

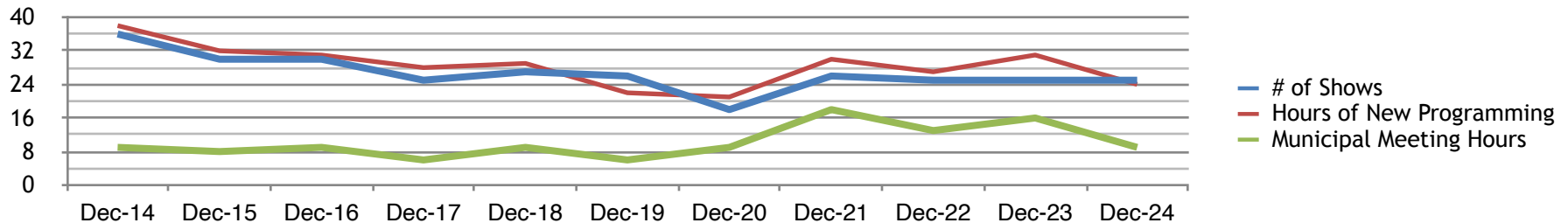
Needham Channel Production Report
December 2024

Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	5	71.76	Access Series - Religion
	Mindful Me	1	24.03	Access Series - Educational
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	3	90.08	Sports
	Needham Planning Board	2	47.27	Municipal Meeting
	Needham School Committee	2	81.63	Municipal Meeting
	Needham Select Board	2	148.29	Municipal Meeting
	Rockets Report	0	30	Sports
	The Writer's Block	1	22.47	Educational
	Zoning Board of Appeals	1	6.67	Municipal Meeting
Specials:	10 Minutes - December 2024 (12/19/24)	1	11.97	Educational
	A State House Journey with Denise Garlick	1	25.28	Public Affairs
	Real Money Moves, Episode 15 Holidays 2024	1	5.02	Educational
	Wreaths Across America 2024	1	29.52	Community Event

Nothing to Talk about? So, I guess that the town had a bit of a 'Silent Night' over the month of December! While we have had a consistent number of productions over the course of the month, we saw a bit of a dip in terms of the length of the programs we had. Very telling? Identical dips occurred both in the number of production hours and number of municipal meeting hours, meaning that the town officials just didn't have as much to say this time around! This is very typical for our December statistics....at least since the pandemic year of 2020. And while there were only 9 hours of municipal meeting coverage, that seems to match the pre-pandemic level of coverage pretty well. We will have to see what future years will bring. There is a lot that is going on around town, and I am sure there will be a lot more discussion going on at the town boards once budget season begins in January!

Production Level Comparison to Same Month, Last 10 Years



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December TV Headlines and Analysis

Traditionally one of the quieter times of the year, Needham held to an almost perfect mirror to last year’s productions, bookending 2024 very neatly.

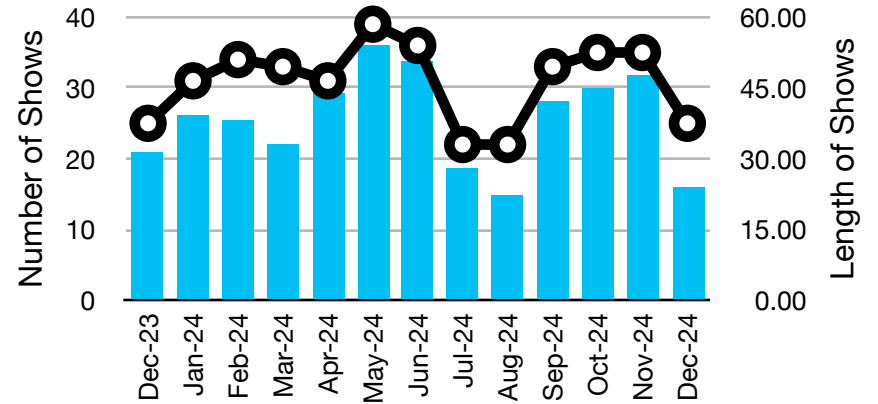
It was the end of an era this December, when State Representative Denise Garlick wrapped up her long-standing career of service to the towns of Needham, Medford and Dover. After so many Community Reports and talk shows on public matters, we could not let her depart without being one of the stops on her “farewell tour”. Municipal Producer Yuxiao Yuan sat down with her in our studio and reminisced about her years on Beacon Hill and before. It was one of the biggest highlights of our month!

Of course, December 2024 kicked off with a bang—the amazing run of the Needham Rockets Football team, as they took on Xaverian in the MIAA State Championships. It was a very hot season for the gridiron gang, and the Needham Channel was there throughout. We got great numbers on social media for everything related to the team, and, although they got edged out at the end, we just cant wait for summer to roll around so that we can start the journey all over again.

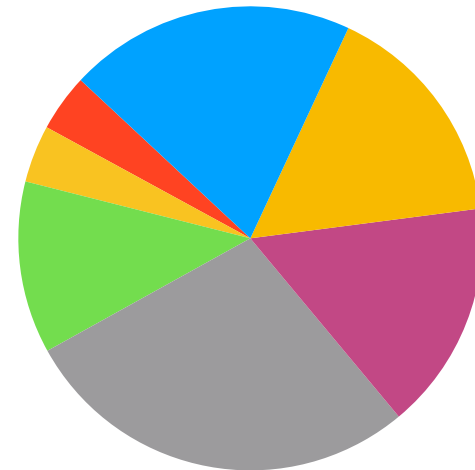
In terms of categories of production, all of our usual favorites were covered. Because it was a lower-than-usual month in terms of volume, our news productions got a bit of a boost as an overall percentage of production. It usually represents about 12 percent of production in a typical month. And while the municipal meetings were shorter (see previous page), we still covered the same number of them. We do feel a little guilty about counting the Zoning Board meeting, which clocked in at under 10 minutes long, but we know that there will be longer meetings on the horizon.

The great news is that there is always more to come, so we hope you had a wonderful holiday season, and are ready to tune in for more action on the Needham Channel in 2025!

Show Production (Number and Length in Hours)



Shows By Genre (Last Month)



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Streaming Video and Needham Local:

Top 12 Views on needhamchannel.org & Roku

Views	Video	Posted
232	Needham Channel HD Channel	n/a
149	Needham Special Town Meeting, 10/21/24	Oct 24
57	Needham School Committee, 11/26/24	Nov 24
35	Boys Hockey vs Weymouth, 12/14/24	Dec 24
32	Needham Select Board, 12/3/24	Dec 24
32	Needham School Committee, 12/10/24	Dec 24
18	Needham School Committee, 12/17/24	Dec 24
15	Zoning Board of Appeals, 11/20/24	Nov 24
13	Football vs. Xaverian, 12/5/24	Dec 24
12	Needham Select Board, 2/13/24	Feb 24
12	Needham Select Board, 11/26/24	Nov 24
12	Needham Select Board, 11/25/24	Nov 24

Total Views: 836

Viewers: 463

This Month's Top 10 YouTube Videos

Views	Video	Posted
225	NCN: An Egypt Affair & Love Don't Fade Away Premiere	5/8/23
218	Shiri Spear & Catherine Parrotta at the Needham Sheraton	11/1/24
181	NCN: October 2024 Special Town Meeting	10/25/24
150	Your World, Bringing it Home: Building a Clothesline	3/10/09
138	NCN: Sunita Williams Day 2023	5/30/23
112	A Brief History of Radio	11/14/13
104	Needham Football Banquet: Joe Kajunski	12/8/24
102	Needham Football Banquet: Aiden Williams	12/8/24
101	Needham Football Banquet: Head Coach Dog Kopsco	12/8/24
89	NCN Sports: Thanksgiving Football 2024	12/6/24

Total Views in December: 5,901

Top 10 Needham Local Stories

Views	Video
677	Website Front Page: Headlines
395	Lighting Up Needham (Dec 2024)
247	Petition Prompts Special Election (Nov 2024)
417	Events for December 2024
364	Watch the Rockets Play for the MIAA D1 Super Bowl Title (Dec 2024)
327	Power Plan has Neighborhood Stunned (Dec 2024)
318	Let Chubbs Stay' (Dec 2024)
272	Sp. Town Election Scheduled for Rezoning Compliance (Nov 2024)
211	Israel-Gaza Conflict in Focus During Auchincloss Town Hall (Dec 2024)
170	Feeling SAD? (Dec 2024)

Total Views: 5,887

Total Users: 3,234

Dramatic December Drop!

In the wake of the spectacular statistics from November, it is easy to be a bit underwhelmed with the numbers on this page. We saw a huge decline in viewership and engagement this month, which is attributed to being between sports seasons, having producers put their shows on hold for the holidays, and fewer municipal meetings. We are not discouraged, though. A whole new year has just begun, and we are looking forward to bringing your lives to the fore throughout 2025. So keep checking in with us throughout January, and thanks for all your support over the past year!

Happy New Year! We had a wonderful time covering the events and stories of 2024. Be sure to check out **part 2** of our report, which looks at the year that was, and takes a top-down look at all of what we've done!