

2024 Production Year at a Glance**

	2024	2023	2024	2023	2024	2023	2024	2023	2024	2023	2024	2023			
	January		February		March		April		May		June		Show Totals		
													2024	2023	
Carter Church Service	5	4	5	4	4	5	3	4	4	5	5	4	Carter Church Service	51	51
Mindful Me with Dr. Marga	1	1	1	1	1	1	1	1	2	1	1	1	Mindful Me	11	12
Needham Channel News	4	4	5	4	4	5	4	4	5	4	4	5	Needham Channel News	50	51
Needham Channel Sports/Classics	8	9	9	9	2	6	9	11	13	11	10	8	Needham Channel Sports/Classics	90	95
Needham Planning Board	2	2	1	2	3	3	2	2	1	1	2	2	Needham Planning Board	23	24
Needham School Committee	3	3	2	2	2	2	2	2	2	2	2	2	Needham School Committee	20	21
Needham Select Board	2	2	2	3	2	2	2	3	2	2	2	2	Needham Select Board	24	24
Rockets Report	0	1	0	0	1	0	0	0	0	1	0	0	Rockets Report	1	2
Specials (see below)*	5	5	7	5	11	9	6	6	4	6	8	8	Specials (see next page)*	76	76
Town Meeting	0	0	0	0	0	0	0	0	3	3	0	0	Town Meeting	4	4
Writer's Block	0	1	2	1	2	1	1	0	2	1	1	0	Writer's Block	15	8
Zoning Board of Appeals	1	1	0	1	1	1	1	1	1	1	1	1	Zoning Board of Appeals	11	11
	July		August		September		October		November		December		TOTAL PRODUCTIONS		
Carter Church Service	4	4	3	5	4	3	5	4	4	5	5	4	PROGRAMMING HOURS	468	463
Mindful Me with Dr. Marga	1	3	1	0	1	1	0	1	0	1	1	0	MUNI MEETINGS (IN HOURS)	183	191
Needham Channel News	3	4	5	5	4	4	5	4	3	4	4	4			
Needham Channel Sports/Classics	5	0	0	0	11	10	8	13	12	14	3	4			
Needham Planning Board	1	1	2	1	3	2	2	2	2	3	2	3			
Needham School Committee	0	0	0	0	1	2	2	2	2	2	2	2			
Needham Select Board	2	1	1	1	2	2	2	2	3	2	2	2			
Rockets Report	0	0	0	0	0	0	0	0	0	0	0	0			
Specials (see below)*	4	6	8	4	5	7	7	5	7	6	4	4			
Town Meeting	0	0	0	0	0	0	1	1	0	0	0	0			
Writer's Block	1	1	1	0	1	1	2	1	1	0	1	1			
Zoning Board of Appeals	1	1	1	0	1	1	1	1	1	1	1	1			

2024 Programming Insights:

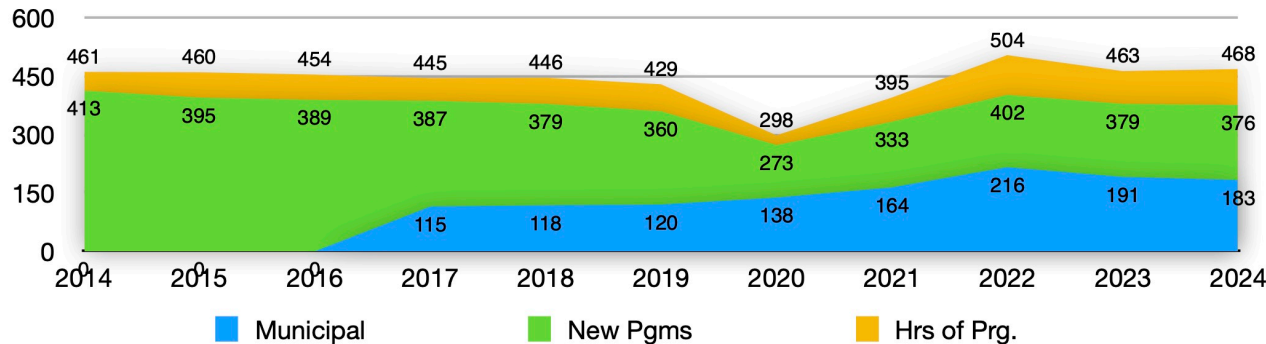
We held our own throughout the year, despite some challenges being thrown our way. The departure of two series in 2023 left our public access programming a little light, but we made up for it with our one-time special productions. When comparing the two years, there were very few programs that showed any variation.

One area where we were impacted was our sports coverage. In the fall, we lost our sports producer just as the season began. We did rally and were able to document the Rocket's incredible run, but we ended up with a couple fewer games this year and produced only a single Rockets Report. We welcomed new sports producer Ashleigh Tobin in November, so we are excited to see what the winter and spring will bring.

And 2024 was nothing to sneeze at, either! While the number of productions dipped slightly, we did see an overall increase to the number of production hours—despite the fact that we had shorter municipal meetings this year. We also just started a new collaboration with One Wingate Way, with a senior lifestyle series, so there are bright skies ahead for 2025 at the Needham Channel!

**Does not include Community Bulletin Board programming.

10 Year Comparison of Production Levels



2024 Specials

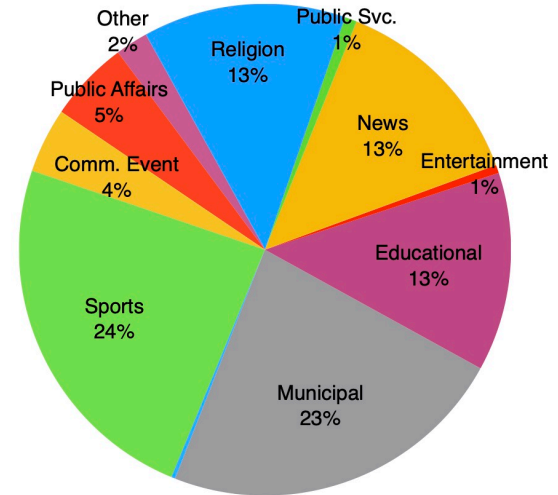
MassCUE Conference 2023 (1/12/24)
Housing Needham Community Workshop, 1/18/24
Understanding the Latest Brain Science, 1/14/24 (1/25/24)
10 Minutes with Pollard News (2/1/24) (with Shorts)
Martin Luther King, Jr. Day Celebration 2024, 2/1/24
Forde Good Person Award Ceremony 1/29/24 (2/5/24)
Report to the Community 2024, 2/12/24
NHS: Holocaust Survivor Interview, 2/15/24
Embrace Boston, 2/4/24 (2/22/24)
2024 Select Board Election (3/7/24)
Community Preservation Committee, 3/13/24
Friends of the NPL: Stephen McCauley, 3/3/24 (3/14/24)
Transportation Committees Meeting, 3/18/24
LWV Ballot Question Forum, 3/19/24
LWV: Candidates Night, 3/26/23
How Needham Works, 3/20/24 (3/28/24)
Housing Needham Community Workshop, 3/28/24
NEF Trivia Bee 2024, 3/14/24 (4/4/24)
Needham Housing Coalition, 3/27/24 (4/4/24)
Needham Public Health Forum on the Opioid Settlement, 4/10/24
Friends of the NPL: Art as Storytelling, 4/7/24 (4/15/24)
Memorial Day Observances, 5/27/24
NHS Senior Awards, 5/27/24
Needham Housing Coalition, 5/24/24 (5/30/24)
Needham High School Graduation, 6/2/24
Pollard Closing Ceremony, 6/11/24
Needham Climate Action Plan Roadmap, 6/5/24 (6/12/24)
SPAN: Edibles, Vapes and Spikes Seltzers, 5/14/24 (6/13/24)
NHS Student Documentary Previews (6/20/24)
The State of the Charles River (6/27/24)
July 4th Fireworks, 7/3/24 (7/4/24)
4th of July Parade, 7/4/24
NHS Student Documentaries, pt 1 (7/18/24)
House Representative Candidates for Primary, 8/1/24
Needham Housing Coalition Walking Tour, 7/18/24 (8/1/24)
LWV Candidates Forum: Governors Council, 8/5/24
LWV Candidates Forum: Register of Deeds, 8/14/24
NHS Student Documentaries, Part 2, 8/15/24
Needham's Purple Heart Ceremony, 8/15/23
International Overdose Awareness Day Vigil, 8/31/23 (9/7/23)
LWV Candidates Forum: State Representative Primary, 8/21/24
Overdose Awareness Day Vigil 2024 (9/5/24)

Senator Rausch Fall Town Hall, 9/9/24
Needham Housing Coalition Walking Tours 2 & 3 (9/12/24)
2024 State Representative Election, 9/26/24
LWV Forum: Question 5, 10/9/24
Living Your Best Senior Life, Episode 1 (10/10/24)
Tracing Changes Through Time, 10/13/24
Red Coats in Needham, 10/31/24
Veterans Day, 11/11/24
Distinguished Career Awards (11/14/24)
Living Your Best Senior Life, Episode 2 (11/14/24)
He Wanted the Moon, 11/3/24 (11/21/24)
Needham Food Establishment Training (11/29/24)
A State House Journey with Denise Garlick (12/19/24)
Wreaths Across America 2024 (12/19/24)

2024 Short Subject Programs

Cameron Morsberger: Full Interview (1/5/24)
Real Money Moves #8 (1/25/24)
Making Meals with Mike: Egg Roll in a Bowl (2/1/24)
10 Minutes with Sunita Williams (March 2024), 3/14/24
From Needham to the World - Denys Zirngiebel, 3/14/24
Real Money Moves, Ep. 9, 3/21/24
10 Minutes - Chris Gosselin, 4/11/24
Real Money Moves, Ep. 10, 4/18/24
Real Money Moves, Ep. 11, 5/31/24
10 Minutes - Linda Burke and Monica Staley, 6/5/24
Chalk it Up 2024, 6/20/24
Real Money Moves, Ep. 12, 7/20/23
Real Money Moves, Ep 13. (8/15/24)
9-11-24 Memorial Ceremony (9/19/24)
10 Minutes - October 2024 (10/3/24)
AED Public service Announcement (10/10/24)
How Community Media is Funded (10/17/24)
10 Minutes - November 2024 (11/21/24)
Real Money Moves, Ep. 14 (11/21/24)
10 Minutes - December 2024 (12/19/24)
Real Money Moves, Episode 15 Holidays 2024 (12/19/24)

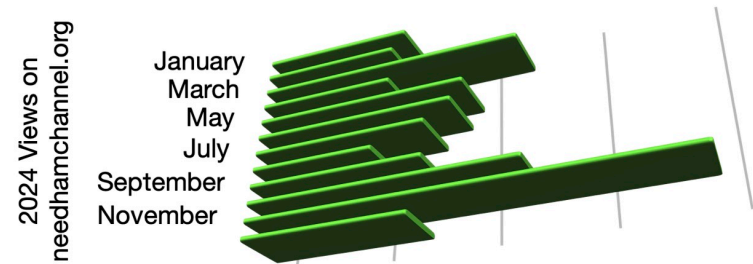
Television Production By Genre (2024)



Top 10 Streamed Programs of 2024

- 1 Live Event Streaming
- 2 Big Little Town - The Story of Needham (2012)
- 3 Independence Day Parade (2023)
- 4 LWV: Register of Deeds Forum
- 5 Needham Special Town Meeting, 10/21/24
- 6 LWV: Governor's Council Forum
- 7 Needham High School Graduation
- 8 NHS Senior Awards Ceremony
- 9 LWV Forum: Focus on Question 5, Tipped Workers
- 10 Pollard Closing Ceremony

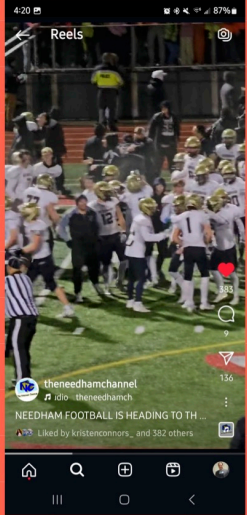
Viewership Levels by Month Online and Roku



The Needham Channel 2024 Social Media Report

Sports Rule on TNC Social Media. The amazing run of the Needham Varsity Football team to their first State Title Game in 13 years led us to an amazing last four months of social media content! With our now former Sports Producer taking another job in September, Mike stepped in to lead the Sports Department through one of the busiest Fall seasons in a long time. Football going to their first state championship game at Gillette Stadium was the catalyst, with Senior Star Running Back Aidan Williams in particular, garnering a lot of interest through highlights and interviews. Although the Rockets fell just short of a title, our coverage of the Semifinal win over St. John's Prep was huge, with phone video of their celebration and highlights from our broadcast taking the top four spots for the year and even setting a new standard for likes and watch time!! Scroll down for a break down of the top Watch Times of the year, as Basketball and Hockey managed to sneak in a few pieces of content that exploded on Instagram!

Our Social Media channels were a big hit in 2024 thanks to Football, but are continuing to attract viewers in many different ways.
Thank you for watching, clicking and engaging with us!!



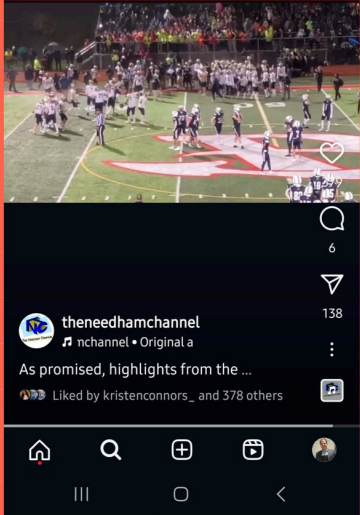
Football State Semis - November 22, 2024

Win Reaction Video
Facebook/Instagram

Setting an all-time high in likes for one post, the Rockets upset win over St. John's Prep picked up an astounding 920 likes from the Sports Facebook page, with a watch time of nearly two days!! The Instagram post added to that, with 383 more likes as well as 136 shares!

Raw Highlights
Facebook/Instagram

Later that same night, we posted full highlights from our broadcast of the win over Prep, with the Facebook post picking up 390 likes (2nd highest this year) and the Instagram post getting 379 more, reaching over 15,700 people and a watch time of nearly THREE days!!



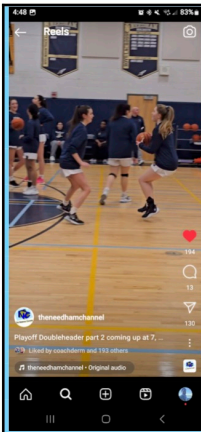
Follower Change Since Last Year & Sept. 2024

	12/31/24	End 2023	Sep. 2024
YouTube	2,347	+403	+67
Instagram	1,816	+414	+236
X (Sports)	1,442	+91	+91
X (TNC)	1,404	+89	+23
Facebook (TNC)	1,171	+399	+364
Facebook (News)	814	+143	+20
X (News)	771	-21	-23
Facebook (Sports)	639	+177	+168

Football brings in the followers - While overall, the Instagram and YouTube channels continue to gain the most annual followers, with over 400 gained in 2024, in the months of September, October, November and December, the Instagram as well as the TNC and Sports Facebook pages, all rose significantly. Out of its 414 total followers gained in 2024, 236 of new Instagram followers were picked up during the last four months. The Needham Channel Facebook page was even more drastic, with 364 of its 399 new followers for the year came in this same stretch. The easiest answer as to why so many people jumped aboard the follow train for these social media channels? The Needham Football run to the state championship game of course!!

Top Posts of 2024

	Likes	Shares	Reach	Watch Time	Outlet	Date	Description	Creator
1	920	16	2,255	1d 22h	NCS FB	Nov 22	Football Wins State Semifinal, Going to Super Bowl - Reaction Video	Mike Levin
2	390	8	1,925	16h 46m	NCS FB	Nov 22	Football State Semifinal vs St. John's Prep - Raw Highlights	Ashleigh Tobin
3	383	136	11,281	23h 57m 38s	Instagram	Nov 22	Football Wins State Semifinal, Going to Super Bowl - Reaction Video	Mike Levin
4	379	138	15,704	2d 19h 59m 12s	Instagram	Nov 22	Football State Semifinal vs St. John's Prep - Raw Highlights	Ashleigh Tobin
5	204	33	1,985	—	Instagram	Jun 2	High School Graduation - Pics and Videos	Mike Levin
6	194	130	14,924	1d 15h 43m 26s	Instagram	Feb 29	Girls Basketball Playoff - Warmup Video	Mike Levin
7	176	5	3,141	—	Instagram	Dec 5	Football Super Bowl at Gillette Stadium - Picture Gallery	Mike Levin
8	149	23	3,019	10h 33m 30s	Instagram	Nov 15	Football State Quarterfinal - Aidan Williams Postgame Interview	Mike Levin
9	143	1	577	4h 24m	TNC FB	Aug 26	Football Media Day - Aidan Williams Interview	Mike Levin
10	131	47	3,401	11h 15m 16s	Instagram	Nov 8	Football Playoff vs Wachusett - Raw Highlights	Mike Levin
11	130	30	4,263	13h 24m 27s	Instagram	Sep 20	Football at Lincoln-Sudbury - 5 TDs Highlights	Kristen Connors
12	125	24	20,994	1d 22h 25m 44s	Instagram	Dec 14	Boys Hockey Opener - Warmup Video	Mike Levin
T13	111	11	2,527	9h 35m 38s	Instagram	Nov 28	Thanksgiving Football - Raw Highlights	Mike Levin
T13	111	11	2,527	7h 59m 28s	Instagram	Dec 8	Football Banquet - Aidan Williams Interview	Mike Levin
15	107	22	2,537	1d 1h 6m 51s	Instagram	Feb 2	Boys Basketball vs Weymouth - Starting Lineup Video	Mike Levin
16	104	40	2,347	7h 30m 50s	Instagram	Mar 8	Ben Gilman League of Women Voters-Needham Voting PSA	Derick Risner
17	102	25	2,823	8h 27m 11s	Instagram	Nov 1	Football vs. Framingham - Coach Kopcso Postgame Interview	Mike Levin
18	100	0	1,342	—	Instagram	Aug 26	Football Media Day - Picture Gallery	Mike Levin
19	99	21	3,200	11h 24m 46s	Instagram	Nov 15	Football State Quarterfinal vs Central Catholic - Raw Highlights	Mike Levin
20	97	1	3,540	5h 21m 28s	Instagram	Nov 28	Thanksgiving Football - Warmup Video	Mike Levin



Back in February, the Girls Basketball Team was preparing for its playoff opener and we recorded a short video of their warmup, which blew up, mainly on Instagram!! Our first winter broadcast of the new 2024-2025 season was Boys Hockey, in which we also recorded a short video of their warmup that also blew up on Instagram. Those 2, along with a few from Football and Boys Basketball, reached an incredible amount of people and had unprecedented watch times for our channels. Here's a list of those top posts:

Football State Semifinal Raw Highlights, 11/22 (Instagram)
Watch Time: 2 days, 19 hours, 59 minutes, 12 seconds; Reach: 15,704

Boys Hockey Opener Warmup Video, 12/14 (Instagram)
Watch Time: 1 day, 22 hours, 25 minutes, 44 seconds; Reach: 20,994

Football Wins State Semi Reaction Video, 11/22 (NCS Facebook) **Watch Time : 1 day, 22 hours**

Girls Basketball Warmup Video, 2/29 (Instagram)
Watch Time: 1 day, 15 hours, 43 minutes, 26 seconds; Reach: 14,924

Boys Basketball Lineup Video, 2/2 (Instagram)
Watch Time: 1 day, 1 hours, 6 minutes, 51 seconds

