

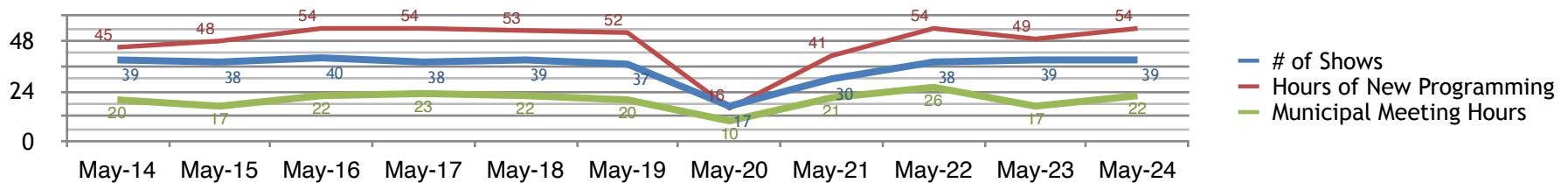
Needham Channel Production Report
May 2024

Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	4	71.6	Access Series - Religion
	Mindful Me	2	22.05	Access Series - Educational
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	13	96.85	Sports
	Needham Planning Board	1	116.03	Municipal Meeting
	Needham School Committee	2	137.92	Municipal Meeting
	Needham Select Board	2	81.53	Municipal Meeting
	Rockets Report	0	40.18	Sports
	The Writer's Block	2	43.19	Educational
	Zoning Board of Appeals	1	11.5	Municipal Meeting
Specials:	Memorial Day Ceremony, 5/27/24	1	54.23	Community Event
	Needham Housing Coalition, 5/24/24 (5/30/24)	1	41.45	Public Affairs
	Town Meeting	3	244.53	Municipal Meeting
	Needham High School Senior Awards Ceremony, 5/27/24	1	26.65	Community Event
	Real Money Moves (Episode 11)	1	4.13	Educational

Program Spotlight: Memorial Day - Each year, we can count on certain productions to come up in particular months, and it is easy to take them for granted. One of these productions is the coverage of Needham's Memorial Day Commemoration. This time around we would like to thank the folks from the town who put this celebration together, and acknowledge that we only cover a part of what they do. Their work is incredible, and it is an honor for us to be able to share it with the community. We would also be remiss if we didn't thank *Derick Eisner* for recording the Memorial Park portion of the day, and getting it edited and prepared to air on the holiday itself. Working holidays is often a part of what we do, but Derick always puts in extra time and effort to make things run smoothly, and look (and sound) great! **See a full analysis of May's productions on the next page!**

Production Level Comparison to Same Month, Last 10 Years



May TV Headlines and Analysis

Contentious Debate on Town Meeting Articles lead to strong performance for Needham’s Muni Meetings • Memorial Day sees surge of Grad Families tuning in for NHS Awards Ceremony.

By the numbers, this past May was strong, but fairly unremarkable. May is traditionally one of our busier months, and with 36 productions, May is tied for second most active month this year, November edging it out by two programs. It wasn’t as many as last May, but that was due to a number of special productions that weren’t repeated this year.

Town Meeting is always at the heart of what we do in May, and while we didn’t have any more sessions than last year, the ones we had were lengthier than in previous years, as a lot of contentious items came up for debate. Compared it to previous years, this May was consistent. Aside from the disruption caused by COVID 19, the number of shows, length of productions, and duration of municipal meetings were all within range, leaning toward the high end.

Sports coverage was widespread, with 12 games being covered, tracking five teams. Sports coverage accounted for one-third of all productions in May, along with higher than normal community event programming. We have been trying to provide more consistent coverage of the Needham Housing Coalition advocacy group, in light of the focus on housing issues throughout the community.

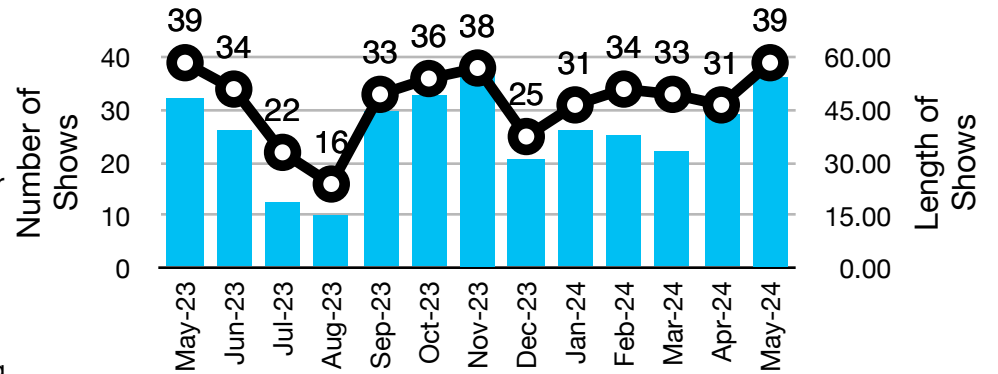
Heading on into June, we are expecting to see the typical boost in educational and community event programming thanks to the end of the school year. We also will see a few of our public access productions start to slow for the season. We will miss the boom we had with “The Writer’s Block” which has been putting out extra episodes all spring revisiting Matt Robinson’s guests from previous episodes. The Friends of the Needham Public Library will be holding their last event of the season in early June, as well.

So there is a lot to look forward to as we head into the summer months. Stay tuned!

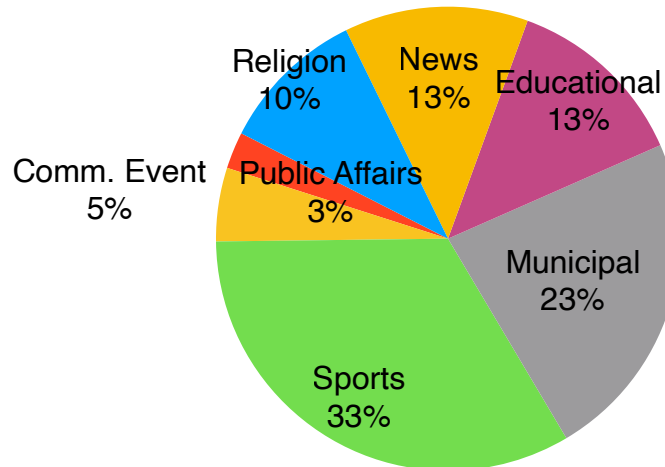
Playback Accuracy (%)

99.90

Show Production (Number and Length in Hours)



Shows By Genre (Last Month)



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Social Media:

This Month's Top 10 Posts

Likes	Shares	Account	Content
49	86	Instagram	Mike Boys Ultimate Senior Night Video
48	1	TNC FB	Arnie, Ben and News Crew Pics
37	2	Instagram	Girls Lacrosse Senior Night Pics
30	1	Instagram	Girls Lacrosse 5/30 Playoff Video & Pics
27	1	Instagram	Boys Lacrosse Senior Night Pics
25	1	Instagram	Softball Senior Night Pics
19	13	Instagram	NHS Chorale at School Committee Video
17	1	Instagram	Girls Lacrosse Warmup Video 5/7
15 (tie)	12	Instagram	Boys Volleyball vs. Lowell Highlights
15 (tie)	3	Instagram	Arnie, Ben and News Crew Pics
15 (tie)	2	Instagram	Boys Volleyball vs. Lowell Highlights

Follower Count

	Number	Change
YouTube	2,061	+31
Instagram	1,519	+14
X (The Needham Channel)	1,352	+6
X (Sports)	1,325	-2
X (News)	797	+4
Facebook (The Needham Channel)	799	+6
Facebook (News)	689	+1
Facebook (Sports)	470	+3

This Month's Top 10 YouTube Videos

Views	Video	Posted
6,078	NCN: An Egypt Affair & Love Don't Fade Away Premiere	5/8/23
1,215	Your World, Bringing it Home: Building a Clothesline	3/10/09
790	NCN: Sunita Williams Day 2023	5/30/23
517	A Brief History of Radio	11/14/13
195	NCN: Boys Volleyball State Championship Highlights, vs. Newton No.	6/16/23
161	Boys Ultimate Frisbee Senior Night: May 21, 2024	5/24/24
149	The Language of Business: International Communication	10/5/2016
123	NCN: Hair Donations	8/28/15
80	NCN: Needham Rape Aggression Defense System (RAD) Class	6/7/13
78	Inside Story: Orange Leaf	8/22/15

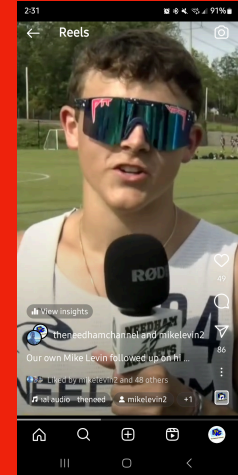
Total Views in May: 13,992

TRENDING THIS MONTH

Boys Ultimate Senior Night

Instagram
May 24, 2024

Last Spring, Mike did a feature for Rockets Report, where his nephew Nick taught him how to play Ultimate Frisbee. This year Mike returned for senior night, honoring now Captain Nick & his teammates from the Class of 2024. This post to Instant only had 49 likes, but also 86 shares, over 3100 plays and a huge watch time, as you can see below in our Spotlight.



The Mystery of May 22nd - We are used to random little spikes as things go momentarily viral, such as the YouTube viewership on "An Egypt Affair", a year old news package that suddenly became the most watched video of the month...by a LOT. However, on our Needham Channel website we hit a strange burst of viewership on Wednesday, May 22nd, when 294 viewers landed upon our front page. They weren't streaming (those numbers were average), nor did they go to a particular post or story. They just...came and went. Time will only tell, but it is much easier to verify what people tuned in for on Monday, May 27th. **499 viewers**, with the majority of them tuning in for the Senior Award Ceremony.

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 May 2024

Streaming Video and Needham Local:

Top 10 Views on needhamchannel.org & Roku

Views	Video	Posted
413	Needham Channel HD Channel	n/a
104	Needham High School Senior Awards Ceremony, 5/27/24	May 2024
42	Needham Annual Town Meeting, 5/6/24	May 2024
41	Big Little Town - The Story of Needham (2012)	2018
38	Needham School Committee, 5/14/21	May 2024
36	Needham Annual Town Meeting, 5/13/24	May 2024
24	Needham Annual Town Meeting, 5/8/23	May 2024
21	Boys Volleyball vs. Natick, 5/24/24	May 2024
20	Softball vs. Concord Carlisle, 4/9/24	April 2024
20	Needham Select Board, 4/30/24	May 2024

Total Views: 1,074 Total Viewers: 540 New Viewers: 320

Top 10 Needham Local Stories

Views	Video	Posted
430	Website Front Page: Headlines	Updated weekly
191	Connecting with their Roles	May 2024
180	Great Bear Run Attracts Competitive Edge	May 2024
146	MBTA Communities Zoning Awaits Town Review	May 2024
138	Your CBD Store to Close Following Legal Complications	May 2024
125	Win Streak Reaches Ten for Boys Lacrosse	May 2024
113	Welcome to Needham Local	n/a
92	Event for June 2024 - High School Graduation	May 2024
90	Starting a New Chapter at the Needham Public Library	May 2024
88	Local Band Amped for Needham Fundraiser	May 2024

Total Views: 4,352 Total Users: 2,569

archive.org

Top 5

(or 4, or really 7)

1. An Egypt Affair and Love Don't Fade Away Premiere (May 2023)
2. NCN: Little Shop of Horrors (June 2018)
3. The Language of Business - Cash Butler (November 2016)
4. The Language of Business - Josh Misiph (January 2017)
4. Carey's Corner - February 28, 2019
4. NCN: Sports Update - May 2, 2024
4. The Language of Business - Alex Norman (January 2017)

Spotlight on....

Watch Time

Here are the top posts by Watch Time for the month of May

1. Boys Ultimate Senior Night, 5/24 (Instagram): **11 hours, 18 minutes, 39 seconds**
2. NHS Chorale Singing at School Committee, 5/6 (Instagram): **2 hours, 39 minutes, 34 seconds**
3. Girls Lacrosse Warmup Video, 5/7 (Instagram): **2 hours, 16 minutes, 46 seconds**
4. Boys Lacrosse vs. Framingham Highlights, 5/17 (Instagram): **1 hour, 47 minutes, 50 seconds**
5. Boys Volleyball vs. Lowell Highlights, 5/3 (Instagram): **1 hour, 28 minutes, 5 seconds**

Boys Ultimate Frisbee is a club team, but had their biggest and most extravagant Senior Night ever! The Insta post had the highest WT in three months and the third highest since December! We can't wait to see how Spring Playoffs and Graduation do in June!