

Needham Channel Production Report

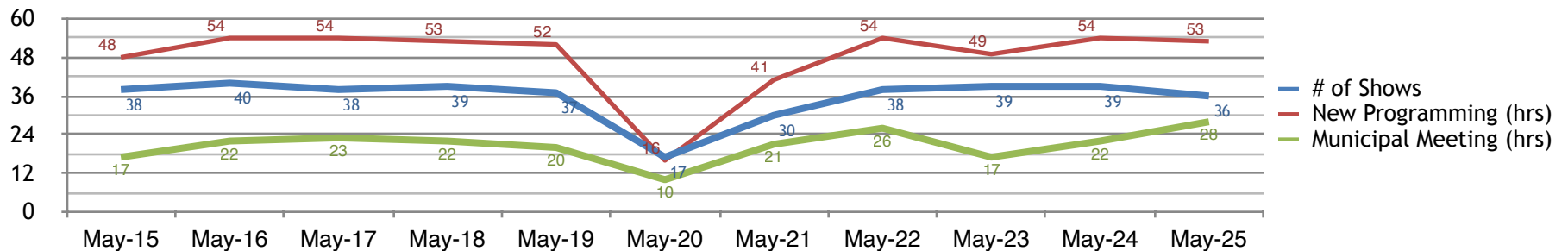
May 2025

Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	3	72.62	Access Series - Religion
	Living Well with Mary Lou Andre	1	29.2	Access Series - Lifestyle
	Living Your Best Senior Life	2	26.86	Access Series - Lifestyle
	Mindful Me	1	27.42	Access Series - Lifestyle
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	8	99	Sports
	Needham Planning Board	1	160.33	Municipal Meeting
	Needham School Committee	2	202.09	Municipal Meeting
	Needham Select Board	2	209.22	Municipal Meeting
	Rockets Report	0	30	Sports
	The Writer's Block	1	25.43	Educational
	Zoning Board of Appeals	1	89.13	Municipal Meeting
Specials:	10 Minutes - Social Media and Cell Phones (5/22/25)	1	11.7	Public Affairs
	Memorial Day Observances 2025 (5/26/25)	1	45.22	Community Event
	Needham High School Senior Award Ceremony	1	36.43	Community Event
	Needham Vets Tell Their Stories (5/22/25)	1	37.7	Educational
	Real Money Moves, Ep. 18 (4/4/25)	1	8	Educational
	Social Hosting: What Parent's Need to Know, 4/8/25	1	63.38	Public Service
	Town Meeting	3	209.48	Municipal Meeting

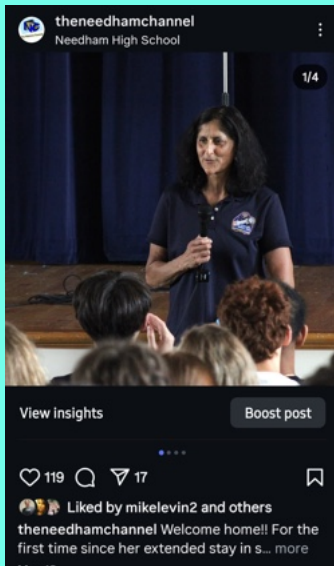
May Madness: Wild weather suppressed our sports coverage, but municipal meetings bloom with increased citizen participation.

May Production Levels • 2015-2025



Needham Channel Production Report May 2025

May On Air and Online



Sunita is Still Queen, but Softball Postgame Interviews Right Behind

After Needham native Sunita Williams returned from her lengthy visit from space, she made a special trip to her hometown and spoke to students at NHS. TNC & Needham Local were there to document it, earning the most likes of May, however, not far behind was the postgame interviews we did with two members of the Rockets Softball team, Kaitlyn Cheng and Kelsey Pittman, just after their playoff opening win at home. Check out the stats below to see the response, from Instagram & Facebook combined:



Softball Playoff Postgame Interviews

Instagram & TNC Facebook

159 Likes

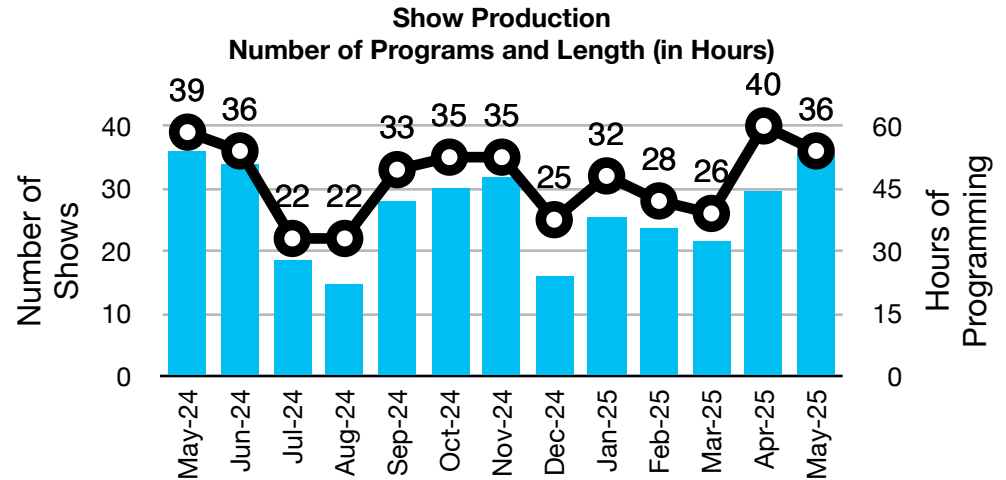
9 Shares

4,831 Reach

7,802 Views

Over 15 Hours Watch Time

We have much more coming in June, with Graduation & Boys Volleyball Posts on the way!!



This Month's Top 10 YouTube Videos

Views	Video	Posted
1,076	Your World, Bringing it Home: Building a Clothesline	3/10/09
250	A Brief History of Radio	11/14/13
216	NCN: Sunita Williams Day 2023	5/30/23
137	NCN Sports: Boys Volleyball vs. Newton North	4/11/25
130	NCN: 2025 Town Meeting Citizens Petition on Nuclear Disarmament	5/9/25
117	Living Well with Mary Lou Andre: Liz Daly and Rick Fink	5/29/25
96	Shiri Spear & Catherine Parrotta at the Needham Sheraton	11/1/24
87	NCN Sports: Boys Lacrosse vs North Andover Highlights	4/25/25
84	NCN Sports: Sports Update, 5/22/25	5/22/25
78	NCN: An Egypt Affair & Love Don't Fade Away Premiere	5/8/23

Total Views in May: 6,317



Social Media Subscriber Count	YouTube	2,590	+13
	Instagram	1,937	+17
	X (Sports)	1,435	—
	X (TNC)	1,416	+3
	Facebook (TNC)	1,206	+16
	Facebook (News)	832	-1
	X (News)	774	+1
	Facebook (Sports)	661	—

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Streaming Video and Needham Local:

Top 10 Views on needhamchannel.org & Roku

Views	Video	Posted
470	Needham Channel HD Channel	n/a
58	Needham School Committee, 5/13/25	May 25
52	Needham Select Board, 5/28/25	May 25
48	Girls Lacrosse vs. Newton North, 4/29/25	Apr 25
41	Needham School Committee, 5/20/25	May 25
39	Needham Annual Town Meeting, 5/5/25	May 25
29	Needham Select Board, 5/13/25	May 25
29	Needham Annual Town Meeting, 5/7/25	May 25
22	Boys Volleyball vs. Brookline 5/13/25	May 25
21	Boys Volleyball vs. Newton North, 4/8/25	Apr 25

Total Views: 1133

Viewers: 548

Top 10 Needham Local Stories

Views	Video
653	Events for May 2025
539	Website Front Page: Headlines
360	Town Hits 'Reset' on Envision
160	Addressing Priority Projects on Town Meeting Warrant
155	Showing and Growing Pollard Pride (April 2025)
150	Graduating Seniors Reflect, Impart Words of Wisdom
145	Sunita Williams Returns Home
142	Familial Bonds Endure in NCT's 'Little Women'
111	Residents Decry Bike Lanes, Business Impact at Envision Hearing
80	Schools Choose Pollard Architecture Firm, Refine Literacy Pilot

Total Views: 5,582

Total Users: 3,312

11 Most "Liked" Social Media Posts in May

	Likes	Shares	Reach	Watch Time	Venue	Date	Description
1	119	17	958	N/A	Instagram	5/16	Sunita Williams visits NHS for 1st time since return from space (Gallery)
2	104	5	4,578	10h 12m 35s	Instagram	5/31	Needham Softball Playoff: Kaitlyn Cheng & Kelsey Pittman Postgame Interview
3	71	2	2,556	6h 37m 18s	Instagram	5/31	Needham Softball Playoff: Kaitlyn Cheng two run double during Rockets' 5 run 4th inning
4	62	3	2,038	5h 53m 10s	Instagram	5/6	Boys Volleyball vs. Braintree: Match Point Video
5	55	4	253	5h 18m	TNC Facebook	5/31	Needham Softball Playoff: Kaitlyn Cheng & Kelsey Pittman Postgame Interview
6	47	4	469	N/A	TNC Facebook	5/16	Sunita Williams visits NHS for 1st time since return from space (Gallery)
7	45	5	1,131	N/A	Instagram	5/31	Girls Lacrosse Playoff vs. Acton-Boxborough: Final Score Graphic
8	38	22	1,131	4h 2m 45s	Instagram	5/30	NHS Graduation Promo
9	37	3	1,930	3h 18m 13s	Instagram	5/31	Girls Lacrosse Playoff vs. Acton-Boxborough: Emma Verville Goal
10 (tie)	33	1	603	N/A	Instagram	5/31	Intern Introduction: Sylvie Simmons (Gallery)
10 (tie)	33	1	551	N/A	Instagram	5/19	Baseball vs. Braintree: Final Score Graphic

Coming in June

The month starts off with the Needham High Graduation on June 1st, which will feature the broadcast & social media! Plus, Spring Sports Playoffs (last year we had 2 teams in State Finals)! Also, 2 new programs from the Library, 2 Special Community Public Hearings... **and much more!**