

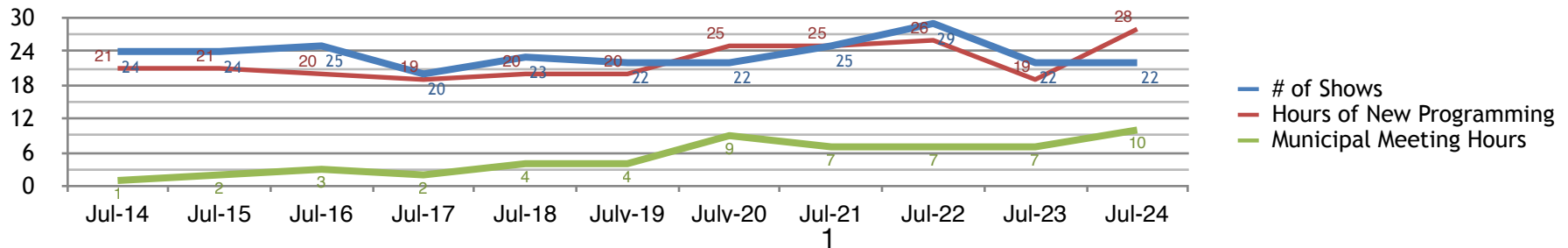
## Needham Channel Production Report July 2024

### Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	4	69.34	Access Series - Religion
	Mindful Me	1	19.9	Access Series - Educational
	Needham Channel News	3	30	News
	Needham Channel Sports/Rockets Classics	5	118.93	Sports
	Needham Planning Board	1	124.32	Municipal Meeting
	Needham School Committee	0	150	Municipal Meeting
	Needham Select Board	2	146.53	Municipal Meeting
	Rockets Report	0	40.18	Sports
	The Writer's Block	1	27.88	Educational
	Zoning Board of Appeals	1	91.28	Municipal Meeting
Specials:	Fireworks 2024	1	18.85	Community Event
	July 4th Parade 2024	1	61.6	Community Event
	NHS Student Documentaries 2024, part 1	1	82.5	Educational
	Real Money Moves, Ep 12. (7/20/24)	1	4.18	Educational

**Program Spotlight:** Things were a little dicey for our Xfinity/Comcast customers this month. On July 16th, our Community Channel experienced an outage on their Channel 9, denying them access to one of our three channels of programming. In addition, one of the two working channels, our Municipal Channel, was reallocated, moving from channel 99 to channel 22 on their service. Both incidents brought us concern. It took about two weeks to find the right people to talk to, and I am pleased to say that the Community Channel was restored the evening of August 1st. Fortunately this happened during the summer, when activities are a little slower and viewership tends to go down. We are all set and ready to go just in time, as August will be very active politically in town. Our thanks go to the folks who helped us bring the matter to Comcast—we are grateful for your support and continued viewership!

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



Needham Channel Production Report  
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## July TV Headlines and Analysis

**The Town’s 4th of July events and a historic run by Needham Legion Baseball Post 14 highlight our broadcast coverage in July... and get ready for a huge election season starting in August!**

Ah, summer. The time to stretch out in the sun, throw a couple of burgers on the grill and just tune out...unless you are here at the Needham Channel. We had a very active month, especially in our sports department as we went along for the ride as the Legion Baseball team marked their best season ever.

Sure the numbers aren’t very different from last year. Independence Day fell on a Thursday, which meant we had one fewer newscast, we also didn’t have the benefit of airing a “Mindful Me” three-part series again this year, but the five games we covered more than made up for that. We also had an extra session of the Select Board to cover, which meant production and municipal programming hours were up—in fact, the most we had in a decade.

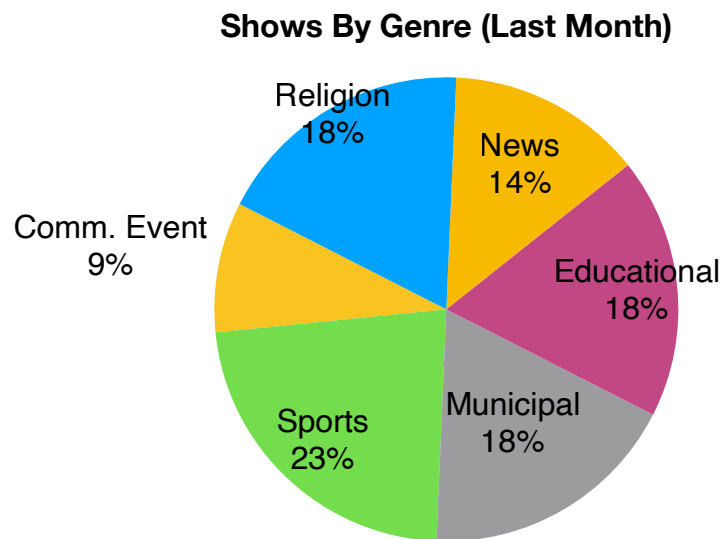
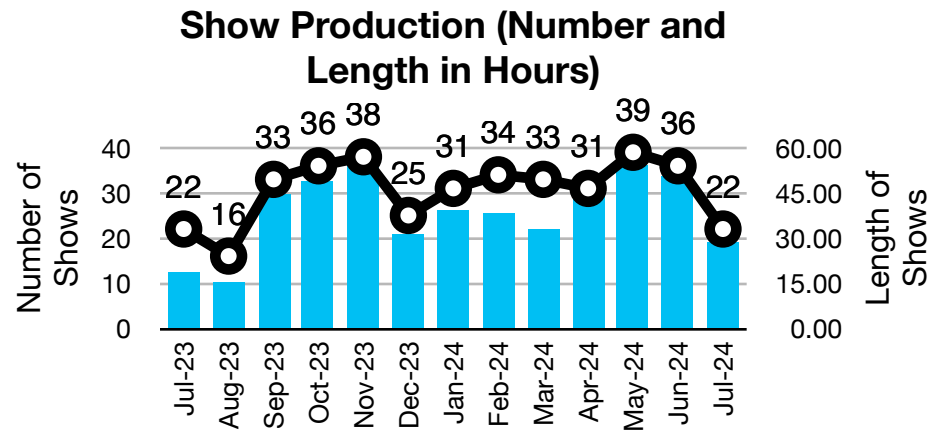
The star of the show was our Independence Day coverage, of course, with a lot of people checking out last year’s events to psych up for this year’s edition of the Fireworks and Parade. Mike Riley and Colleen Lavery were back to anchor the production, and Mike let a little of his Trivia magic trickle into our coverage. It was a phenomenal amount of fun.

We also showcased the work of some talented high school students as we shared the latest batch of documentaries from the high school television production class. Some familiar faces turned up both in front of and behind the camera—so check it out, if you haven’t already.

Overall, we had a good month, spread across six categories that are key to our mission. We will have a very public-affairs-oriented month ahead, so make one more pass at the BBQ and join us in the living room to get started!

Playback Accuracy (%)

**99.93**



# Needham Channel Production Report July 2024

## Social Media:

### This Month's Top 10 Posts

Likes	Shares	Account	Content
63	11	Instagram	July 4th Parade: Girls Swim & Dive Video
54	3	Instagram	July 4th Parade: More Pics & Video
46	4	YouTube	Sunita Williams Day 2023
29	7	Instagram	July 4th Parade: Crew Pics
28	2	Instagram	Carnival and Legion Baseball Video
27	1	Instagram	July 4th Parade: Pics & Video
26	1	TNC Facebook	July 4th Parade: Crew Pics
25	2	Instagram	Real Money Moves Tease Video
18	3	TNC Facebook	Legion Baseball vs. Norton N.Local Story Pic
18	1	Instagram	Legion Baseball vs. Norton N.Local Story Pic
18	0	Instagram	Legion Baseball vs. Franklin Sunset Pic

### This Month's Top 10 YouTube Videos

Views	Video	Posted
9,931	NCN: Sunita Williams Day 2023	5/30/23
1,264	Your World, Bringing it Home: Building a Clothesline	3/10/09
182	A Brief History of Radio	11/14/13
135	NCN: An Egypt Affair & Love Don't Fade Away Premiere	5/8/23
117	NCN: Rotary Carnival 2024 Preview	7/14/24
116	NCN: Emery Grover Construction Update	7/14/24
116	Legion Baseball: Needham Post 14 vs Norton Post 222	7/12/24
109	From Needham to the World - NC Wyeth	7/15/24
95	NCN: Needham Rotary Carnival Preview 2023	7/14/23
66	NCN: Cleanup of Glass Shard in Lap Pool	7/20/24

**Total Views in June: 15,823**

### Follower Count

	Number	Change
<b>YouTube</b>	2,150	<b>+39</b>
<b>Instagram</b>	1,552	<b>+9</b>
<b>X (The Needham Channel)</b>	1,372	<b>+12</b>
<b>X (Sports)</b>	1,336	<b>+6</b>
<b>X (News)</b>	803	<b>+1</b>
<b>Facebook (The Needham Channel)</b>	796	<b>-1</b>
<b>Facebook (News)</b>	689	<b>-</b>
<b>Facebook (Sports)</b>	472	<b>+2</b>

### TRENDING THIS MONTH

#### Sunita Williams Day YouTube May 2023

Sometimes our old content will show up again in amazing ways! In May 2023, Astronaut & Needham native Sunita Williams visited the school named in her honor and we were there. In July 2024, Sunita is one of 2 astronauts stuck in space, thus leading to an explosion in popularity for this old news piece. It received 46 new likes and even more total watch time. (As seen below)



**Needham Local: Best Month Ever!** - Our Needham Local news site continues to grow, with approximately an 50% increase in users over the last month. Not quite a year and a half old, we have been pushing for new subscribers and users and we have had a great response—which is wonderful considering the slow nature of summers in Needham. We hope to keep the momentum going by continuing to push out the newsletter on a weekly basis. We will likely delay the Labor Day issue to arrive on Tuesday. Stay tuned as the summer progresses for the details.

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## Streaming Video and Needham Local:

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

Views	Video	Posted
392	Independence Day Parade, 7/4/23	July 2023
140	Needham Channel HD Channel	n/a
33	Legion Baseball, 7/23/24	July 2024
33	Needham Independence Day Parade 2024	July 2024
23	Legion vs. Franklin, 7/20/24	July 2024
22	Pollard Closing Ceremony, 6/12/24	June 2024
19	SPAN: Edibles, Vapes and Spiked Seltzers	June 2024
18	Needham Independence Day Fireworks	July 2024
18	Needham Fireworks, 7/3/23	July 2023
11 (tie)	Needham School Committee, 6/18/24	June 2024
11 (tie)	Zoning Board of Appeals, 6/20/24	June 2024
<b>Total Views: 890</b>		<b>Total Viewers: 622</b>
		<b>New Viewers: 136</b>

### Top 10 Needham Local Stories

Views	Video	Posted
4846	Events for July 2024	Updated weekly
666	Website Front Page: Headlines	Updated weekly
411	Democrats Seek Garlick's Successor	July 2024
290	Needham Post 14 Posting Historic Season	July 2024
174	A Festive Fourth in Needham	July 2024
149	Memorial Park, Needham	N/a
126	Back to Back Playoff Walk-offs for Post 14	July 2024
120	Events for August 2024	Updated Weekly
117	Post 14 secures District Title, Advances to State Tournament	July 2024
113	Needham Night to Honor Rep Garlick, Local Businesses	July 2024
<b>Total Views: 10,226</b>		<b>Total Users: 6,695</b>

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

**Top 5**

1. An Egypt Affair and Love Don't Fade Away Premiere (May 2023)
2. The Language of Business - University Entrepreneurs (October 2016)
3. Needham vs. Durfee Girls Basketball (Mar 2009)
4. NCN: Doing Business with the Town (Jan 2016)
5. The Language of Business - Business From Scratch (November 2016)

## Spotlight on....

### Watch Time

In TV, nobody remembers what you aired last year...or do they? Led by two old posts with incredible staying power, here are the top posts by Watch Time for the month of July:

1. Sunita Williams Day 2023 (YouTube)  
**154.7 hours**
2. Your World: Bringing it Home - Building a Clothesline, 2009 (YouTube)  
**54.9 hours**
3. July 4th Parade: Girls Swim and Dive State Champs, 7/4 (Instagram)  
**5 hours, 08 minutes, 20 seconds**
4. Tom Keating on a Float, 7/4 (Instagram)  
**3 hours, 53 minutes, 38 seconds**
5. Commuter Rail Pilot Program NCN PKG, 7/2 (Instagram)  
**3 hours, 32 minutes, 57 seconds**

**Can you believe what two old videos did this month? Our Clothesline video has been on YouTube for 15 years, but continues to bring in strong numbers. But the Sunita Williams Day 2023 video broke all WT records, likely due to Sunita being in the news, drawing attention to the state of the space program (and, now...us).**