

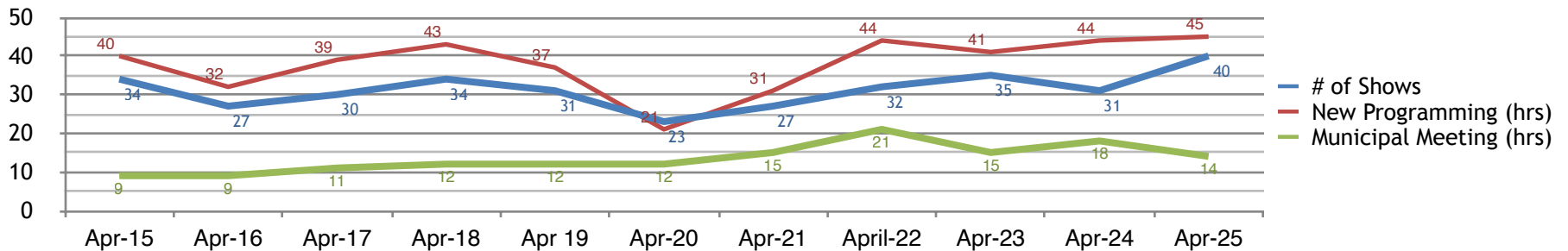
Needham Channel Production Report April 2025

Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	7	63.43	Access Series - Religion
	Living Well with Mary Lou Andre	1	29.43	Access Series - Lifestyle
	Living Your Best Senior Life	1	24.25	Access Series - Lifestyle
	Mindful Me	0	29.95	Access Series - Lifestyle
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	11	92.92	Sports
	Needham Planning Board	2	63.13	Municipal Meeting
	Needham School Committee	2	133.63	Municipal Meeting
	Needham Select Board	4	86.36	Municipal Meeting
	Rockets Report	0	30	Sports
	The Writer's Block	1	24.22	Educational
	Zoning Board of Appeals	1	104.55	Municipal Meeting
	Specials:	10 Minutes - Remembering the Pandemic (4/3/25)	1	10
Real Money Moves, Ep. 17 (4/4/25)		2	9.46	Educational
Trivia Bee 2025 (4/3/25)		1	82.93	Community Event
Vietnam Memorial Service (4/3/25)		1	11.72	Community Event
Women in Government (4/10/25)		1	46.43	Community Event

Anomalous April! Remember how the last couple of months, I had said “we’re busier than our statistics reflect”? That all changed this month with a bumper crop of new productions that aired on the Needham Channel. We were definitely helped along by the Carter Church congregation, who recorded all of their Holy Week services. We also had a very, very industrious sports department who shot a whopping 11 games this month. Even the Select Board played a role, holding two extra meetings via Zoom to address issues that couldn't wait for their regular session.

April Production Levels • 2015-2025



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April On Air and Online



On The Streets... in Florence, Italy!

April Vacation week provided our biggest boost of the month! Leading the charge was Ben Gilman, who sent us a series of pics and videos from his school band/chorus trip. The most 'viral' was his interview with NHS Football star Aidan Williams, after he ran into him on the streets of Florence.

Earlier in the week, we had a live Needham Baseball broadcast, with the Rockets walking off with a win. The Social Media response to the play was huge, as you can see below:

Baseball Walk-Off Win vs. St. John's Prep

VenInstagram & NCS Facebookue

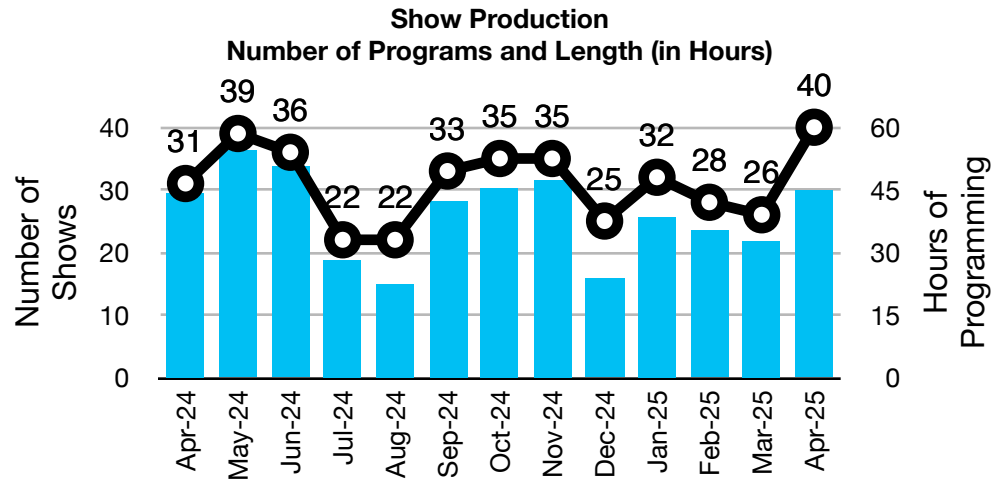
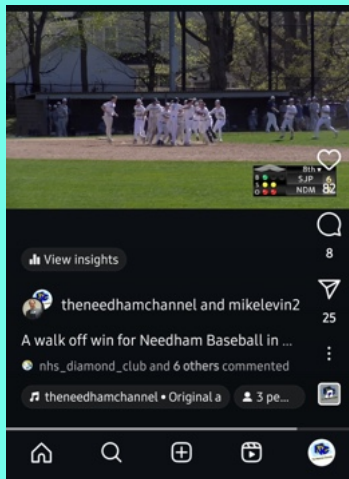
135 Likes

28 Shares

4,980 Reach

8,405 Views

Over 17 hours Watch Time



This Month's Top 10 YouTube Videos

Views	Video	Posted
796	Your World, Bringing it Home: Building a Clothesline	3/10/09
450	NCN: An Egypt Affair & Love Don't Fade Away Premiere	5/8/23
298	A Brief History of Radio	11/14/13
273	2025 Needham2Arlington Preview	4/11/25
245	NCN: Sunita Williams Day 2023	5/30/23
152	NCN Sports: Boys Volleyball vs. Newton North	4/11/25
120	Living Well with Mary Lou Andre: Hank Phillippi Ryan	4/24/25
105	NCN Sports: Softball vs. Braintree	4/11/25
103	NCN Sports: Sports Update, 4/3/25	4/3/25
87	Shiri Spear & Catherine Parrotta at the Needham Sheraton	11/1/24

Total Views in April: 7,129



Social Media	Subscriber Count	Change
YouTube	2,577	+27
Instagram	1,922	+40
X (Sports)	1,435	+2
X (TNC)	1,413	+1
Facebook (TNC)	1,190	+6
Facebook (News)	833	+6
X (News)	773	-
Facebook (Sports)	661	+5

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Streaming Video and Needham Local:

Top 10 Views on needhamchannel.org & Roku

Views	Video	Posted
310	Needham Channel HD Channel	n/a
95	LWV Candidates Forum, 3/24/25	Mar 25
52	Needham School Committee, 4/1/25	Apr 25
37	LWV Candidates Forum, 3/19/25	Mar 25
35	Needham Annual Town Meeting, 5/6/24	May 24
34	LWV Park & Recreation Forum, 3/18/25	Mar 25
30	Boys Lacrosse vs. Walpole, 4/15/25	Apr 25
27	Girls Lacrosse vs. Braintree, 4/11/25	Apr 25
23	Needham Select Board, 4/22/25	Apr 25
21	3-way tie: Boys Lax, Select Bd, School Cmte	Apr 25

Total Views: 950

Viewers: 474

Top 10 Needham Local Stories

Views	Video
724	Website Front Page: Headlines
404	Events for April 2025
263	Election Results (April 2025)
185	A Celebration of Life for Needham Marathon Runners (April 2025)
145	Heidi Frail, School Committee Incumbents Secure Reelection (4/25)
121	A Crowded Race for Needham School Committee (March 2025)
120	NHS Band Director Charged with Child Pornography (April 2025)
116	Envision Needham Looks to Engage Business Community (Apr 2025)
104	Needham in Bloom During Pansy Day (April 2025)
102	Showing and Growing Pollard Pride (April 2025)

Total Views: 5,823

Total Users: 3,268

10 Most "Liked" Social Media Posts in April

	Likes	Shares	Reach	Watch Time	Venue	Date	Description
1	185	22	2,291	N/A	Instagram	4/25	Ben in Florence Gallery including Interview w/ Aidan Williams
2	126	5	2,035	N/A	NCN FB	4/25	Needham Open Studios NCN PKG YouTube link
3	112	15	751	N/A	Instagram	4/23	Baseball Final Scoreboard vs. St J Prep collab with Diamond Club
4	82	25	2,623	10h 6m 21s	Instagram	4/23	Baseball Walk-Off Win Video vs. St J Prep
5	53	3	2,357	6h 57m	NCS FB	4/23	Baseball Walk-Off Win Video vs. St J Prep
6 (tie)	43	13	881	N/A	Instagram	4/10	Girls Lax vs. Braintree Picture Gallery
6 (tie)	43	12	751	6h 30m 25s	Instagram	4/18	Sports Update: Baseball, Boys Lax, Kiara McIntyre
8	38	2	873	N/A	Instagram	4/17	Girls Lax vs. Milton Final Score Graphic
9	35	1	1,088	N/A	Instagram	4/1	Boys Lax vs. Weymouth Picture Gallery
10	34	15	753	2h 53m 42s	Instagram	4/11	Derick Arlington Walk Short Preview

Coming in May

Town Meeting is the main attraction, with at least three sessions scheduled between the Annual and Special meetings • the Spring Sports regular season winds down and playoffs begin • the start of "Graduation Season" • new episodes of several series, including Mindful Me with Dr. Marga... **and much more!**