

Needham Channel Production Report

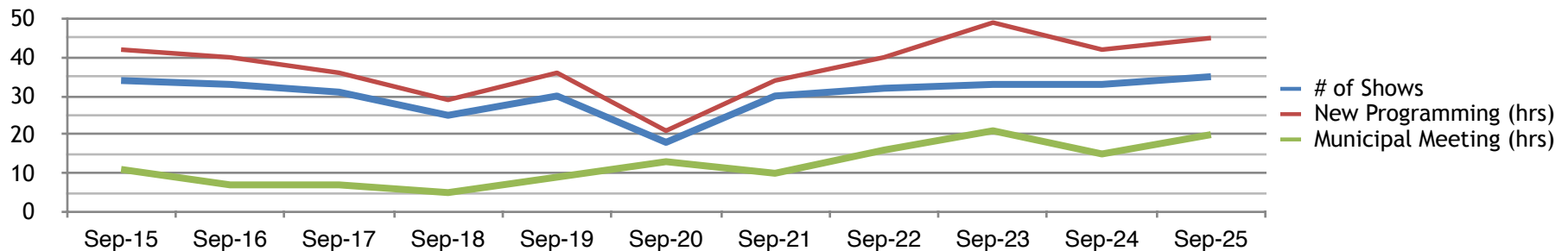
September 2025

Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	2	75.15	Access Series - Religion
	Living Well with Mary Lou Andre	1	25.55	Access Series - Lifestyle
	Living Your Best Senior Life	1	27.6	Access Series - Lifestyle
	Mindful Me	0	30	Access Series - Lifestyle
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	13	85.74	Sports
	Needham Planning Board	2	172.36	Municipal Meeting
	Needham School Committee	2	111.76	Municipal Meeting
	Needham Select Board	2	136.7	Municipal Meeting
	Rockets Report	1	28.67	Sports
	The Writer's Block	1	25.67	Educational
	Zoning Board of Appeals	1	46.58	Municipal Meeting
Specials:	10 Minutes - September 2025	1	15	Public Affairs
	Large House Review Study Committee, 9/15/25	1	117.67	Municipal Meeting
	Overdose Awareness Day Vigil, 8/28/25 (9/4/25)	1	36.25	Community Event
	Real Money Moves, Ep. 22 (9/18/25)	1	3	Educational
	Town Boards Summit, 9/25/25	1	167.7	Municipal Meeting

All the Usual Suspects Amp Up: August had seen our lowest production numbers of the year, but we came roaring back in September, with 35 productions. Along with a strong showing from our access producers, who have been cranking out great material all year, we had a burst of life from our sports crew, who not only covered 13 games, but managed our first "Rockets Report" in over a year! Add municipal meetings that just won't stop and you are looking at one exhausted crew! No rest for the weary, though, October is already off to the races....

September Production Levels • 2015-2025



Needham Channel Production Report September 2025

September On Air and Online

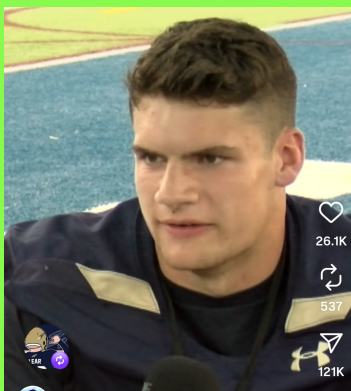


Caden McNamee TD

This Instagram post from the third Needham Football game of the year was the most popular NEW post of September. Senior Caden McNamee caught this touchdown reception from Tyler Langford at the end of the team's game vs. Lincoln-Sudbury. In addition to the stats you can see in our most liked posts of the month, it also had 17,655 views and 280 interactions.

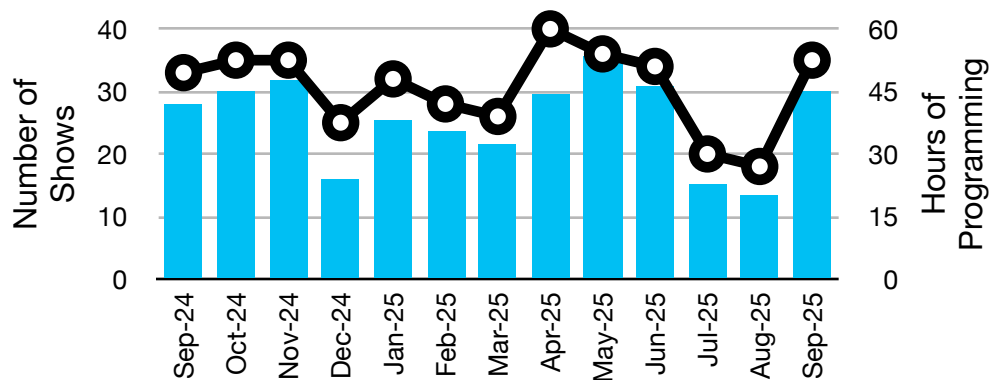
However, our all-time most viral post, with Football Player Brandon Hill, continues to get attention. These are its numbers over the last month (and total):

Brandon Hill Still Reigns



20,491 likes (36,321 total)
47,405 shares (140,178 total)
442,848 views (982,896 total)
69,263 interactions (179k+ total)
Total Watch Time:
60+ days (179+ Days Total)

Show Production Number of Programs and Length (in Hours)



This Month's Top 10 YouTube Videos

Views	Video	Posted
435	Your World, Bringing it Home: Building a Clothesline	3/10/09
215	North Hill Residents Share Their Stories	9/12/25
209	A Brief History of Radio	11/14/13
189	Sunita Williams Talks About Her Time in Space	4/11/25
164	Rockets Roundup: September 8, 2025	9/8/25
100	Rockets Roundup: September 15, 2025	9/15/25
98	The Writer's Block: Jeanie Gruber	9/4/25
84	Rockets Roundup: September 22, 2025	9/22/25
81	NCN Sports Update: September 18, 2025	9/19/25
76	NCN Sports: NHS Football 2025 Preview	8/29/25

Total Views in September: 5,716



Social Media Subscriber Count	YouTube	2,657	+11
	Instagram	2,331	+269
	X (Sports)	1,435	+4
	X (TNC)	1,429	+5
	Facebook (TNC)	1,249	+7
	Facebook (News)	833	+1
	X (News)	777	+1
	Facebook (Sports)	675	+4

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September 2025

Streaming Video and Needham Local:

Top 10 Views on needhamchannel.org & Roku

Views	Video	Posted
449	Needham Channel HD Channel	n/a
41	Football vs Milton, 9/5/25	September 2025
36	Boys Soccer vs Newton North, 9/3/25	September 2025
28	Needham School Committee, 9/2/25	September 2025
27	Needham School Committee, 9/16/25	September 2025
26	Boys Soccer vs Oliver Ames	August 2025
25	Needham School Committee, 8/20/25	September 2025
25	Football vs. Natick, 9/12/25	September 2025
22	Girls Soccer vs. Walpole, 9/16/25	September 2025
19 (tie)	Town Boards Summit, 9/25/25	September 2025
	Girls Volleyball vs. Walpole, 9/11/25	September 2025

Total Views: 920

Viewers: 424

Top 10 Needham Local Stories

Views	Video
697	Website Front Page: Headlines
479	Events for September 2025
285	Hamlet Comes to Needham Town Common
212	Former Needham Librarian Named Deputy Town Manager
139	North Hill has Tales to Tell
129	Needham's Great Hall Concert Series Returns
113	Girls Volleyball Continues Win Streak, Football Falls Again
93	Inclusivity First at Needham Special Olympics
81	Finding Community in Recovery
74	Taking the Pulse on 'Large House' Action

Total Views: 5,519

Total Users: 3,099

10 Most "Liked" Social Media Posts in September

	Likes	Shares	Reach	Watch Time	Venue	Date	Description
1	236	40	9,021	1d 1h 36m 45s	Instagram	Sep 19	Football vs L-S: Caden McNamee TD Reception Video
2	150	46	4,588	11h 45m 24s	Instagram	Sep 12	Football vs. Natick: Team marching to the field Video
3	103	17	5,747	22h 11m 35s	Instagram	Sep 12	Rockets Report Preview: Funniest Teammate Video
4	81	1	4,203	7h 58m 12s	Instagram	Sep 19	Football vs L-S: Warmup Video
t5	79	24	4,391	12h 3m 46s	Instagram	Sep 5	Football at Milton: Cheer Team Halftime Performance Video
t5	79	23	4,127	7h 14m 10s	Instagram	Sep 3	Boys Soccer vs. Newton North: Warmup Video
7	73	8	4,315	7h 16m 57s	Instagram	Sep 5	Football at Milton: Warmup Video
8	48	0	3,493	6h 57m 6s	Instagram	Sep 18	Girls Volleyball vs. Weymouth: Warmup Video
9	46	51	4,291	28m 32s	Instagram	Sep 3	The Yorick Ensemble Presents Hamlet: Dress Rehearsal Video
10	44	16	3,726	6h 13m 50s	Instagram	Sep 11	Girls Volleyball vs. Walpole: Highlights Video

Coming in October

A host of Educational programming from the Library, North Hill and even a special event at Wingate with Mary Lou Andre and one of her former guests. Plus, some big matchups for Girls Volleyball, including their annual Dig Pink game... and don't forget about the Special Town Meeting!