

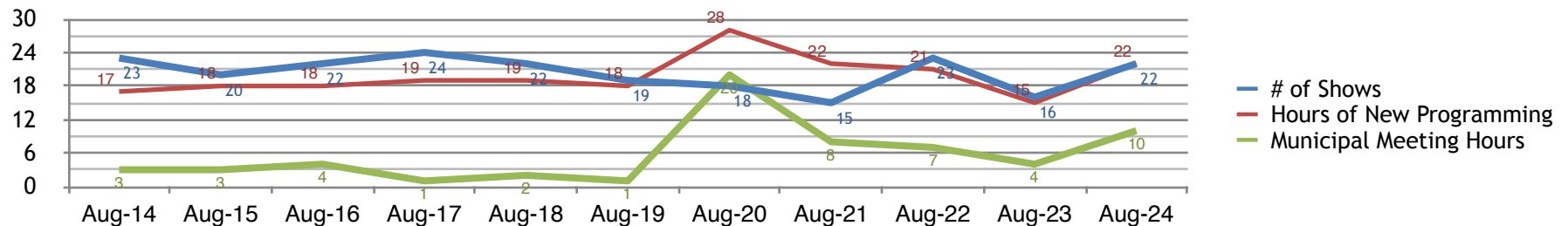
# Needham Channel Production Report

## August 2024

### Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	3	64.22	Access Series - Religion
	Mindful Me	1	20	Access Series - Educational
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	0	90	Sports
	Needham Planning Board	2	162.32	Municipal Meeting
	Needham School Committee	0	150	Municipal Meeting
	Needham Select Board	1	181.62	Municipal Meeting
	Rockets Report	0	30	Sports
	The Writer's Block	1	26.95	Educational
	Zoning Board of Appeals	1	81.75	Municipal Meeting
Specials:	House Representative Candidates for Primary, 8/1/24	1	47.48	Public Affairs
	LWV Candidates Forum: Governors Council, 8/5/24	1	57.18	Public Affairs
	LWV Candidates Forum: Register of Deeds, 8/14/24	1	48.18	Public Affairs
	LWV Candidates Forum: State Representative Primary, 8/21/22	1	54.4	Public Affairs
	Needham Housing Coalition Walking Tour, 7/18/24	1	17.47	Public Affairs
	NHS Student Documentaries, Part 2, 8/15/24	1	97.27	Education
	Needham's Purple Heart Ceremony	1	24.02	Community Event
	Real Money Moves, Ep 13. (8/15/24)	1	12.1	Educational

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



Needham Channel Production Report  
August 2024

## August TV Headlines and Analysis

**Election Forums, Municipal Meetings and Community Programming abound in August... Now we prepare for the fall with more Election Coverage, Municipal Meetings and Sports!**

Welcome to the basement! It is the time of the year that usually marks the low point of the production calendar, with people cooling their heels in anticipation of a busy fall ahead. Only this year, things were not quite as quiet as they appeared on the surface. There were two reasons for that: the election calendar and the MBTA Communities Law.

Sure, most of the town was outwardly quiet, but contested races for regional and state offices kept the League of Women Voters of Needham busy, hosting three candidate forums in the month. On the municipal front, the Needham Planning Board and Select Board couldn't quite take the summer off, and they put in overtime in the month of August. The end result for us was a month with a healthy number of programs and a higher than normal amount of production hours—only the flurry of municipal meetings at the beginning of the pandemic topped it in the last 10 years.

On the public access front, our three consistent series each contributed an episode this August, and we had a couple of additional special programs thanks to the efforts of the Needham Housing Coalition and the Town's commemoration of Purple Heart Day. And because the schools are never far from our thoughts, we rounded out our exhibition of last year's student documentaries.

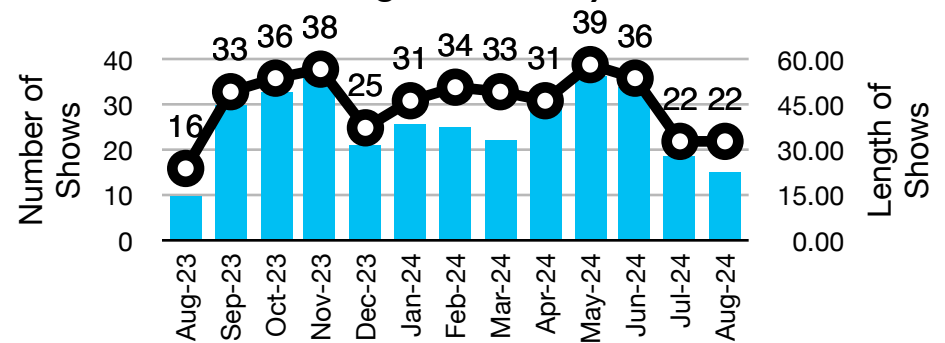
On a more personal note, August was one of those months that we hated to see end—we were lucky enough to enjoy the efforts of a great group of high school and college interns this summer. While we are going to still have some of them around this fall, a good number of them have moved out of the area or taken on a full schedule for the fall. We will miss them, and hope that when time allows, they will return to the Needham Channel—or at least stay in touch with us. Thanks for an incredible summer.

Now that Labor Day has come and gone, we are ready to tackle a whole new season. We can't wait to see what fall has to offer!

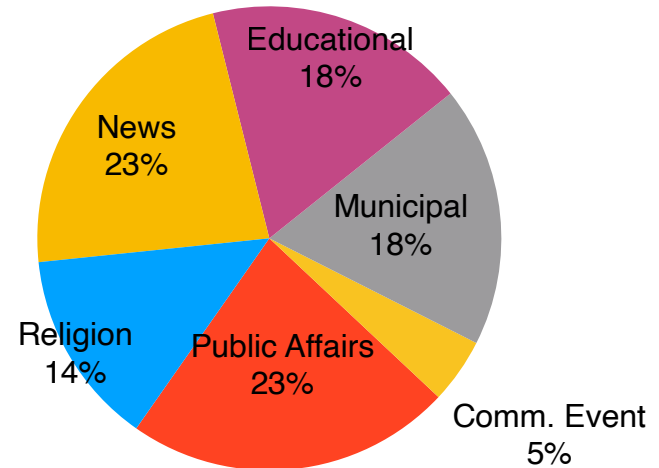
Playback Accuracy (%)

**98.93**

**Show Production (Number and Length in Hours)**



**Shows By Genre (Last Month)**



# Needham Channel Production Report

## August 2024

### Social Media:

#### This Month's Top 10 Posts

Likes	Shares	Account	Content
143	1	NCS Facebook	Football Media Day: Aidan Williams Interview
100	0	Instagram	Football Media Day: Pics
85	29	Instagram	FB & Cheer Media Day: Mike's Interviews
85	3	TNC Facebook	Mike Riley Surprise Party: Pics
73	9	Instagram	Football Media Day: Aidan Williams Interview
52	4	NCS Facebook	FB & Cheer Media Day: Mike's Interviews
50	16	Instagram	Mike Riley Surprise Party: Video
48	1	NCS Facebook	Girls Soccer Captains Interview
38	8	Instagram	Dance Team NCN PKG
36	15	Instagram	Football Media Day: Charlie Simeone Interview

#### This Month's Top 10 YouTube Videos

Views	Video	Posted
6,269	NCN: Sunita Williams Day 2023	5/30/23
1,035	Your World, Bringing it Home: Building a Clothesline	3/10/09
202	Patrick Gatto (Democratic Primary) for State Representative	8/2/24
201	Community Bulletin Board, 8/6/24	8/7/24
194	A Brief History of Radio	11/14/13
192	NCN: NHS Dance Team	8/23/24
186	NCN: An Egypt Affair & Love Don't Fade Away Premiere	5/8/23
158	Ben Gilman on the Street: NHS Dance Team Captains	8/22/24
113	Joshua Tarsky (Democratic Primary) for State Representative	8/2/24
109	NCN: Needham Housing Coalition	8/9/24

**Total Views in August: 13,477**

#### Follower Count

	Number	Change
<b>YouTube</b>	2,180	<b>+30</b>
<b>Instagram</b>	1,580	<b>+28</b>
<b>X (The Needham Channel)</b>	1,381	<b>+9</b>
<b>X (Sports)</b>	1,351	<b>+15</b>
<b>X (News)</b>	794	<b>-2</b>
<b>Facebook (The Needham Channel)</b>	807	<b>+4</b>
<b>Facebook (News)</b>	689	<b>—</b>
<b>Facebook (Sports)</b>	471	<b>-1</b>

#### TRENDING THIS MONTH

##### Aidan Williams Interview

Facebook/Instagram  
August 26, 2024

Since we started posting our Football Media Day content on our social media channels, the response has been slowly gaining a lot of steam. That was the case again this year, particularly this series of soundbites by Aidan, who is not only one of the captains, but the most hyped offensive Rockets player heading into the season. Between FB & Insta, this post had 216 likes!



**Lazily Swiping Through the Headlines** - Following up on an amazingly active July, this past month has seen a slow down of sorts online. Sure, local politics kept an eye on our YouTube videos and on demand programming, but for the most part, people were content to scan the headlines on Needham Local, and maybe check to see if there were any local events of interest. The most popular story of the month was the startup of a new shop in the center of town with a fun premise and a much-loved mascot to boot. And, of course, Sunita Williams is continuing to capture a lot of views on our YouTube videos, skyrocketing up over 6,000 views, and working its way to our 5th most watched video of all time.

# Needham Channel Production Report

## August 2024

### Streaming Video and Needham Local:

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

Views	Video	Posted
144	Needham Channel HD Channel	n/a
124	LWV Forum: Register of Deeds, 8/15/24	Aug 24
117	LWV Forum: Governor's Council, 8/5/24	Aug 24
71	LWV Forum: State Representative, 8/21/24	Aug 24
20	Needham Select Board, 8/13/24	Aug 24
14	Needham Channel News, 8/8/24	Aug 24
10	Needham Channel News, 8/1/24	Aug 24
9	Zoning Board of Appeals, 7/18/24	Jul 24
8	Stat Representative Primary Candidates	Aug 24
8	Needham Town Meeting, 5/13/24	May 24
<b>Total Views: 632</b>		<b>Total Viewers: 331</b>
		<b>New Viewers: 271</b>

#### Top 10 Needham Local Stories

Views	Video	Posted
687	Website Front Page: Headlines	Updated weekly
362	Events for August 2024	Updated weekly
220	New Candle Store Ignites in Needham	August 2024
183	Community Weighs Value of Phones in School	August 2024
180	Democrats Seek Garlick's Successor	July 2024
158	Candidates Clash at Register of Deeds Forum	August 2024
147	Needham Fire Welcomes Home New Recruits	August 2024
120	Tree Hearing Not So Clean Cut	August 2024
94	Events for July 2024	July 2024
94	Tha Tapples Tackle Life's Milestones in Upcoming Album	August 2024
<b>Total Views: 4,763</b>		<b>Total Users: 2,835</b>

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

**Top 5**

1. An Egypt Affair and Love Don't Fade Away Premiere (May 2023)
2. My Fair Lady (March 2011)
3. Book Looks: The Light Between Oceans (September 2012)
4. NCN: Rise Against Hunger (February 2017)
5. Little Shop of Horrors (June 2018)

### Spotlight on....

#### Watch Time - New Posts

Mike's question about getting ready for the fall season drew huge numbers on 2 different platforms, as did the Dance Team!

1. Football & Cheer Media Day: Mike's Interviews, 8/26 (NCS Facebook):  
**12.17 hours**

2. Football & Cheer Media Day: Mike's Interviews, 8/26 (Instagram):  
**11 hours, 29 minutes, 35 seconds**

3. Dance Team NCN PKG, 8/23 (Instagram):  
**10 hours, 16 minutes, 42 seconds**

4. Ben Gilman w/Dance Team Captains, 8/22 (Instagram):  
**7 hours, 59 minutes, 31 seconds**

5. Football Media Day: Aidan Williams Interview, 8/26 (Instagram):  
**6 hours, 49 minutes, 51 seconds**

**The Football, Cheer and Dance Teams all had amazing numbers over just a couple of days! As Mike asked in his piece, there's something special about getting ready for the fall season and these numbers clearly demonstrate that exact fact!**