

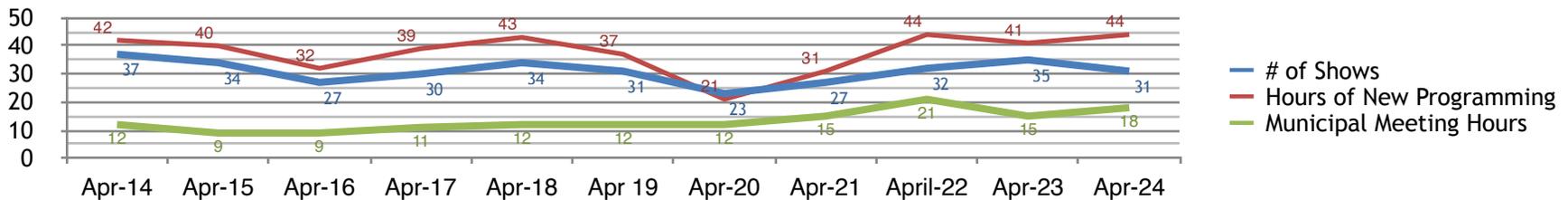
Needham Channel Production Report  
April 2024

## Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	3	69.09	Access Series - Religion
	Mindful Me	1	24.12	Access Series - Educational
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	9	98.49	Sports
	Needham Planning Board	2	185.66	Municipal Meeting
	Needham School Committee	2	131.49	Municipal Meeting
	Needham Select Board	2	199.58	Municipal Meeting
	Rockets Report	0	40.18	Sports
	The Writer's Block	1	26.98	Educational
	Zoning Board of Appeals	1	44.42	Municipal Meeting
Specials:	10 Minutes with Dr. Dan Gutekanst - Chris Gosselin	1	11.9	Education
	Friends of the NPL: Art as Storytelling, 4/7/24 (4/15/24)	1	56.58	Other
	Needham Housing Coalition, 3/27/24 (4/4/24)	1	119.62	Public Affairs
	Needham Public Health Forum on the Opioid Settlement, 4/10/24	1	25.1	Other
	Real Money Moves, Episode 10, 4/18/24	1	14.9	Education
	NEF Trivia Bee 2024	1	72.67	Community Event

**A “Routine” Month of Production** - All in all, April turned out to be a rather generic month for us at the Needham Channel. A quick glance above reveals that all the usual players were doing their part. We had a bit of a stumble with our relay of the Carter Church services, as only three made it to our channel due to production difficulties at the church. But otherwise, we had a great variety of programs, with some entertaining (NEF Spelling Bee) and enlightening (Art as Storytelling) options for all ages. **See the full report on the next page!**

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



## April TV Headlines and Analysis

### Spring Sports Take Center Stage with Christening of New Softball Field and a Comeback by Boys Volleyball (Who Knew They Needed One!?) • Special Programming Prominent on April's Slate of Programs

Looking at the charts, we are seeing a bit of a “skipping stones” trend, which is a bit unusual. Sure there are always production ebbs and flows, and they are usually tied to the time of year—yes, August, I am looking at you! This year we seem to be evening out a bit, although it seems dangerous to say that in the months before summer. The peaks aren't as high, the depths aren't as deep. We are also a bit late to start the upswing into the spring peak. Am I worried? Nah!

Despite having fewer programs from last year, and even last month, the length of our programs has already jumped up—meaning that our time was preoccupied with a few long productions, as opposed to shorter length programming, which is usually a lot quicker to produce and process. And looking at the last decade, our numbers hold up. Sure we our program numbers are at the low end, but our production hours, and particularly our municipal production hours are up. So...we're good.

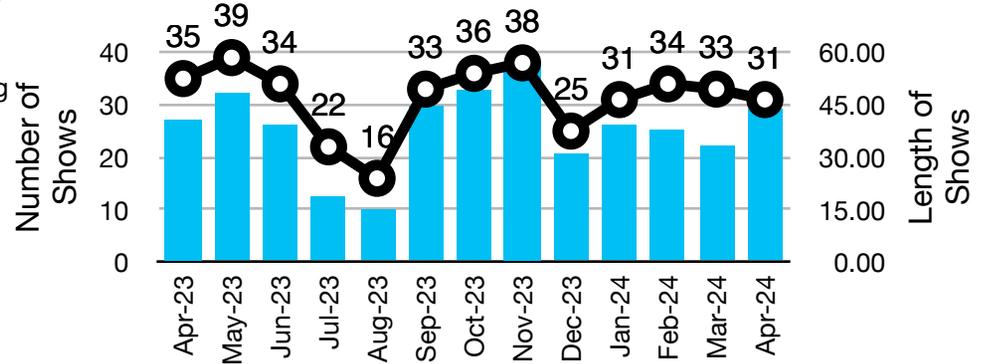
We had fewer sports programs and religious services in April, but we had a great range of specials, including our continued collaboration with the Friends of the Needham Public Library and two special meetings, one on the settlement associated with the Opioid Crisis, and the other a gathering of the Needham Housing Coalition.

Speaking of sports, there was a new push to increase the number of live productions we do on that front, and producer Kristen Connors has taken it on that challenge. The sports teams have been as tumultuous as the weather, so it has been a lot of fun to see the following we are building by streaming and carrying the action live.

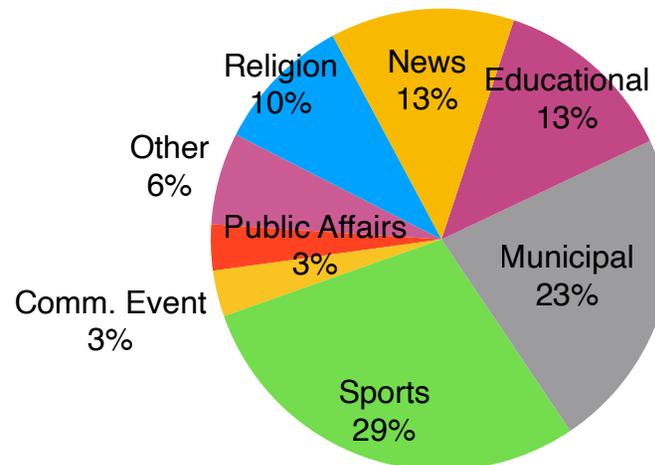
As we head into May, look for municipal hours to continue to spike, as Town Meeting has many touch-stone articles coming to the floor. More to come!



Show Production (Number and Length in Hours)



Shows By Genre (Last Month)



# Needham Channel Production Report April 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	2,030	+13
Instagram	1,505	+11
X (The Needham Channel)	1,346	-1
X (Sports)	1,327	-3
X (News)	793	-1
Facebook (The Needham Channel)	793	-1
Facebook (News)	688	-2
Facebook (Sports)	467	+2

### This Month's Top 10 YouTube Videos

Views	Video	Posted
1384	Your World, Bringing it Home: Building a Clothesline	3/10/09
688	NCN: An Egypt Affair & Love Don't Fade Away Premiere	5/8/23
542	NCN: Sunita Williams Day 2023	5/30/23
426	A Brief History of Radio	11/14/13
218	NCN: Boys Volleyball State Championship Highlights, vs. Newton No.	6/16/23
170	NCN: Boys Lacrosse vs. Catholic Memorial	4/5/24
125	2024 Select Board Election: Joshua Levy	3/8/24
98	NCN: Concerns About Tennis Court Renovation Plan	4/5/34
95	Real Money Moves, Episode 10 Preview	4/19/24
76	NCN: Civics Showcase	6/17/22

**Total Views in March: 8,951**

### TRENDING THIS MONTH

#### Boys Volleyball vs. Milford

Instagram  
April 25, 2024

Down 2 sets to Milford and facing only their second loss in five years, the Needham Boys Volleyball team stormed back and won in five sets! Several posts surrounding the game grabbed attention, including this one for our game story on Needham Local.



**Crazy About Sunita!** - Most of our YouTube videos are pretty low-key. They hum along gathering a few views here, a few views there, with an occasional spike as a video goes viral. Well, our coverage of Sunita Williams day from 2023 has officially bucked that trend. It has been growing in leaps and bounds over the past few months, and while it dropped from the #1 spot in the monthly Top 10, it is still solidly at #3, and this month has made it onto our Top 10 YouTube videos of all time! Currently with 10,769 views, this video continues to climb into the stratosphere! Good timing too, as Sunita is scheduled to be sent on her latest mission this May.

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**Streaming Video and Needham Local:**

**Top 10 Views on needhamchannel.org & Roku**

Views	Video	Posted
175	Needham Channel HD Channel	n/a
50	Candidates Night 2024	Mar 24
43	Rockets Report (March 2024)	Mar 24
39	Needham School Committee, 4/2/24	Apr 24
34	Big Little Town - The Story of Needham (2012)	2018
32	Focus on the 2024 Ballot Question	Mar 24
30	Needham Select Board, 4/16/24	Apr 24
23	Boys Lacrosse vs. Catholic Memorial, 4/2/24	Apr 24
20	Needham Planning Board, 4/24/24	Apr 24
18	Needham School Committee, 3/19/24	Mar 24

**Total Views: 694                      Total Viewers: 393                      New Viewers: 215**

**Top 10 Needham Local Stories**

Views	Video	Posted
636	Town Has Bone to Pick with Some Dog Owners	4/12/24
523	Locals Run Boston Marathon	4/1/24
500	Website Front Page: Headlines	Updated weekly
352	Events for April 2024	Updated weekly
213	Keane, Levy Secure Select Board Seats	4/10/24
199	Town Split on Zoning Options	4/1/24
159	Needham in a Pickle over NHS Tennis Courts	4/3/24
141	Local Candidates Talk Housing, Redevelopment	3/27/24
112	Neighborhood Reacts to Tennis Proposal	4/4/24
99	Needham History: History Mysteries! Short Takes	4/18/24

**Total Views: 5,764                      Total Users: 3,266**

**archive.org**

**Top 5**

1. An Egypt Affair and Love Don't Fade Away Premiere (May 2023)
2. NCN: Lt. Joseph Finneran Returns Home (Nov 2019)
3. NCN: Needham High School Graduation 2017 (Jun 2017)
4. NCN: High School Expansion Traffic (Feb 2019)
5. NCN: Flu Season 2013 (Jan 2013)

**Spotlight on....**

*Impressions*

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

1. Boys Volleyball vs. Milford Needham Local Story Video, 4/25 (Instagram): **3,117**
2. Boys Ultimate Frisbee Video, 4/23 (Instagram): **2,107**
3. Real Money Moves Ep.10 Tease - Collab with Connor (Instagram): **1,856**
4. Voting PSA: "They Are Counting on You" (Instagram): **1,784**
5. Boys Volleyball vs. Milford: Coach Powell Pregame Interview (Instagram): **1,139**

**Boys Volleyball, who had already lost their first game since 2019 earlier in the season, nearly fell again to Milford during our broadcast, dropping the first two sets before storming back and winning. Our coverage before and after picked up some big views, as did a video at Boys Ultimate Frisbee!**