

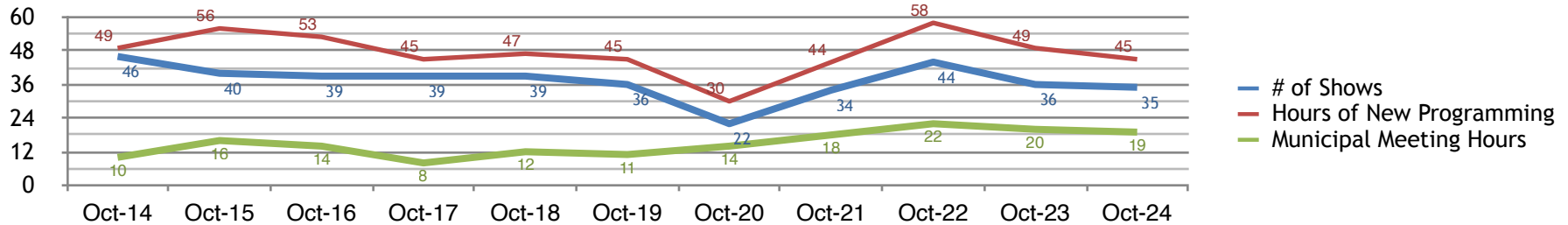
Needham Channel Production Report
October 2024

Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	5	78.71	Access Series - Religion
	Mindful Me	0	19.95	Access Series - Educational
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	8	93.47	Sports
	Needham Planning Board	2	112.06	Municipal Meeting
	Needham School Committee	2	125.33	Municipal Meeting
	Needham Select Board	2	169.52	Municipal Meeting
	Rockets Report	0	30	Sports
	The Writer's Block	2	38.4	Educational
	Zoning Board of Appeals	1	57.77	Municipal Meeting
Specials:	10 Minutes, October 2024, 10/3/24	1	20.55	Educational
	AED Promotion (Public Service Announcement), 10/10/24	1	1	Public Service
	How Community Media is Funded, 10/17/24	1	13.02	Public Affairs
	Living Your Best Senior Life, Episode 1	1	17.62	Other
	LWV Forum: Question 5, 10/9/24	1	68.38	Public Affairs
	Red Coats in Needham, 10/31/24	1	23.88	Community Event
	Town Meeting, 10/21/24	1	240.66	Municipal Meeting
	Tracing Changes Through Time, 10/13/24	1	85.73	Entertainment

Happy Halloween! What started off as a slow production month got a big boost at the last second—or rather the last day. Three of the programs listed above made a debut on All Hallows' Eve, including an Extra episode of the Writer's Block, the Needham Channel News, and Red Coats in Needham. Those last two had some pretty wild costumes involved—very fitting!

Production Level Comparison to Same Month, Last 10 Years



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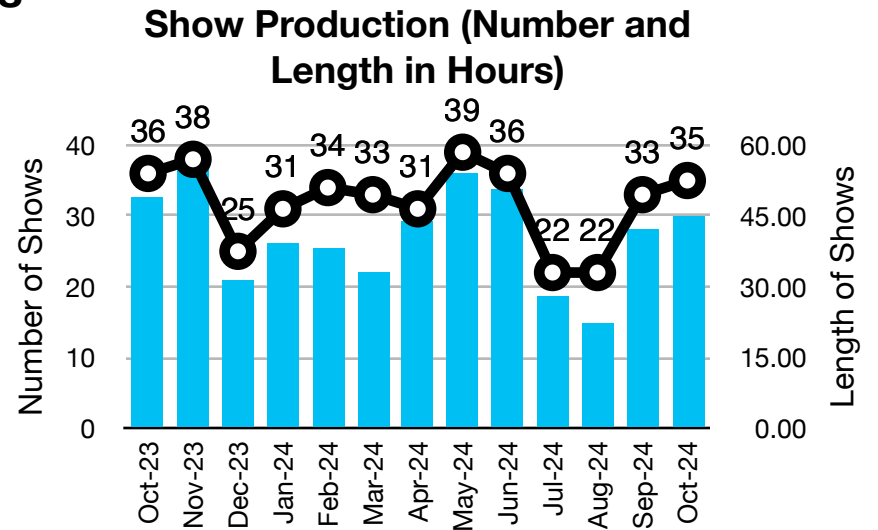
October TV Headlines and Analysis

Sports teams thrill, making for some tough calls on coverage • Programming runs the gamut, giving viewers a little bit of everything • Setting the Stage for November and Beyond!

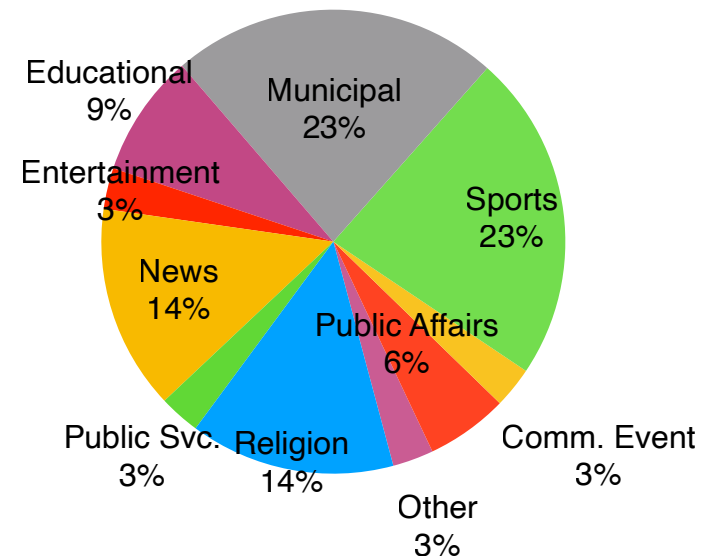
October was a bit all over the place for us as we navigated the waters leading up to a tumultuous Town Meeting. On paper, we had a very, very good month: A solid 35 productions made their debut crossing almost every category of production we track. Looking at the production levels, we are a little off last year in terms of the number of productions and the amount of new content, but we still reside very comfortably just below our 10 year average. Where we had the greatest gap was, predictably, within our sports coverage, as we had to scale back production while we searched for a new producer. We covered five fewer games this month compared with last year. The numbers don't tell the whole story, though. It is the interpretation that really gives the stats meaning.

We launched a new series in conjunction with Wingate that strives to showcase lifestyles for senior citizens (a key demographic of ours!). We have collaborated with them in the past on both cooking and exercise programs, and it will be exciting to see how this new talk show will evolve. We also put out two long-term staff produced specials that represent the best of what the Needham Channel has to offer. Municipal Producer Yuxiao Yuan produced a thoughtful piece on our own industry, and the challenges it faces as television viewing habits shift from cable to streaming video. Resident documentarian Derick Risner produced a fascinating look at the historical re-enactors that set up camp on the Town Common in advance of the 250th anniversary of the Revolutionary War. These programs were amazing additions to our October schedule.

Looking toward November, we will finally have some answers to our election questions which have been brewing over the last few months, and we will be heading into the MIAA tournaments, including an amazing run by the Needham High School Football team. So there is a lot to stay tuned for as the leaves continue to fall.



Shows By Genre (Last Month)



Needham Channel Production Report October 2024

Streaming Video and Needham Local:

Top 10 Views on needhamchannel.org & Roku

Views	Video	Posted
604	Needham Channel HD Channel	n/a
95	LWV Forum: Tipped Workers	Oct 24
56	Needham Special Town Meeting, 10/21/24	Oct 24
51	Boys Soccer vs Natick, 10/1/24	Oct 24
38	Needham School Committee, 10/1/24	Oct 24
24	Needham School Committee, 10/15/24	Oct 24
23	How Community Media is Funded, 10/17/24	Oct 24
23	Girls Volleyball vs Newton North, 9/19/24	Sep 24
20	Field Hockey vs. Newton North, 9/23/24	Sep 24
19	Beautiful & Bizarre: William Baker's Ridge Hill	2016

Total Views: 1,335

Viewers: 749

Top 10 Needham Local Stories

Views	Video
1,109	Events for October 2024
838	Website Front Page: Headlines
670	Sen. Rausch to Face Franklin's Dasha Videira in November
567	Bewitched Local Homes Bring Frights and Delights
406	For Your Grammy Consideration: Needham Musician Remembered
389	First Face-off in State Rep Race
180	Needham Eds Eighteen Year Drought in Walpole
170	Needham Rockets Past Weymouth to Stay Perfect
137	Needham Football Keeps Rolling with Win at Braintree
110	One Wingate Way

Total Views: 8,669

Total Users: 5,674

This Month's Top 10 YouTube Videos

Views	Video	Posted
4,943	NCN: Sunita Williams Day 2023	5/30/23
951	NCN: An Egypt Affair & Love Don't Fade Away Premiere	5/8/23
461	Your World, Bringing it Home: Building a Clothesline	3/10/09
376	A Brief History of Radio	11/14/13
356	Getting Into the Holiday Spirit	10/25/24
205	From Needham to the World: NC Wyeth	7/15/24
170	Book Looks: One Second After by William R. Forstchen	11/9/12
161	NCN: October 2024 Special Town Meeting	11/25/24
120	The Writer's Block: Thomas Lehrich	10/10/24
101	Bill Dermody for State Representative	8/2/24

Total Views in October: 13,127

Needham Local on the Grow!

Our online news site continues to gain steam as it enters its second year. This month we saw a thousand more new views (and viewers) added to our monthly tally. The calendar is a huge draw, and political articles led sports, likely due to the heated races in play this fall.

Only one mystery remains—sitting at number 10 on the list above. We are not quite sure exactly what that One Wingate Way is referring to...whatever it is, it did really well!

Impressive online viewership in October - Wow! We are so grateful to our online audience. We saw a nice bump in people streaming our HD Channel online this month, mostly centered around two live events. Of course, the highly anticipated Special Town Meeting with the MBTA Zoning brought people in, but we also had a lot of people tune in to live coverage of the football teams game vs. Weymouth. **Go Rockets!** We had over 200 more viewers than usual and over 500 more views than normal, which is very exciting. Even on YouTube, we saw a big increase of over 3,000 more views than in September. We hope to keep you entertained and informed as we head through November!