

Needham Channel Production Report

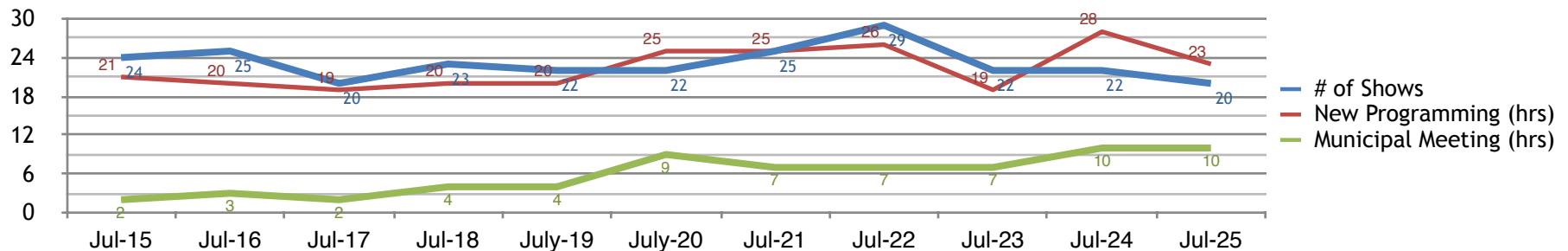
July 2025

Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	3	65.67	Access Series - Religion
	Living Well with Mary Lou Andre	1	27.75	Access Series - Lifestyle
	Living Your Best Senior Life	0	27.37	Access Series - Lifestyle
	Mindful Me	0	30	Access Series - Lifestyle
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	2	143.69	Sports
	Needham Planning Board	1	98.92	Municipal Meeting
	Needham School Committee	1	110.98	Municipal Meeting
	Needham Select Board	1	233.57	Municipal Meeting
	Rockets Report	0	30	Sports
	The Writer's Block	1	25.2	Educational
	Zoning Board of Appeals	1	18.47	Municipal Meeting
Specials:	July 4th Parade 2025	1	59.55	Community Event
	4th of July Fireworks, 7/3/25	1	20.93	Community Event
	Large House Review Committee, 7/21/25	1	121.13	Municipal Meeting
	Real Money Moves, Ep. 20 (7/3/24)	1	4.5	Educational


Where Did Everyone Go? As is typical for summer, our production slate slowed down quite a bit this past month, but more than enough to keep us hopping in the heat. Compared to last year, we had a few notable changes. We had fewer games to cover this month, as the Legion schedule took them away from Memorial Park, but we had two additional newscasts because of the way the calendar fell. We also had other trade-offs between our access programs and municipal meetings. One up, one down. So while we are slightly down in the statistics from last year, it doesn't really mark a marked decline in activity. It will be fascinating to see how things develop in the second half of the season!

July Production Levels • 2015-2025



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July On Air and Online



NHS Running Superstar Greta Hammer Wins on July 4th

While most of July was quiet on our social media front, we had some movement on the 4th. Every year we have live coverage of the Needham Exchange Club's 4th of July Parade. This year, the headline news was prior to the parade, as rising Needham High Senior Greta Hammer was the top Women's finisher at the YMCA's annual 5K Race. We were able to get a quick still picture of the champ at one of many races she's won, particularly in her junior year, and the pic posted to both our Instagram and TNC

165 Likes (87.5 avg)
7,782 Reach (4,549 avg)
12,265 Views (6,132.5 avg)



FOLLOW NEEDHAM FOOTBALL GAME BROADCASTS ON:

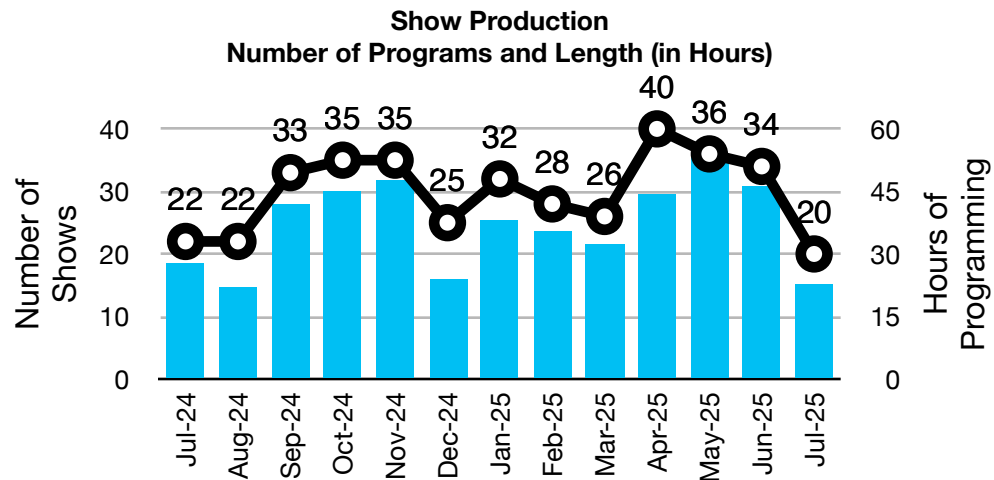
- *The Needham Channel
- *needhamchannel.org
- *TNC Roku App

HIGHLIGHTS AT:

- *TNC YouTube
- *Instagram/Facebook

FULL STORIES ON GAME DAYS:

- *needhamlocal.org



This Month's Top 10 YouTube Videos		
Views	Video	Posted
961	Your World, Bringing it Home: Building a Clothesline	3/10/09
454	Sunita Williams Talks About Her Time in Space	4/11/25
203	NCN: Water Restrictions Lawsuit	7/18/25
188	A Brief History of Radio	11/14/13
108	Living Well with Mary Lou Andre: Jeff Taylor	7/24/25
93	NCN: Supporting Students After School Employees Arrested	7/14/25
90	NCN Sports: Legion Baseball vs Morissette Quincy	7/3/25
87	NCN: An Egypt Affair & Love Don't Fade Away Premiere	5/8/23
84	NCN: Fourth of July Preview	6/17/25
81	NCN: Water and Sewer Rate Increase	7/3/25
Total Views in July: 5,775		



Social Media Subscriber Count	YouTube	2,618	+10
	Instagram	1,992	+7
	X (Sports)	1,428	-8
	X (TNC)	1,418	-1
	Facebook (TNC)	1,229	+9
	Facebook (News)	834	+1
	X (News)	777	+2
	Facebook (Sports)	665	+3

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Streaming Video and Needham Local:

Top 10 Views on needhamchannel.org & Roku

Views	Video	Posted
246	Needham Independence Day Parade 2024	July 24
118	Needham Channel HD Channel	n/a
22	Art as Storytelling	April 24
20	July 4th Parade 2025	July 25
13	Needham Select Board, 6/24/25	June 25
9	Pollard Moving On Ceremony, 6/13/25	June 25
7	Needham Select Board, 7/22/25	July 25
7	Needham Planning Board, 7/22/25	July 25
7	Needham Independence Day Fireworks 2025	July 25
7	Needham High School Graduation, 6/1/25	June 25

Total Views: 574

Viewers: 395

Top 10 Needham Local Stories

Views	Video
1097	Events for July 2025
747	Why Needham is Suing over Water Restrictions
630	Website Front Page: Headlines
624	After Restaurant's Third Alcohol Violation, Town Considers Policy...
499	Noodle Doodles Projects Opening Soon
178	Envision Considers Rebrand Following Public Opposition
119	Local Youth Give Back, Learn More in Return
117	Needham Student Theatre Shoots for the Stars
104	Needham Prepares to Celebrate the 4th!
96	Needham Police Chief's Son Makes MLB Debut

Total Views: 7,501

Total Users: 4,683

10 Most "Liked" Social Media Posts in July

	Likes	Shares	Reach	Watch Time	Venue	Date	Description
T1	88	0	1,316	N/A	Instagram	7/4	July 4th Parade: Greta Hammer Women's 5K Race Winner Pic
T1	87	0	6,466	N/A	TNC Facebook	7/4	July 4th Parade: Greta Hammer Women's 5K Race Winner Pic
3	57	8	2,542	4h 37m 10s	Instagram	7/4	July 4th Parade: Needham Community Theater Annie Float Video
4	47	12	776	N/A	Instagram	7/4	July 4th Parade: Pics and Video Gallery
5	40	2	696	1h 42m 35s	Instagram	7/29	Real Money Moves Ep 19 Clip
6	28	1	649	1h 8m 33s	Instagram	7/8	Real Money Moves Ep 19 Full Episode
7	27	5	1,096	2h 17m 47s	Instagram	7/7	July 4th Parade: BTS Sarah & Will jump from musket fire
8	24	2	1,175	2h 11m 46s	Instagram	7/4	July 4th Parade: Kate Fitzpatrick & Tamisha Civil on floats video
9	18	0	508	37m 31s	Instagram	7/4	July 4th Parade: New Liberty Jazz Band Video
10	13	1	469	N/A	Instagram	7/24	Living Well with Mary Lou Andrew: Guest Jeff Taylor Pic

Coming in August

In addition to some Municipal Meetings of note, such as the Stormwater By-Law Public Listening Session, we'll be doing double duty for Needham High School Football, with two Media Days! Plus, coverage of the newest Rockets Coaches and Staff, the annual Chamber Needham Night... **and much more!**