

Needham Channel Production Report

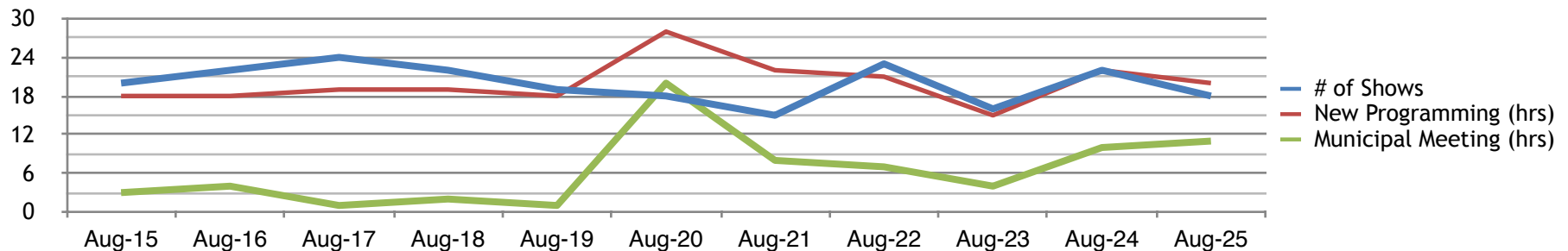
August 2025

Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	4	59.43	Access Series - Religion
	Living Well with Mary Lou Andre	1	28.24	Access Series - Lifestyle
	Living Your Best Senior Life	1	28.12	Access Series - Lifestyle
	Mindful Me	0	30	Access Series - Lifestyle
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	0	143.69	Sports
	Needham Planning Board	1	146.75	Municipal Meeting
	Needham School Committee	1	127.08	Municipal Meeting
	Needham Select Board	1	243.27	Municipal Meeting
	Rockets Report	0	30	Sports
	The Writer's Block	0	25.2	Educational
	Zoning Board of Appeals	1	78.02	Municipal Meeting
Specials:	Massachusetts High School Media Day, 8/13/25	1	93.38	Sports
	Purple Heart Day 2025 (8/11/25)	1	11.63	Community Event
	Real Money Moves, Ep. 20 (8/21/25)	1	20.48	Educational
	Stormwater Bylaw Working Group, 8/5/25	1	60.6	Municipal Meeting

Municipal Coverage Carries the Month... Really? Summer is usually known to be a quiet time on the town government front. A volunteer-based government often has a hard time competing with vacation schedules. And August was quiet for us...except... Looking at the ten-year picture, it would have been pretty average until the pandemic kicked up the need for town boards and committees to rally in 2020. Things started to slow down subsequently, but these past two years have been pretty active. Between the Select Board goals, the intention to address Stormwater issues and a certain middle school renovation/replacement on the horizon...let's just say there has been plenty for our town leaders to talk about.

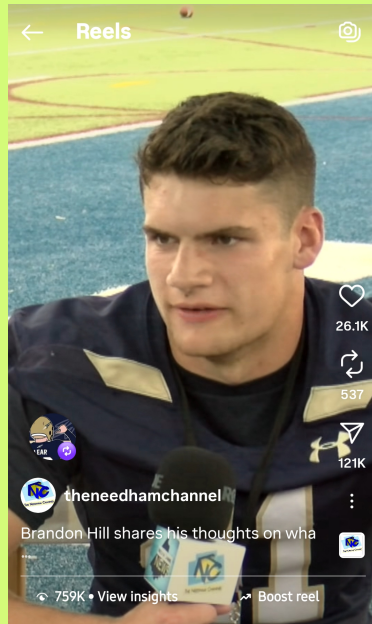
August Production Levels • 2015-2025



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August On Air and Online



Football Leader's Interview Goes Viral

For the first time, TNC co-hosted a Massachusetts High School Football Media Day at Memorial Field, and our extended social media coverage of that, and the Football & Cheer Media Day the following week reached incredible heights. However, it's our Instagram post with Brandon Hill that went viral and continues to be liked and shared well into September, becoming our most popular post EVER.

TNC Gets Trolled

Unfortunately, about a week after we posted these videos, we started to get a bunch of very negative and insulting comments. We've dealt with situations like this before, and usually just delete a comment and move on. This time, it snowballed. We had to, first, mute comments on one post, then all posts from Football players, and then muting all comments on our Instagram page entirely. The comments became so childish and started to target unrelated posts, so we felt the best thing to do is just stop all comments for the time being. C'mon, behave, guys!

The following numbers are estimates and were calculated the 2nd week of September:

Over 15,000 Likes

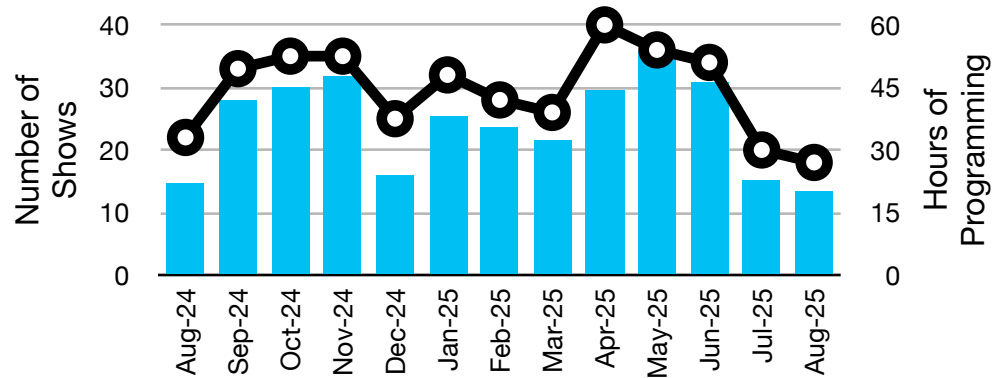
Over 92,000 Shares

Over 540,000 Views

Over 110,000 Interactions

Total Watch Time: Over 77 DAYS

Show Production
Number of Programs and Length (in Hours)



This Month's Top 10 YouTube Videos

Views	Video	Posted
851	Your World, Bringing it Home: Building a Clothesline	3/10/09
567	Sunita Williams Talks About Her Time in Space	4/11/25
391	Massachusetts High School Football Media Day	8/14/25
275	A Brief History of Radio	11/14/13
92	Needham Cheer Team: Fall 2025 Preview	8/21/25
89	NCN Sports: NHS Football 2025 Preview	8/29/25
81	NCN: An Egypt Affair & Love Don't Fade Away Premiere	5/8/23
78	Massachusetts High School Football Media Day Highlights	8/14/25
65	NCN: Stormwater ByLaw Feedback	8/8/25
62	The Language of Business: Mike LaRhette	1/23/17

Total Views in August: 6,326



Social Media Subscriber Count	YouTube	2,646	+28
	Instagram	2,062	+70
	X (Sports)	1,431	+3
	X (TNC)	1,424	+6
	Facebook (TNC)	1,242	+13
	Facebook (News)	832	-2
	X (News)	776	-1
	Facebook (Sports)	671	+6

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August 2025

Streaming Video and Needham Local:

Top 10 Views on needhamchannel.org & Roku

Views	Video	Posted
89	Needham Channel HD Channel	n/a
19	Massachusetts High School Media Day	August 25
17	Needham Select Board, 8/12/25	August 25
15	Needham School Committee, 8/20/25	August 25
13	Pollard Moving On Ceremony, 6/13/25	June 25
12	Needham High School Graduation, 6/1/25	June 25
12	Beautiful & Bizarre: William Bakers Ridge Hill	2016
8	Needham School Committee, 7/14/25	July 25
8	July 4th Parade 2025	July 25
7	Needham Select Board, 7/22/25	July 25

Total Views: 266

Viewers: 149

Top 10 Needham Local Stories

Views	Video
530	Website Front Page: Headlines
207	Events for August 2025
188	Cookies by Design to Return in a New Form
154	Noodle Doodles Projects Opening Soon
148	Meet Needham's Conservation Specialist
144	Roadway Construction Slated for Heights Neighborhood
127	Hamlet Comes to Needham Town Common
94	Needham Bans Sale of Flavored Nicotine Pouches
92	No Quick Fix for Stormwater Problems
91	What a Cell Phone Ban Might Mean for Needham Schools

Total Views: 4,691

Total Users: 2,772

10 Most "Liked" Social Media Posts in August

	Likes	Shares	Reach	Watch Time	Venue	Date	Description
1	~15,830	~92,773	427,028	11w 0d 1h 36m	Instagram	8/26	Needham Football Interview: Brandon Hill
2	139	39	4,775	18h 52m 31s	Instagram	8/21	Needham Football Interview: Coach Kopcso
3	113	61	9,386	19h 34m 37s	Instagram	8/25	Needham Football Interview: James Alperstein
4	102	30	6,968	14h 26m 46s	Instagram	8/25	Needham Football Interview: Parker Amodeo
5	97	39	7,802	10h 50m 21s	Instagram	8/22	Needham Football Interview: Tyler Langford
6	85	175	13,267	1d 7h 0m 12s	Instagram	8/26	Needham Football Interview: Grayden Loeb
7	87	25	3,235	N/A	Instagram	8/14	MA HS Football Media Day Gallery
8	75	40	12,504	16h 19m 49s	Instagram	8/28	Needham Football Interview: Ikenna St. Marc
9	72	86	7,316	1d 1h 25m 24s	Instagram	8/29	Needham Football Scrimmage Videos
10	67	9	3,211	8h 11m 54s	Instagram	8/21	Needham Cheer Interview: Captain Phoebe

Coming in September

The return of Needham Rockets Sports Broadcasts with the Fall Season beginning, the annual Overdose Awareness Vigil, a new Large House Committee Meeting, Superintendent Gutekanst records a new 10 Minutes at TNC, a brand new episode of Rockets Report... **and much more!**