

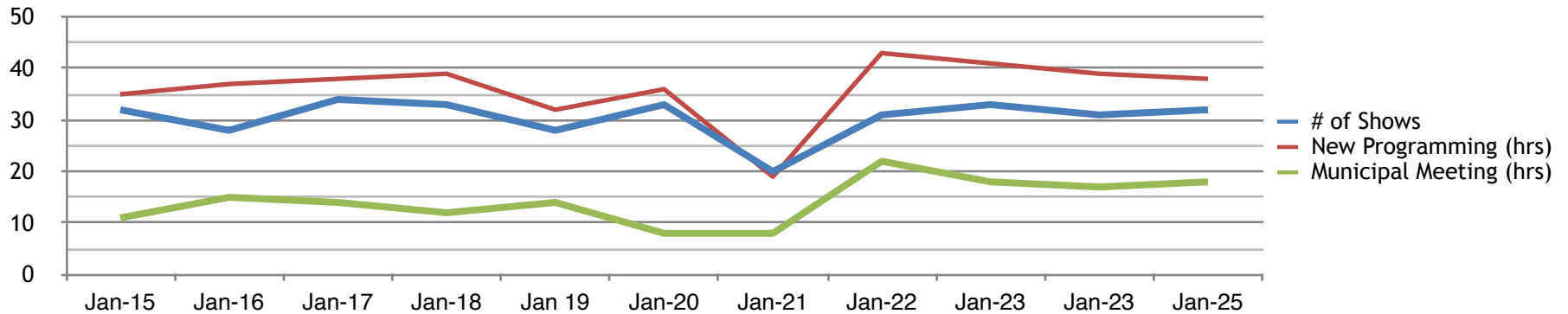
Needham Channel Production Report
January 2025

Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	5	68.86	Access Series - Religion
	Living Your Best Senior Life	1	30	Access Series - Lifestyle
	Mindful Me	1	27.9	Access Series - Lifestyle
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	8	78.9	Sports
	Needham Planning Board	1	147.75	Municipal Meeting
	Needham School Committee	4	109.86	Municipal Meeting
	Needham Select Board	3	98.74	Municipal Meeting
	Rockets Report	0	30	Sports
	The Writer's Block	1	25.37	Educational
	Zoning Board of Appeals	1	167.88	Municipal Meeting
Specials:	10 Minutes - 2025 Resolutions	1	4.5	Educational
	Friends of the NPL: Paris in Ruins, 1/12/25 (1/23/25)	1	60.87	Educational

An Average Month with Signs of Growth: At first glance, it would be easy to say “January wasn’t really all that special” —and you would be right (at *some* level). We did have fewer than normal **specials** in our line-up, but we more than made up for it with our regular series programming. In fact, this month we are debuting a new genre for our shows, as many of them are now centered on Lifestyle content. This is a better fit for a lot of our programming, and it will take the place of our Business category, at least for now. Other than that we had an average number of programs, of an average length, with just a little bit more municipal coverage due to the town budget deliberations and the reconsidering of the MBTA zoning bylaw. It will be interesting to see what comes down the pike!

January Production Levels • 2015-2025



Needham Channel Production Report January 2025

January On Air and Online

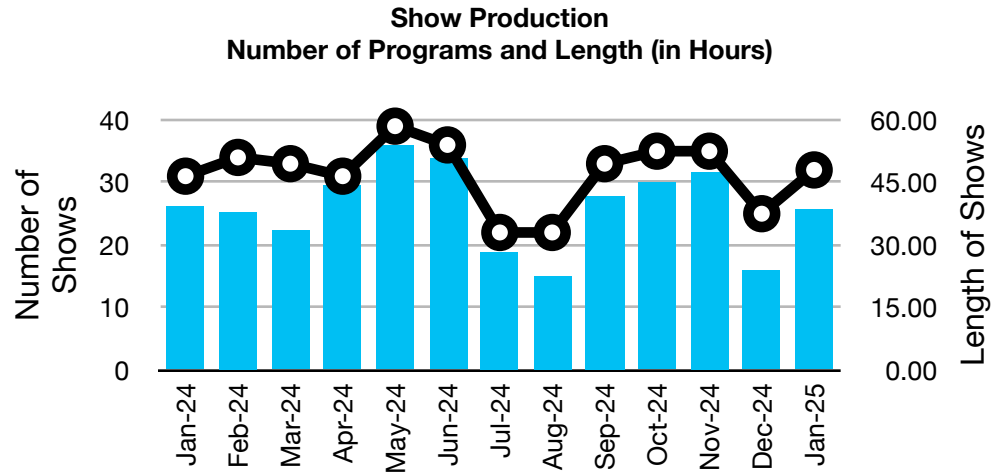
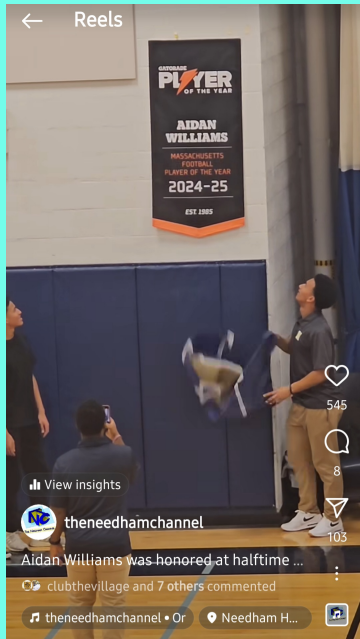
Needham Athlete Gets A Flag (and its a good thing) • Sky High Views for Sunita • Winter Sports Score... on Social Media

With over 7.4k views, “Sunita Williams Day 2023” was the most watched YouTube video of the month. As we previously reported, the video has been going viral since the NHS alum went up to the ISS last year. It now enters the ranks of our Top 3 YouTube videos of all time, with over 57,000 views and counting! Although they’ve all had average seasons, the basketball and hockey teams have drawn good interest on our social media accounts! The Boys Hoops home opener highlights had a watch time over 10 hours, while the team’s highlights vs Natick almost reached 10 hours as well!

‘Post’ Mortem:

Instagram/Facebook

A little recognition does go a long way! During the halftime of a Boys Basketball game, Aidan Williams was honored with a flag in the A gym, having been named the Gatorade Athlete of the Year for Massachusetts in the Football category. We were there, and our video set a new likes record for Instagram & even had a huge reaction on the Sports Facebook as well! In addition, the posts each had a watch time of over one day! Congrats to Aiden, and, as always, GO ROCKETS!



This Month's Top 10 YouTube Videos

Views	Video	Posted
7,411	NCN: Sunita Williams Day 2023	5/30/23
819	Killer Kowalski	2/16/09
304	NCN: Next Steps for MBTA Communities Act Compliance	1/17/25
279	Your World, Bringing it Home: Building a Clothesline	3/10/09
260	Carey's Corner	4/11/14
241	NCN: An Egypt Affair & Love Don't Fade Away Premiere	5/8/23
213	A Brief History of Radio	11/14/13
157	NCN: Hair Donations	8/28/15
146	Shiri Spear & Catherine Parrotta at the Needham Sheraton	11/1/24
146	NCN Sports Update: January 16, 2025	1/16/25

Total Views in January: 15,044



Social Media	Subscriber Count	Change
YouTube	2,399	+52
Instagram	1,850	+34
X (Sports)	1,440	-2
X (TNC)	1,409	+5
Facebook (TNC)	1,177	+6
Facebook (News)	823	+9
X (News)	772	+1
Facebook (Sports)	647	+8

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Streaming Video and Needham Local:

Top 10 Views on needhamchannel.org & Roku

Views	Video	Posted
675	Needham Channel HD Channel	n/a
417	Needham School Committee, 1/21/25	Jan 25
210	Needham School Committee, 1/14/25	Jan 25
93	Needham School Committee, 1/7/25	Jan 25
46	Needham Special Town Meeting, 10/21/24	Oct 24
43	Girls Hockey vs Milton, 1/8/25	Jan 25
27	Needham School Committee, 1/27/25	Jan 25
25	Needham Select Board, 1/21/25	Jan 25
25	Boys Hockey vs Natick, 1/25/25	Jan 25
25	Boys Basketball vs Newton North, 1/10/25	Jan 25

Total Views: 1941

Viewers: 1284

Top 10 Needham Local Stories

Views	Video
1,209	Website Front Page: Headlines
425	'The Risk is Real': Millions at Stake with MBTA Compliance (Jan 2025)
422	Needham Schools Confront Controversial Literacy Program (Jan 2025)
411	Events for January 2025
202	A Referendum Rundown (January 2025)
197	Needham History: The Kingsbury Block Fire (October 2024)
147	'Large House' Committee Narrows Focus (January 2025)
145	Election Results (January 2025)
143	Petition Prompts Special Election (November 2024)
125	Needham History: Location, Location, Location (March 2024)

Total Views: 7,223

Total Users: 4,055

10 Most "Liked" Social Media Posts in January

	Likes	Shares	Reach	Watch Time	Date	Description
1	661	2	2,552	1d 20h	Jan 31	Aidan Williams Gatorade POY Flag Video (NCS FB)
2	544	103	7,849	1d 4h 26m 12s	Jan 31	Aidan Williams Gatorade POY Flag Video (Insta)
3	94	7	1,639	10h 18m 4s	Jan 3	Boys Hoops Home Opener Highlights (Insta)
4	81	4	1,204	5h 41m 3s	Jan 6	Girls Hoops 1/6 Pregame Video (Insta)
5	70	11	1,737	7h 7m 59s	Jan 14	Girls Hoops vs Wellesley Highlights (Insta)
6	61	23	2,322	9h 52m 30s	Jan 24	Boys Hoops vs Natick Highlights (Insta)
7	55	7	1,448	4h 19m 12s	Jan 15	Girls Hockey vs Wellesley Highlights (Insta)
8	50	1	2,855	9h 36m 54s	Jan 10	Boys Hoops Warmups vs Newton North (Insta)
9	46	1	830	3h 10m 49s	Jan 14	Girls Hoops vs Wellesley Warmup Video (Insta)
10	46	1	1,031	4h 34m 49s	Jan 31	Hoops Doubleheader vs Weymouth Highlights (Insta)

Coming in February

MWRA Presentation on Tunnel Redundancy Project • Envision Needham: Highland Avenue Winter Sports Post-Season Begins • Coverage of the Martin Luther King, Jr. Day Celebrations Public Hearing on MBTA Communities Law (Base Plan) ...**and much more!**