

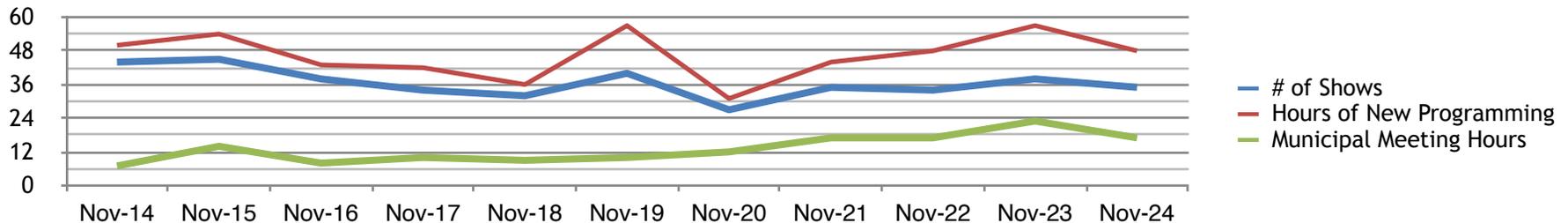
Needham Channel Production Report
November 2024

Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	4	74.99	Access Series - Religion
	Mindful Me	0	19.95	Access Series - Educational
	Needham Channel News	3	30	News
	Needham Channel Sports/Rockets Classics	12	97.09	Sports
	Needham Planning Board	2	116.08	Municipal Meeting
	Needham School Committee	2	105.85	Municipal Meeting
	Needham Select Board	3	126.13	Municipal Meeting
	Rockets Report	0	30	Sports
	The Writer's Block	1	52.82	Educational
	Zoning Board of Appeals	1	169.77	Municipal Meeting
Specials:	10 Minutes - November 2024 (11/21/24)	1	10.38	Educational
	Distinguished Career Awards (11/14/24)	1	49.88	Community Event
	Friends of the NPL: He Wanted the Moon, 11/3/24 (11/21/24)	1	54.3	Entertainment
	Living Your Best Senior Life, Episode 2	1	17.27	Other
	Needham Food Establishment Training (11/29/24)	1	63.48	Public Service
	Real Money Moves, Episode 14	1	5.68	Educational
	Veteran's Day Observances, 11/11/24	1	51.02	Community Event

A Very Traditional November: No surprises here—our programming followed a very traditional path this past month despite some extraordinary circumstances. In the wake of the November election, a move was started challenging the results of a Town Meeting vote in October, the football team had an amazing trajectory to their season, and we revisited Memorial Park a few times between Veterans Day and Thanksgiving. We even got some holiday preps on our schedule thanks to “Living Your Best Senior Life!”

Production Level Comparison to Same Month, Last 10 Years



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November TV Headlines and Analysis

A major contested election, a white hot sports team and an active, eventful month. With all that was going on, why did we have fewer productions than last year?

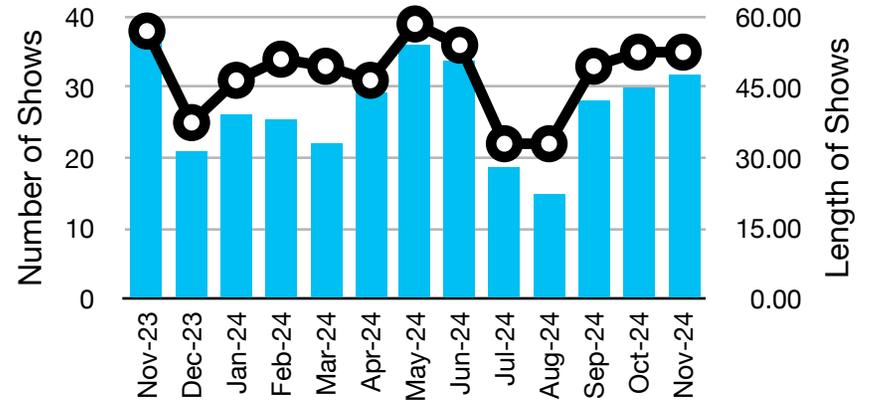
This fall has been amazingly consistent. Over the past three months, the Needham Channel has put out about the same amount of programming, both in terms of the number of productions and the length of those programs. We have been averaging more than the expected 31 programs and 40 hours of programming per month, and we have been doing it while being short-handed. So why does it feel so...unremarkable?

The fact of the matter is that we are living through times as a town where there is a lot going on. The challenge of the town meeting decision on the MBTA Communities Zoning Law is gaining momentum, all of our high school varsity teams have been performing really well, with a special shout-out to our Rockets Football team, who have been undefeated this season. So, the question remains whether we are simply operating at our capacity.

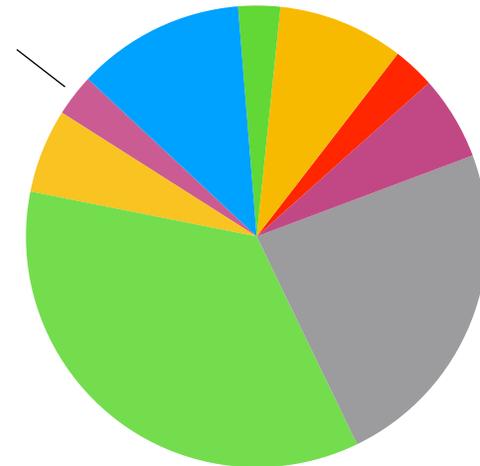
A lot of our production schedule in November depended on external forces: the timing of the play-off games and the outcomes of the games led to three fewer games this November. The way the days of the week fell led to one less church service and newscast this month as well. There was a trade-off between one fewer Planning Board meeting, and one more Select Board meeting. Largely, however, things followed the same path this year as it did last year.

It will be interesting to see what happens this December and beyond, as we did just hire a new sports producer. While we may not be entirely up to full staff, I am sure we will be able to accomplish some great new programs as the winter sports season gets underway. Until then, we can continue to enjoy the last football game of the season and get set for the holidays!

Show Production (Number and Length in Hours)



Shows By Genre (Last Month)



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Streaming Video and Needham Local:

Top 10 Views on needhamchannel.org & Roku

Views	Video	Posted
1439	Needham Channel HD Channel	n/a
81	Needham School Committee, 11/12/24	Nov 24
41	Needham Special Town Meeting, 10/21/24	Oct 24
40	LWV Forum: Tipped Workers	Oct 24
37	Girls Soccer vs. Bishop Feehan, 11/13/24	Nov 24
27	Girls Volleyball vs Newton North, 9/19/24	Sep 24
26	Football vs Central Catholic, 11/15/24	Nov 24
23	Girls Volleyball vs Braintree, 11/1/24	Nov 24
19	Girls Soccer vs Lexington, 11/5/24	Nov 24
17	Needham School Committee, 10/15/24	Oct 24

Total Views: 2081

Viewers: 1,029

Top 10 Needham Local Stories

Views	Video
5,399	Charlie Baker Returns to Needham
1,090	Website Front Page: Headlines
688	Events for November 2024
417	Bad Blood: 135 years of Needham-Wellesley Football Rivalry
364	Rockets Top Wellesley, Stay Perfect Heading into Super Bowl
327	Off-Leash Dog Area Considered at Mills Field, Rosemary Lake
318	Needham Girls Sweep Pair of Playoff games over Winchester
272	Breaking Tradition and Honoring the Past in "Fiddler on the Roof"
211	Rockets Football Rains Down on Eagles to Clinch State Title Berth
170	Petition Prompts Special Election

Total Views: 13,443

Total Users: 10,146

This Month's Top 10 YouTube Videos

Views	Video	Posted
8,877	NCN: Sunita Williams Day 2023	5/30/23
481	Shiri Spear & Catherine Parrotta at the Needham Sheraton	11/1/24
315	A Brief History of Radio	11/14/13
258	Your World, Bringing it Home: Building a Clothesline	3/10/09
204	Thanksgiving Football 2005	11/12/24
188	NCN: Hair Donations	8/28/15
182	NCN: An Egypt Affair & Love Don't Fade Away Premiere	5/8/23
180	Rockets Roundup, 11/25/24	11/25/24
176	2024 Football Season Preview, part 1	8/30/24
154	NCN Sports Update, 11/7/24	11/8/24

Total Views in November: 16,836

It's Truly an Honor!

We had a boom on both Needham Local and YouTube, due to forces out of our control. First, a story Cameron Morsberger wrote on Charlie Baker's visit for the unveiling of a mural in his honor drew huge numbers after the story was picked up by the Newsbreak online news service. Over on YouTube, an older story we did on Sunita Williams Day continues to blast off in the wake of her continued troubles coming home from the International Space Station. It is a bubble, for sure, but we are enjoying the extra attention!

The Sports Heartbeat, and online Heartburn - Online audiences continue to grow, with streaming viewership peaking whenever we have a live sporting event. Our coverage of the football team, and the girls volleyball team both drew in sizable numbers of viewers for our livestream this month. In fact, our service saw boost of about 270 viewers and 775 views this month alone, which is incredible, although some statistical anomalies keep those numbers from being exact. Speaking of which, our channel on archive.org has been disrupted by an attack on the online service. For the last three months, they have struggled to restore the integrity of their streaming service, and our stats reflect that. I hope they recover soon!