

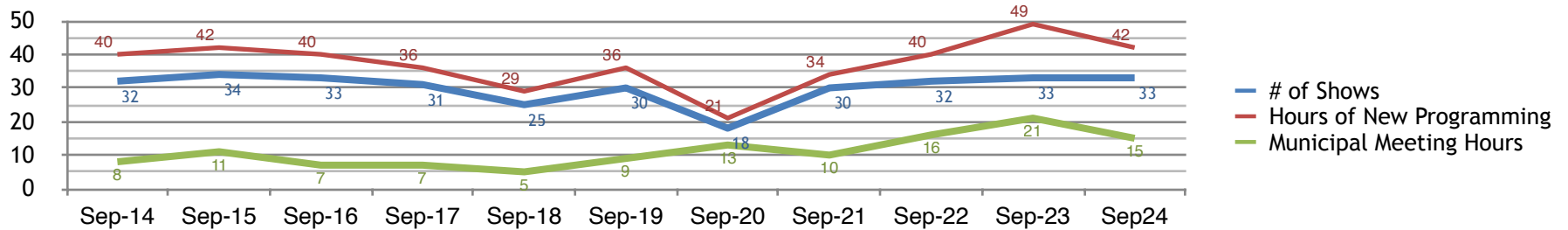
## Needham Channel Production Report September 2024

### Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	4	69.67	Access Series - Religion
	Mindful Me	1	19.95	Access Series - Educational
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	11	91.04	Sports
	Needham Planning Board	3	179.32	Municipal Meeting
	Needham School Committee	1	79.42	Municipal Meeting
	Needham Select Board	2	101.5	Municipal Meeting
	Rockets Report	0	30	Sports
	The Writer's Block	1	51.72	Educational
	Zoning Board of Appeals	1	64.73	Municipal Meeting
Specials:	2024 House Representative Election, 9/26/24	1	34.1	Public Affairs
	9-11-24 Memorial Ceremony (short)	1	9.88	Community Event
	Needham Housing Coalition Walking Tours 2 & 3 (9/12/24)	1	30.66	Public Affairs
	Overdose Awareness Day Vigil 2024	1	36.95	Community Event
	Senator Rausch Fall Town Hall, 9/9/24	1	53.47	Public Affairs

**Some September!** This month tends to be pretty consistent over the years, as there was only one year that had more than 33 productions in it, way back in 2015. With most of the political programming done until October, we still had a good show of new political programs, and housing was, of course still an issue. By the way, it was this same housing initiative that was the source of that big bubble of municipal meeting hours last year—that was when the HONE committee got started. It will be great to see that effort wrap up, hopefully at the Special Town Meeting on October 21st.

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



Needham Channel Production Report  
September 2024

## September TV Headlines and Analysis

### A Poignant Start to the Fall with Vigils and Remembrances • Politics is King as All Eyes Turn to the State • The Needham Channel Announces Collaboration with Wingate on New Series for Seniors

January may get all the hype and celebration, but those with kids (and a lot of us who don't) know the truth: The New Year starts in September. We shook off the dust from what we call our summer lull—not as quiet as it sounds, by the way—and start the buzz of activity that will continue until the holidays are upon us once again.

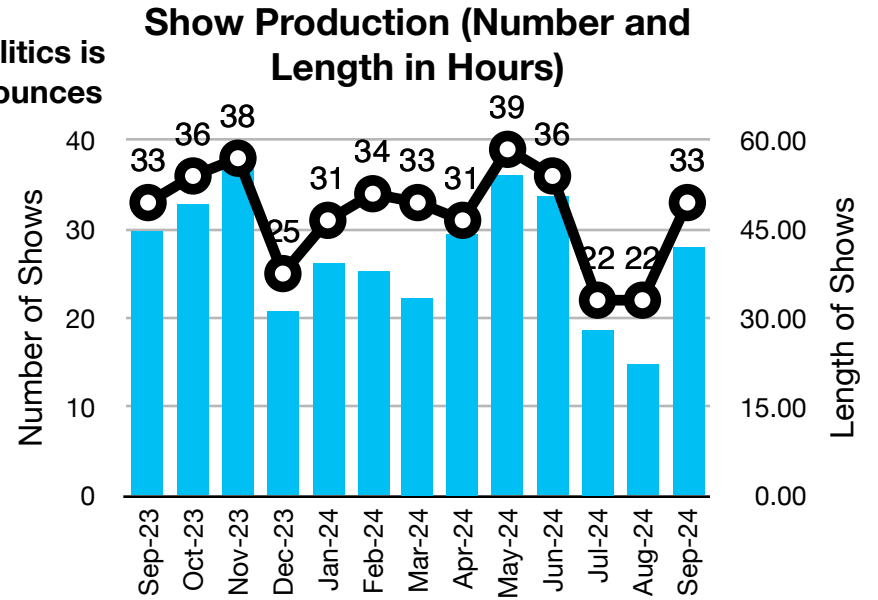
There is a lot to be proud of with our September stats. We averaged over a new episode of fresh programming every day. We maintained our sports productions despite losing our sports producer—Kristen, we miss you! And we maintained our presence in the community by covering events such as the 9/11 memorial ceremony and the annual International Overdose Awareness Day Vigil.

State Representative Denise Garlick's decision to not run looks to have yielded a couple programs this month, as well. Municipal Producer put together a profile of the candidates running for the position, and State Senator Becca Rausch took a page from the Garlick playbook by holding a televised Town Hall meeting.

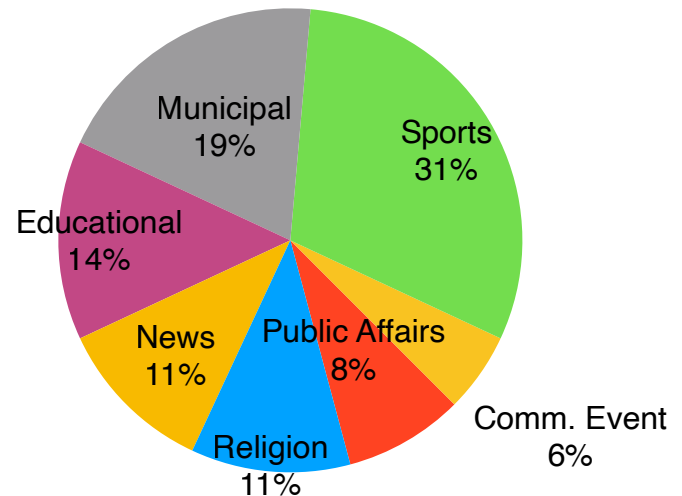
While the Writer's Block was not in studio in August, host Matt Robinson continued his series of WB Forums at the library, going deeper into interviews with previous guests.

But as good as September was, the action is just going to get hotter as the weather gets cooler. We are looking forward to a lot of solid programming coming to us in October. The League of Women voters will hold a couple of forums heading into the November election. Town Meeting will hold a special session to wrestle with the adoption of new zoning in the wake of the MBTA Communities law. We will also debut some new programs we are quite excited about, including a new collaboration with Wingate called "Living Your Best Senior Life".

So stay tuned to the Needham Channel on air and on line!



### Shows By Genre (Last Month)



## Needham Channel Production Report September 2024

### Streaming Video and Needham Local:

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

Views	Video	Posted
256	Needham Channel HD Channel	n/a
153	LWV Forum: Register of Deeds, 8/15/24	Aug 24
36	LWV Forum: State Representative, 8/21/24	Aug 24
29	NCS: Boys Soccer vs. Wellesley, 9/24/24	Sep 24
28	Pollard Closing Ceremony, 6/12/24	Jun 24
28	Needham School Committee, 9/17/24	Sep 24
27	NCS: Football vs. Milton, 9/6/24	Sep 24
24	LWV Forum: Governor's Council, 8/5/24	Aug 24
23	Needham Planning Board, 9/5/24	Sep 24
18	Needham School Houses: Harris School	Oct 18

**Total Views/Viewers: 888/517**

**New Viewers: 344**

#### Top 10 Needham Local Stories

Views	Video
1,204	Events for September 2024
813	Website Front Page: Headlines
442	Actors Advocacy Receives Standing Ovation
413	Candidates Clash at Register of Deeds Forum
248	Rockets Defense Stifles Milton in Opener
187	Democrats Seek Garlick's Successor
171	Rockets Romp to Another Win, Blast Tigers
150	Neighbors and Planning Board Share Concerns
144	Needham Football Hangs On for Win at Natick q
126	Tarsky Secures State Rep. Primary

**Total Views: 7,613**

**Total Users: 4,673**

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

Views	Video	Posted
3,056	NCN: Sunita Williams Day 2023	5/30/23
626	Your World, Bringing it Home: Building a Clothesline	3/10/09
336	A Brief History of Radio	11/14/13
324	NCN: An Egypt Affair & Love Don't Fade Away Premiere	5/8/23
164	NCN: 2024 Crossing Guard Award Recipient	9/20/24
163	Needham Sports Round-up	9/9/24
145	NCN: 2024 Football Preview, Part 1	8/30/24
106	Bill Dermody for State Representative	8/2/24
103	Needham Sports Round-up	9/23/24
94	Needham Sports Round-up	9/16/24

**Total Views in September: 10,412**

#### Social Media Tracking will be Back!

Intrepid readers of our report will note that our usual format will be altered for the next few issues. This is due to the departure of our Sports Producer, and our efforts to maintain our high level of production through the fall.

We will, of course, continue our participation on Instagram, X and Facebook, and will return to reporting on our activities in the new year.

And, fear not, we will be keeping an eye on all our stats!

**Views on [needhamchannel.org](http://needhamchannel.org) and [needhamlocal.org](http://needhamlocal.org)** - Our two websites got some great traffic this month, thanks in part to our sports coverage—both the live programming and our stories on the games we covered. On the TV side, we saw an approximate 33% increase in Total Views by approximately 40% more viewers, with the vast majority tuning in for our live coverage, although politics came in strong, as well. Over on Needham Local, about 1/3 of the Top 10 reads went to sports stories, and we had huge upswings in viewers visiting the site and articles being read. It made for a very gratifying month for us!