

Needham Channel Production Report

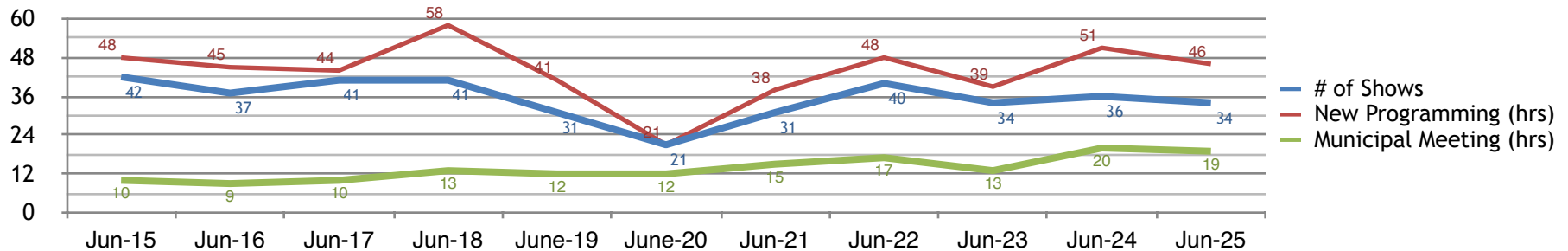
June 2025

Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	4	67.15	Access Series - Religion
	Living Well with Mary Lou Andre	1	27.3	Access Series - Lifestyle
	Living Your Best Senior Life	1	27.37	Access Series - Lifestyle
	Mindful Me	0	30	Access Series - Lifestyle
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	9	98.19	Sports
	Needham Planning Board	2	122.69	Municipal Meeting
	Needham School Committee	2	162.16	Municipal Meeting
	Needham Select Board	2	208.32	Municipal Meeting
	Rockets Report	0	30	Sports
	The Writer's Block	1	25.82	Educational
	Zoning Board of Appeals	1	36.35	Municipal Meeting
Specials:	10 Minutes - NHS Experience (6/14/25)	1	19.08	Public Affairs
	Friends of the NPL: Masterpiece, 4/27/25 (6/12/25)	1	58.07	Community Event
	Kate Fitzpatrick: From Town Manager to Very Kate (6/30/25)	1	10.02	Public Affairs
	Large House Review Committee, 6/9/25	1	59.2	Municipal Meeting
	Needham High School Graduation, 6/1/25	1	107.9	Community Event
	Pollard Moving On Graduation Ceremony, 6/13/25	1	82.83	Community Event
	Tree Preservation Planning Committee, 6/4/25	1	52.87	Municipal Meeting

Civic Engagement: Two public listening sessions on important issues augmented municipal coverage in June and citizens had a lot to say!

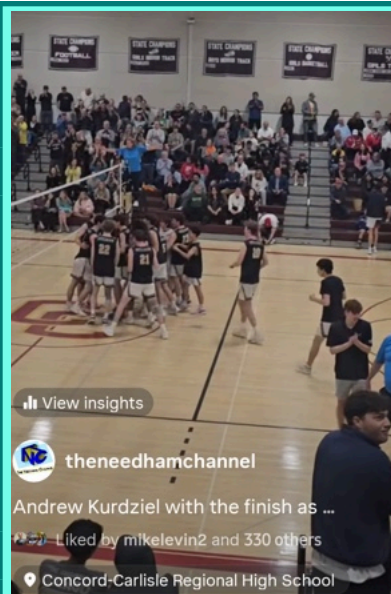
June Production Levels • 2015-2025



Needham Channel Production Report

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June On Air and Online



Volleyball Semi-Final Win & NHS Graduation Highlight Huge June

Needham Boys Volleyball made it to their 5th straight State Title game and the winning point of their Semi-final win over Natick not only was our most liked post in June, but was also one of the most popular ever on our Instagram page.

Also leading the way were the four Instagram posts from the Needham High Graduation. It started with the processional and continued throughout the ceremony. You can see the total stats below for the specific



NHS Graduation Posts - 4 Total

Instagram

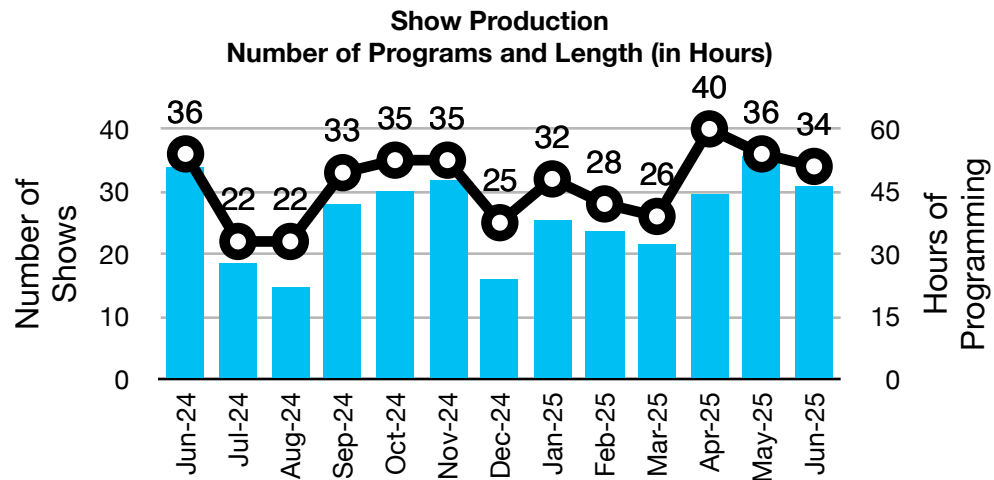
638 Likes (159.5 avg)

93 Shares (23.5 avg)

13,553 Reach (3,388.25 avg)

24,752 Views (6,188 avg)

Over 37 Hours Watch Time



This Month's Top 10 YouTube Videos

Views	Video	Posted
992	Your World, Bringing it Home: Building a Clothesline	3/10/09
235	King's Own 4th Regiment of Foot Visits Needham	6/13/25
179	Sunita Williams Talks About Her Time in Space	4/11/25
114	Rockets Round-up: 6/2/25	6/2/25
108	A Brief History of Radio	11/14/13
104	Juneteenth Observance 2025	6/19/25
92	NCN Sports: Boys Volleyball vs. Newton North	4/11/25
88	"Kate Fitzpatrick Day" Needham Bids Farewell to its TM	6/25/25
86	NCN Sports: Sports Update, 6/12/25	6/12/25
80	NCN: An Egypt Affair & Love Don't Fade Away Premiere	5/8/23

Total Views in June: 5,990



Social Media Subscriber Count	YouTube	2,608	+18
	Instagram	1,985	+48
	X (Sports)	1,436	+1
	X (TNC)	1,419	+3
	Facebook (TNC)	1,220	+14
	Facebook (News)	833	+1
	X (News)	775	+1
	Facebook (Sports)	662	+1

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Streaming Video and Needham Local:

Top 10 Views on needhamchannel.org & Roku

Views	Video	Posted
538	Needham Channel HD Channel	n/a
191	Needham High School Graduation, 6/1/25	June 25
108	Pollard Moving On Ceremony, 6/13/25	June 25
80	Needham Independence Day Parade 2024	July 24
51	Needham Select Board, 6/24/25	June 25
37	Boys Volleyball vs. Brookline 5/13/25	May 25
32	Needham School Committee, 6/3/25	June 25
22	Needham School Committee, 5/20/25	May 25
21	Needham High School Graduation, 6/2/24	June 24
20	Needham Planning Board, 6/3/25	June 25

Total Views: 1465

Viewers: 789

Top 10 Needham Local Stories

Views	Video
1,283	Events for June 2025
723	Website Front Page: Headlines
522	Third Needham Schools Employee Charged with Child Pornography
410	Needham 'No Kings' Rally Draws Hundreds
349	Muzi Site Eyes New Future
230	Noodle Doodles Projects Opening Soon
183	Relive Our Coverage of the 2025 NHS Graduation
121	Remembering a Needham Legacy During Race Amity Day
117	Needham History: About Those Bombs...
87	Town Designs Flood Mitigation Strategy at DeFazio

Total Views: 7,534

Total Users: 4,511

11 Most "Liked" Social Media Posts in June

	Likes	Shares	Reach	Watch Time	Venue	Date	Description
1	331	18	8,767	15h 1m	Instagram	6/10	Boys Volleyball State Semis: Final Point Video
2	278	44	6,788	1d 4h 27m 39s	Instagram	6/1	NHS Graduation: Processional Video
3	170	10	3,145	7h 51m 31s	Instagram	6/6	Boys Volleyball State Quarters: Hoisting the Flag Video
4	152	21	3,696	9h 54m 35s	Instagram	6/1	NHS Graduation: Will McDonald Pledge of Allegiance Video
5	119	17	1,266	N/A	Instagram	6/1	NHS Graduation: Pics and Video Gallery
6	98	3	1,480	N/A	Instagram	6/10	Boys Volleyball State Semis: Pics Gallery Including Alumni
7	89	11	1,803	N/A	Instagram	6/1	NHS Graduation: Grads We Know Pics and Video Gallery
8	88	12	2,648	5h 41m 42s	Instagram	6/13	Boys Volleyball State Final: Pre-game Warmup Video
9	57	3	2,030	5h 28m 13s	NCS Facebook	6/6	Boys Volleyball State Quarters: Will McDonald and Andrew Kurdziel Interview
10 (tie)	54	24	1,029	4h 9m 40s	Instagram	6/6	Boys Volleyball State Quarters: Will McDonald and Andrew Kurdziel Interview
10 (tie)	54	1	2,187	3h 38m 16s	Instagram	6/3	Boys Volleyball Playoff vs. Lowell: Pre-game Warmup Video

Coming in July

The biggest event of the summer is our coverage of the 4th of July Fireworks, followed by our live coverage of the Parade! We'll also have more Legion Baseball action from Needham Post 14, as well as a very special interview with Needham's outgoing Town Manger Kate Fitzpatrick... **and much more!**