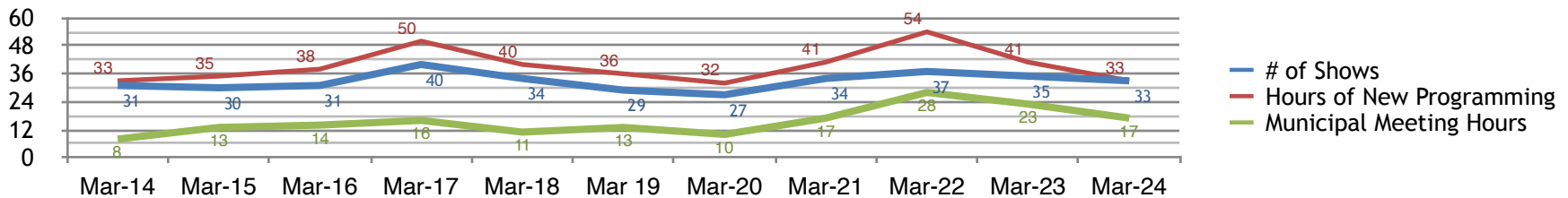


Needham Channel Production Report  
March 2024

## Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	4	65.3	Access Series - Religion
	Mindful Me	1	23.92	Access Series - Educational
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	2	75.25	Sports
	Needham Planning Board	3	53.19	Municipal Meeting
	Needham School Committee	2	118.63	Municipal Meeting
	Needham Select Board	2	133.15	Municipal Meeting
	Rockets Report	1	40.18	Sports
	The Writer's Block	2	37.74	Educational
	Zoning Board of Appeals	1	52.82	Municipal Meeting
Specials:	10 Minutes with Dr. Dan Gutekanst - Sunita Williams	1	9.98	Education
	2024 Select Board Election	1	38.75	Public Affairs
	Community Preservation Committee, 3/13/24	1	73.88	Municipal Meeting
	Friends of the NPL: Stephen McCauley, 3/3/24	1	54.97	Other
	From Needham to the World - Denys Zirngiebel, 3/14/24	1	4.88	Education
	Housing Needham Community Workshop, 3/28/24	1	169.6	Municipal Meeting
	How Needham Works, 3/20/24 (3/28/24)	1	87.78	Public Affairs
	LWV Ballot Question Forum, 3/19/23	1	18.48	Public Affairs
	LWV Candidates Night, 3/26/24	1	78.17	Public Affairs
	Real Money Moves, Episode 9, 3/21/24	1	15.26	Education
	Transportation Committees Meeting, 3/18/24	1	56.45	Municipal Meeting

### Production Level Comparison to Same Month, Last 10 Years



## March TV Headlines and Analysis

**Specials Soar While Sports (Figuratively) Drop the Ball, League of Women Voters Voting PSA Rules Social Media, Rockets Report Returns with a Field Day, with Everything Coming Up Pansies ahead of April.**

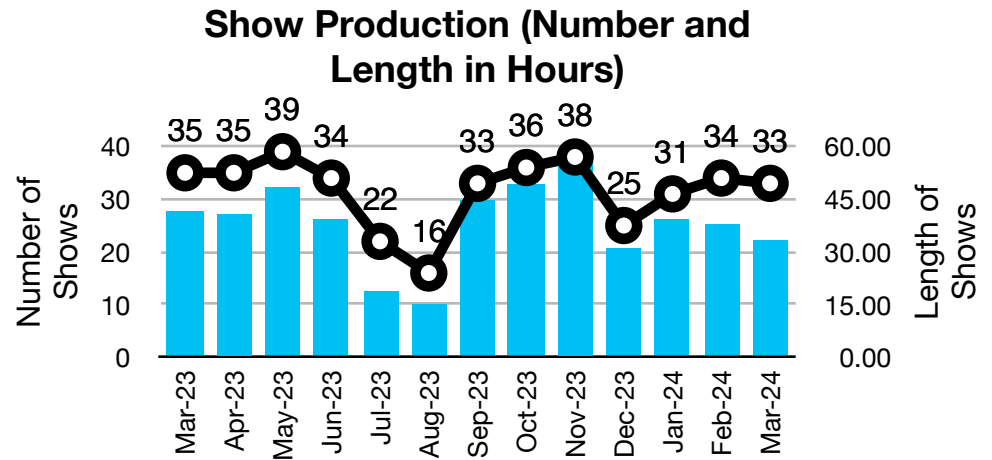
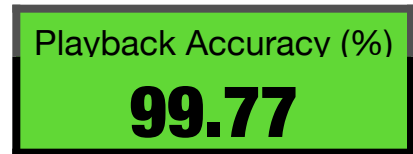
A month ago, I was expecting this March to be one of the highest performing ones on record. Our production slate was full, there is a lot of activity around town and a lot of interest in our coverage. But, now that we have closed the books on the month, it reads as being.....well, **average**. I should clarify by saying the number of productions were average—we actually experienced dips in both the number of production hours and municipal meeting hours.

I say ‘average’ as if it were a dirty word. It’s not. We were firing on all engines and the production level was good. It was just somewhat unremarkable when looking at it from afar. Why is that?

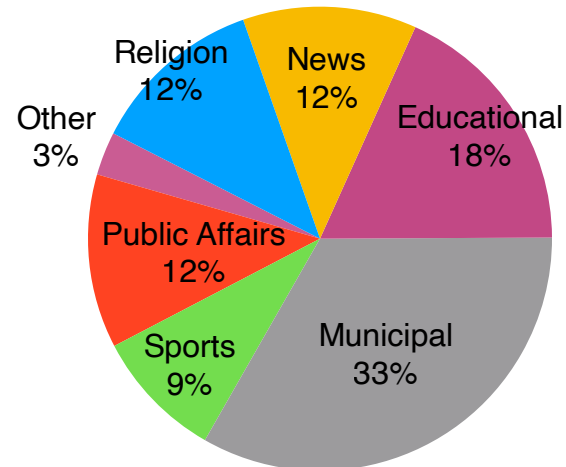
As much as I am tempted to say that we are coming down off of a post-pandemic high in 2022, that is not the case. The fact of the matter is that most of the factors were out of our control. Our high school teams didn’t have as long a run in the post-season this year, and the length of municipal meetings was down dramatically, as major issues got kicked down the road to the April agendas.

There are some cool gems in our March programming. Rockets Report released a new episode with some quirky topics that were a lot of fun. The League of Women Voters owned the month, with two forums and a class on town politics. In fact, we had a great number of special productions, including a collaboration with the Needham Revitalization Trust Fund and the Needham History Center on horticulturalist Denys Zirngibel, and an outrageous talk from the Friends of the Needham Public Library with author Stephen MacCauley. Yuxiao Yuan put out candidate profiles on the Select Board Candidates, and volunteer producer Matt Robinson continued his expansion of The Writer’s Block, debuting another longer form interview with a previous guest.

All in all, it was great viewing across our four Needham Channels in March, and we hope to keep the momentum going this April.



**Shows By Genre (Last Month)**



# Needham Channel Production Report March 2024

## Social Media:

### This Month's Top 10 Posts

Likes	Shares	Account	Content
104	40	Instagram	Ben Gilman LWV Voting PSA
56	22	Instagram	Real Money Moves Ep 9 Tease Video
39	1	Instagram	New McLeod Softball Field Pics
24	4	Instagram	Nikki Healy Rally Pics
24		TNC FB	Marcus Nelson Last SB Meeting Video Link
20		TNC FB	New McLeod Softball Field Pics
19	8	TNC FB	Ben Gilman LWV Voting PSA
17		Instagram	Marcus Nelson Street Sign Pic
16	2	NCS X	New McLeod Softball Field Pics
15	2	NCS X	Boys Basketball Playoff vs. CM Final Score

### Follower Count

	Number	Change
YouTube	2,017	+21
Instagram	1,494	+8
X (The Needham Channel)	1,347	+4
X (Sports)	1,330	+3
X (News)	794	-6
Facebook (The Needham Channel)	794	+1
Facebook (News)	690	+1
Facebook (Sports)	465	+3

### This Month's Top 10 YouTube Videos

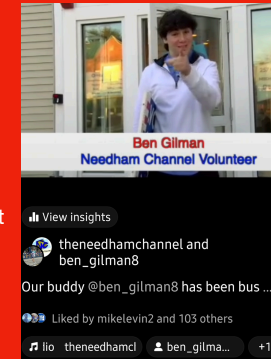
Views	Video	Posted
769	NCN: Sunita Williams Day 2023	5/30/23
753	Your World, Bringing it Home: Building a Clothesline	3/10/09
352	Needham Varsity Cheer 2024	3/15/24
299	NCN: An Egypt Affair & Love Don't Fade Away Premiere	5/8/23
221	A Brief History of Radio	11/14/13
138	NCN: Hair Donations	8/28/15
132	NCN: Boys Volleyball State Championship Highlights, vs. Newton No.	6/16/23
132	2024 Select Board Election: Joshua Levy	3/8/24
116	NCN: Needham Art In Bloom 2024	2/29/24
99	2024 Select Board Election: Tina Burgos	3/8/24

### TRENDING THIS MONTH

#### Ben Gilman LWV Voting PSA

Instagram  
March 8, 2024

With the Town Election coming up in early April, TNC & the LWV partnered on another series of Voting PSAs, the most popular was fronted by our volunteer Ben Gilman. In addition to the like & share numbers on Insta, it also had 3,725 plays, a reach of 2,347 and a total watch time of 7:30:50!



**Total Views in March: 9,052**

**Streaming Video Online is Having a 'Big Little' Moment** - Watching the Needham Channel through our streaming service had a big boost this month from a surprising source; our 2012 documentary "Big Little Town". This month, it wracked up 671 views, apparently going viral early in the month. Also doing good numbers is our election programming, both the material produced in collaboration with the League of Women Voters, and our own special on the Select Board candidates produced by Yuxiao Yuan. Four of the top ten programs this month dealt with town politics. Even our standard municipal meeting coverage did much better than usual online. Needham is definitely gearing up for a political year!

Needham Channel Production Report  
March 2024

## Streaming Video and Needham Local:

### Top 10 Views on [needhamchannel.org](http://needhamchannel.org) & Roku

Views	Video	Posted
671	Big Little Town - The Story of Needham (2012)	2018
191	Needham Channel HD Channel	n/a
43	Select Board Election Special	Mar 24
37	Candidates Night 2024	Mar 24
36	Needham School Committee, 3/5/24	Mar 24
27	Needham Select Board, 2/27/24	Feb 24
26	Needham School Committee, 3/19/24	Mar 24
24	How Needham Works, 3/20/24	Mar 24
22	Focus on the 2024 Ballot Question	Mar 24
17	Needham Select Board, 3/26/24	Mar 24
<b>Total Views: 1335</b>		<b>Total Viewers: 859</b>
		<b>New Viewers: 139</b>

### Top 10 Needham Local Stories

Views	Video	Posted
644	Les Miserables' Cines to NHS	3/4/24
472	Website Front Page: Headlines	Updated weekly
379	Events for March 2024	Updated weekly
271	A New Day for GPA?	3/1/24
222	Needham's "The Tapples" Amped for Music Showdown	3/8/24
130	The Tapples Rock Boston	3/18/24
130	Time is up for Meter Policy	3/18/24
94	Human Rights Committee's Tina Burgos Joins Select Board Race	1/26/24
93	Louise Miller Prepares to Become Next Town Clerk	3/5/24
89	Finance Committee's Joshua Levy Announces Select Board Run	1/19/24
<b>Total Views: 4,868</b>		<b>Total Users: 2,739</b>

[archive.org](http://archive.org)

### Top 5

1. An Egypt Affair and Love Don't Fade Away Premiere (May 2023)
2. The Language of Business- Art and Business (December 2016)
3. NCN: Adult Family Care (December 2016)
4. Book Looks: One Second After (November 2012)
5. NCN: Understanding Artificial Intelligence (August 2023)

## Spotlight on....

### Visibility

Here are the top seen social media posts from this month:

1. Ben Gilman Voting PSA, 3/8 (Instagram): **3,725**
2. Real Money Moves Ep.9 Tease Video, 3/21 (Instagram): **1,920**
3. New McLeod Softball Field Pics, 3/18 (NCS X): **1,307**
4. Real Money Moves Ep.10 Tease Video w/Sup't Gutekanst, 3/29 (Instagram): **958**
5. Ben Gilman Voting PSA, 3/8 (TNC FB): **956**

**In addition to the likes, shares and play stats from Ben's Voting PSA, it also was in the Top 10 in likes from our Facebook page, as well as top 5 in impressions this month. Another post that piqued the interest of our social media platforms this month was the preview pictures we took at the new McLeod Softball Field at DeFazio Park. This tour was also included by Kristen in her new edition of "Rockets Report."**