

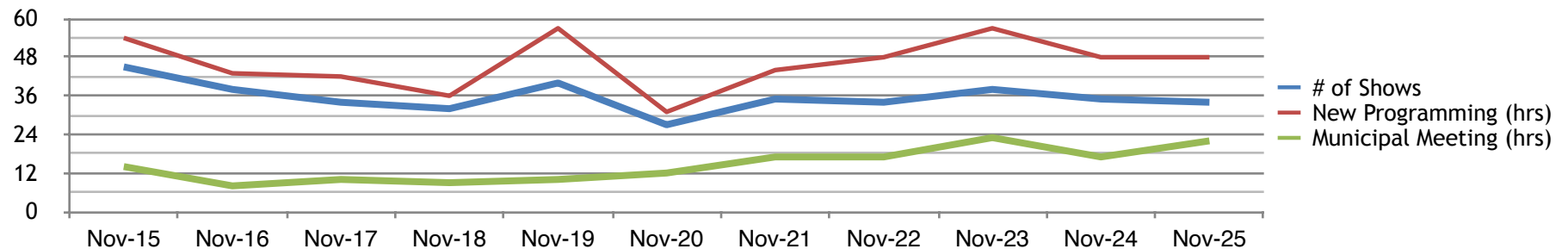
# Needham Channel Production Report

## November 2025

### Television Program Production:

| Type      | Title  | # of Episodes | Avg. # Minutes | Category                  |
|-----------|--|---------------|----------------|---------------------------|
| Series:   | Carter Church Service  | 4             | 73.92          | Access Series - Religion  |
|           | Living Well with Mary Lou Andre                              | 1             | 23.52          | Access Series - Lifestyle |
|           | Living Your Best Senior Life                                 | 0             | 28.5           | Access Series - Lifestyle |
|           | Mindful Me   | 0             | 30             | Access Series - Lifestyle |
|           | Needham Channel News   | 3             | 30             | News                      |
|           | Needham Channel Sports/Rockets Classics                      | 10            | 94.06          | Sports                    |
|           | Needham Planning Board                                       | 1             | 234.23         | Municipal Meeting         |
|           | Needham School Committee                                     | 2             | 125.61         | Municipal Meeting         |
|           | Needham Select Board   | 2             | 165.28         | Municipal Meeting         |
|           | Rockets Report   | 0             | 28.67          | Sports                    |
|           | The Writer's Block   | 1             | 21.55          | Educational               |
|           | Zoning Board of Appeals                                      | 1             | 140.5          | Municipal Meeting         |
| Specials: | 10 Minutes with Dr. Dan Gutekanst - NHS Deka Club (Nov 2025) | 1             | 11.77          | Educational               |
|           | Large House Review Study Committee, 11/18/25                 | 1             | 145.27         | Municipal Meeting         |
|           | Needham All-Boards Summit, 11/24/25                          | 1             | 126.72         | Municipal Meeting         |
|           | Needham LWV Fall Forum, 11/13/25 (11/20/25)                  | 1             | 54.15          | Public Affairs            |
|           | Needham Vets In Their Own Words: Charlie Wainwright          | 1             | 27.82          | Documentary               |
|           | NHS Distinguished Career Awards                              | 1             | 60.78          | Community Event           |
|           | Real Money Moves, Ep 23 (11/6/25)                            | 1             | 5.88           | Educational               |
|           | Tree Preservation Planning Committee, 11/19/25               | 1             | 91.23          | Municipal Meeting         |
|           | Veterans Day Observances, 11/11/25                           | 1             | 41.67          | Community Event           |

### November Production Levels • 2015-2025



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### November On Air and Online



#### Football Final Play vs. Newton North

Despite their struggles, football related posts were still our most popular this fall. The final play in the team's third straight win, against Newton North, on a missed field goal by the Tigers, received the most love of any new post. In addition to the stats in our Most Liked posts below, it also had **11,081** views and **253** interactions.

#### Brandon Hill Update

For the 3rd straight month, this preseason interview with Brandon Hill continues to be our most popular post. Here are its numbers as of December 19th, 2025, since last month and total:

*1,415 more likes (39,176 total)*

*4,157 shares (148,553 total)*

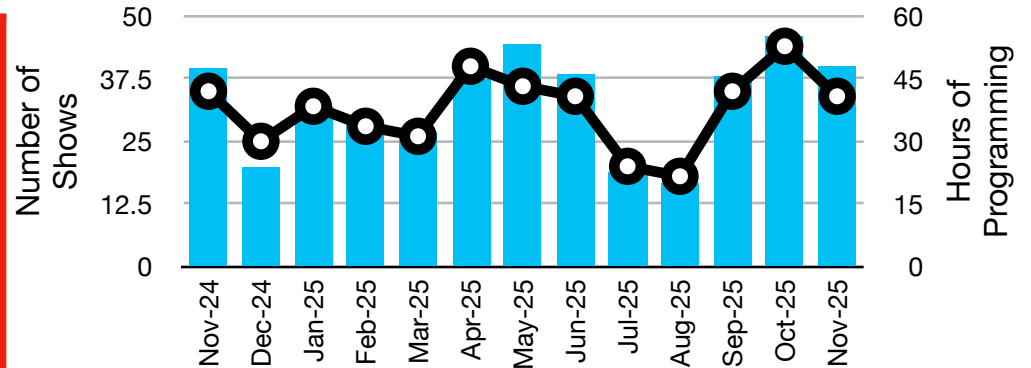
*40,415 views (1,062,959 total)*

*5,670 interactions (190,956 total)*

*Total Watch Time: Over 5 Days  
(over 148 Days Total)*

**GO ROCKETS!!**

**Show Production**  
Number of Programs and Length (in Hours)



#### This Month's Top 10 YouTube Videos

| Views | Video  | Posted   |
|-------|--|----------|
| 263   | Rockets Roundup: November 7, 2025                    | 11/7/25  |
| 213   | Your World, Bringing it Home: Building a Clothesline | 3/10/09  |
| 148   | A Brief History of Radio                             | 11/14/13 |
| 117   | NCN: Sunita Williams Talks About Her Time In Space   | 4/11/25  |
| 108   | Rockets Roundup: November 3, 2025                    | 11/3/25  |
| 100   | Thanksgiving Football 2024                           | 10/17/25 |
| 80    | Rockets Roundup: November 17, 2025                   | 11/17/25 |
| 78    | NCN: Portrait of a Needham Graduate                  | 2/14/19  |
| 77    | NCN Sports Update: October 30, 2025                  | 10/31/25 |
| 72    | NCN Sports Update: November 13, 2025                 | 11/13/25 |

**Total Views in November: 5,363**



| Social Media<br>Subscriber Count | YouTube           | 2,686 | +9  |
|----------------------------------|-------------------|-------|-----|
|                                  | Instagram         | 2,445 | +50 |
|                                  | X (Sports)        | 1,447 | +7  |
|                                  | X (TNC)           | 1,428 | -2  |
|                                  | Facebook (TNC)    | 1,269 | +17 |
|                                  | Facebook (News)   | 833   | —   |
|                                  | X (News)          | 785   | +17 |
|                                  | Facebook (Sports) | 677   | —   |

# Needham Channel Production Report

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### Streaming Video and Needham Local:

#### Top 10 Views on [needhamchannel.org](https://needhamchannel.org) & Roku

| Views    | Video                                       | Posted        |
|----------|---|---------------|
| 548      | Needham Channel HD Channel                  | n/a           |
| 50       | Girls Soccer vs. Concord-Carlisle, 10/29/25 | November 2025 |
| 49       | Needham School Committee, 11/4/25           | November 2025 |
| 40       | Girls Soccer vs. Newton South, 11/10/25     | November 2025 |
| 39       | Boys Soccer vs Concord-Carlisle, 11/10/25   | November 2025 |
| 36       | Boys Soccer vs Bishop Feehan, 11/6/25       | November 2025 |
| 32       | Thanksgiving Football 2025                  | November 2025 |
| 30       | Girls Soccer vs. Belmont, 11/13/25          | November 2025 |
| 27       | Needham School Committee, 11/18/25          | November 2025 |
| 26 (tie) | Girls Soccer 11/6, Football 10/30           | November 2025 |

**Total Views: 1327**

**Viewers: 597**

#### Top 10 Needham Local Stories

| Views | Video   |
|-------|---|
| 782   | Events for November 2025                                    |
| 741   | Website Front Page: Headlines                               |
| 641   | Argentinian Bakery Welcomes 'The Smell of Home'             |
| 269   | NEF Founder Honored with Bench Dedication                   |
| 180   | NCT's 'Annie' Gives Audiences 'A Reason to Smile'           |
| 143   | Holding Space for Student Creativity                        |
| 132   | Needham History: "Without which we canNot be hapy"          |
| 125   | Stephen Palmer Tenants to Vacate Next Year                  |
| 120   | Town Manager Identifies Community Challenges, Opportunities |
| 104   | Events Page   |

**Total Views: 8,231**

**Total Users: 5,781**

### 10 Most "Liked" Social Media Posts in November

|           | Likes      | Shares    | Reach        | Watch Time           | Venue     | Date   | Description   |
|-----------|------------|-----------|--------------|----------------------|-----------|--------|---|
| <b>1</b>  | <b>174</b> | <b>77</b> | <b>7,264</b> | <b>1d 1h 33m 36s</b> | Instagram | Nov 14 | Football vs. Newton North: Final play, ensuring a win                   |
| <b>2</b>  | 161        | 13        | 3,648        | 17h 3m 59s           | Instagram | Nov 14 | Football vs. Newton North: Tyler Langford Postgame Interview            |
| <b>3</b>  | 154        | 23        | 3,279        | 17h 44m 35s          | Instagram | Nov 7  | Boys and Girls Soccer Playoff Doubleheader: Highlights Of All Goals     |
| <b>4</b>  | 126        | 11        | 2,800        | 9h 22m 20s           | Instagram | Nov 10 | Girls Soccer Playoff vs. Newton South: Hannah Levine Postgame Interview |
| <b>5</b>  | 121        | 2         | 2,859        | 5h 25m 33s           | Instagram | Nov 27 | Thanksgiving Football: Warmup Video                                     |
| <b>6</b>  | 106        | 18        | 2,796        | N/A                  | Instagram | Nov 14 | Football vs. Newton North: Final Score Graphic                          |
| <b>7</b>  | 85         | 20        | 2,467        | 7h 28m 43s           | Instagram | Nov 10 | Girls Soccer Playoff vs. Newton South: Izzy Marino Postgame Interview   |
| <b>8</b>  | 82         | 6         | 2,441        | 4h 54m 54s           | Instagram | Nov 10 | Girls Soccer Playoff vs. Newton South: Brutal Conditions Video          |
| <b>9</b>  | 81         | 22        | 1,556        | 15h 20m 43s          | Instagram | Nov 14 | Football vs. Newton North: Ikenna St. Marc Postgame Interview           |
| <b>10</b> | 79         | 18        | 1,756        | 6h 40m 37s           | Instagram | Nov 14 | Football vs. Newton North: James Alperstein Postgame Interview          |

### Next Month:

A DPW Forum at Powers Hall, a new Friends of the Needham Library event, the start of Winter Sports, a new episode in our series on Needham Veterans, Wreaths Across America and we look back on our top stories of 2025 in a pair of Needham Channel News Year in Review Shows!!