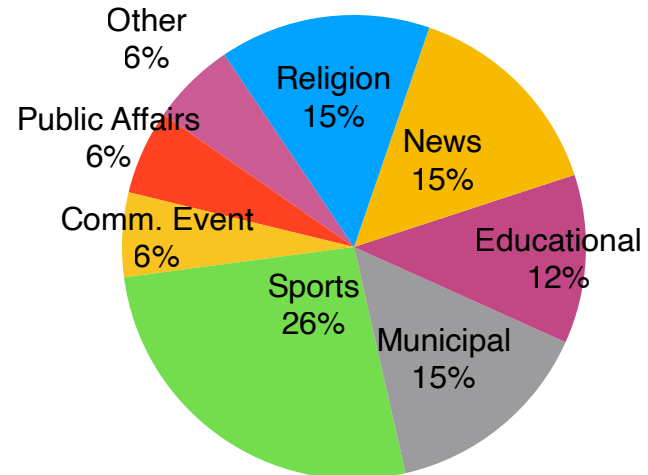
Similarly, we had a great turn out on the part of our high school volunteers this past month, and it has been a great deal of fun training them and putting them to work.

March is where we will hit the ground running, I feel, as the political calendar is heating up, and a few extra hearings and meetings are going to be held, for sure. So it is time to shake loose the road salt, put away our unused shovels and gear up for the next season.

Show Production (Number and Length in Hours)



Shows By Genre (Last Month)



Needham Channel Production Report February 2024

Social Media:

This Month's Top 10 Posts

Likes	Shares	Account	Content
194	130	Instagram	Girls Basketball Playoff Warmup Video 2/29
107	22	Instagram	Boys Basketball v Weymouth Starters Video
83	17	NCS X	Girls BBall v Braintree: Sarah Deroian Video
64	35	Instagram	Boys Basketball Senior Night Pics
67		Instagram	Boys Basketball Playoff Warmup Video 2/29
61	2	TNC FB	Ben & Arnie NCN Behind the Scenes Pics
52	4	Instagram	Dance Team Halftime Video at 2/9 Girls BBall
51	5	Instagram	Boys Basketball v Weymouth Highlights
49	1	NCS FB	Boys Basketball v Walpole Highlights
45	1	Instagram	Boys Hockey v Weymouth Warmup Video

Follower Count

	Number	Change
YouTube	1,996	+31
Instagram	1,486	+49
X (The Needham Channel)	1,343	+7
X (Sports)	1,327	+6
X (News)	800	-1
Facebook (The Needham Channel)	793	+8
Facebook (News)	689	+12
Facebook (Sports)	462	-

This Month's Top 10 YouTube Videos

Views	Video	Posted
1518	NCN: Sunita Williams Day 2023	5/30/23
392	Your World, Bringing it Home: Building a Clothesline	3/10/09
373	A Brief History of Radio	11/14/13
347	NCN: An Egypt Affair & Love Don't Fade Away Premiere	5/8/23
252	NCN: Tedi Eaton's 42 Years as Needham's Town Clerk	2/9/24
105	Needham Sports Roundup, 2/5/24	2/5/24
97	NCN: Boys Hockey vs. Barnstable, 2/23/24	2/23/24
86	Book Looks: One Second After by William R. Forstchen	11/9/12
84	NCN: Food Waste Program in School	5/20/22
82	NCN: Boys Volleyball State Championship Highlights, vs. Newton No.	6/16/23

Total Views in February: 7,615

TRENDING THIS MONTH

Girls Hoops Playoff Pre-Game Video

Instagram
February 29, 2024

Playoff hoops fever swept not just Needham, but the social media world, as this pregame video of the Rockets Girls Basketball team getting ready for their first playoff game of the year racked up 194 likes, 130 shares, was played 23,381 times, had a reach of 14,924, as well as a total watch time of 10 hours and 59 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 beginning 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
February 2024

Streaming Video and Needham Local:

Top 10 Views on needhamchannel.org & Roku

Views	Video	Posted
404	Needham Channel HD Channel	n/a
37	Needham School Committee, 2/6/24	Feb 24
33	Needham School Committee, 1/23/24	Jan 24
19	Girls Basketball vs. Milton, 1/30/24	Feb 24
13 (tie)	Needham School Committee, 2/27/24	Feb 24
13 (tie)	Needham High School Graduation Ceremony, 6/5/23	Jun 23
13 (tie)	Report to the Community 2024	Feb 24
10 (tie)	NHA/Planning Board Community Meeting, 12/6/23	Dec 23
10 (tie)	Beautiful & Bizarre: William Baker's Ridge Hill Farms	2016
9	The Millen-Faber Gang	2013
8 (tie)	Needham Planning Board, 12/19/23	Dec 23
8 (tie)	An Overview of the Needham Housing Plan	April 2023
Total Views: 699		Total Viewers: 339
		New Viewers: 106

Top 10 Needham Local Stories

Views	Video	Posted
436	Website Front Page: Headlines	Updated weekly
222	Events for February 2024	Updated weekly
139	Breaking the Ice: Local Film Aims to Shatter Stigmas	1/30/24
123	Dan Brownridge Named Needham's "Good Person"	1/31/24
123	Finding a Healthy Rhythm	2/2/24
117	Chestnut Street Remains Partially Closed Following Leak	1/4/24
111	The Grande Dame of Needham Business	2/26/24
97	Local Author Pens Novel on Infamous Needham Bank Robbery	2/6/24
84	Human Rights Committee's Tina Burgos Joins Select Board Race	1/26/24
82	Learning the A-BC's as a Refugee	1/12/24
Total Views: 3684		Total Users: 1,779

archive.org

Top 5

1. An Egypt Affair and Love Don't Fade Away Premiere (May 2023)
2. Book Looks: One Second After (November 2012)
3. The Language of Business- Art and Business (December 2016)
4. The Local Music Scene - Entrain "Anyway" (March 2013)
5. NCN: Gorse Mill Studios (May 2009)

Spotlight on....

Impressions

We have been hitting amazing new heights in the amount of impressions some of our Instagram posts have received as of late. However, we also had big ones on other feeds as well:

1. Girls Basketball Playoff Warmup Video, 2/29 (Instagram): **23,381**
2. Breaking News from Denise Garlick's Community Report (TNC X): **23,150**
3. Sunita Williams Day 2023 Video (YouTube): **21,192**
4. Girls Basketball Senior Night v Braintree, 2/9 Sarah Deroian Video (NCS X): **10,348**
5. Boys Basketball Playoff Warmup Video, 2/29 (Instagram): **9,130**
6. Boys Basketball v Weymouth Starters Video, 2/2 (Instagram): **7,459**

For the first time ever we had three different social media posts that reached over 21,000 impressions!

This came not only from sports, but also Denise Garlick's announcement that she wouldn't be running for re-election, as well as a YouTube video from last year's Sunita Williams Day.