

2025 Production Year at a Glance

Series Programming

Show Totals	2025	2024
Carter Church Service	49	51
Living Well with Mary Lou Andre	10	0
Living Your Best Senior Life	9	2
Mindful Me	4	11
Needham Channel News	51	50
Needham Channel Sports/Classics	87	90
Needham Planning Board	19	23
Needham School Committee	25	20
Needham Select Board	25	24
Rockets Report	1	1
Specials (see next section)	69	74
Town Meeting	4	4
Writer's Block	9	15
Zoning Board of Appeals	12	11
TOTAL PRODUCTIONS	374	376
PROGRAMMING HOURS	474	468
MUNI MEETINGS (IN HOURS)	205	183

2025 Specials & Short Subjects

Friends of the NPL: Paris in Ruins, 1/12/25 (1/23/25)
10 Minutes - 2025 Resolutions (1/30/25)
Good Person Award 2025 Ceremony (2/6/25)
Martin Luther King, Jr. Day Celebration 2025, 2/6/25
Metropolitan Water Tunnel Public Info Session, 2/5/25 (2/7/25)
Real Money Moves, Ep. 16 - Gaetano & Vito from AFC (2/13/25)
Friends of the NPL: Racism in Boston, 2/23/25 (2/27/25)
Community Preservation Committee, 3/12/25
Highland Avenue Visioning Project, 2/26/25 (3/6/25)
Friends of the NPL: Mysterious Doings in Boston, 3/2/25 (3/27/25)
LWV Candidates Forum, 3/19/25
LWV Candidates Forum: Park and Recreation, 3/18/25 (3/21/25)
LWV Candidates Forum, 3/24/25
Trivia Bee 2025, 4/3/25
10 Minutes - Remembering the Pandemic (4/3/25)
Vietnam Memorial Service (4/3/25)
Real Money Moves, Ep. 17 (4/4/25)
Women in Government (4/10/25)
Real Money Moves, Ep. 18 (4/24/25)
Social Hosting: What Parents Need to Know, 4/8/25 (5/1/25)

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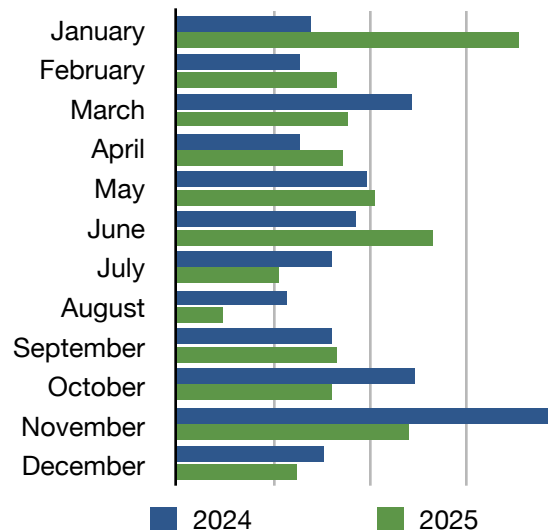
2025 Programming Insights:

In a year that featured a short-staffed studio, the Needham Channel did remarkably well. We had two fewer productions overall from 2024, but more than made up for it in programming hours. Of course, that might just be because of the political climate that we are in, as municipal meetings ran longer, and more contentious issues made their way in front of our town leaders. We had seven more sessions of town boards than in 2024, and a number of special hearings that we provided coverage for. This is a trend I anticipate continuing into 2026, as we already have had a number of "public listening sessions" scheduled in addition to a number of special public hearings in the works for February.

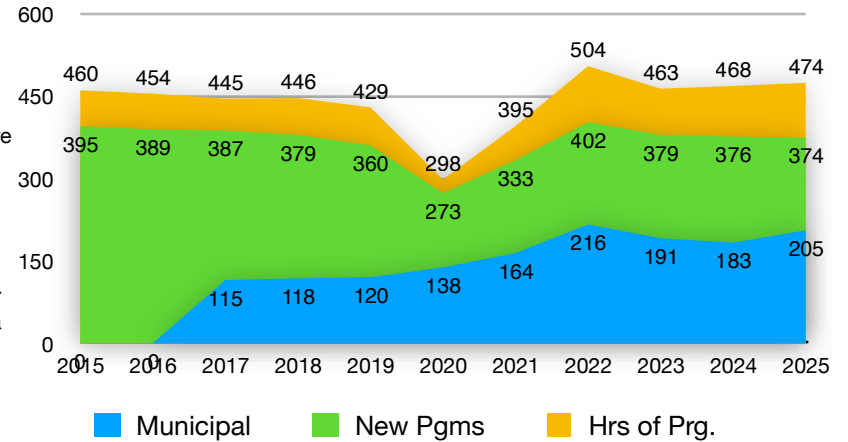
On the public access front, we lost one of our regular producers when she moved to Texas (business trip, anyone?), and another reduced his workload, but we had a remarkable uptick in Lifestyle programming, prompting us to rethink how we categorize programs.

For show specific data, take a look at the chart to the left, with program increases noted in green, and program decreases written in red.

Viewership Online and Roku



10 Year Comparison of Production Levels



We have enjoyed extremely consistent activity over the past 10 years, with the exception of the closing of our access functions at the onset of the COVID pandemic.

We haven't aggregated our municipal programming hours from before 2017, but you can also see the boost in municipal coverage starting in 2021, when we started giving consistent coverage to the Needham Planning Board.

As always, we have no idea what viewership is like on Comcast, Astound and Verizon. We get a better idea when we turn to our streaming resources. On needhamchannel.org and on Roku, the monthly trend varies widely depending on the month. In general however, we have seen approximately the same viewership in both 2024 and 2025 (numbered in the low 2000s). Most people watch on the website, with no real growth beyond 2% for our Roku app. We have not done much to promote our presence on Roku, and we should work to build that audience in future years, hopefully to expand to other streaming services in the future. One trend that was clear was the drop in viewership at the last quarter of 2025. That is due, largely, to our inability to provide live sports, which constituted a large portion of our audience in 2024.

Top Views on needhamchannel.org in 2025

1	Live Programming	4832
2	Needham School Committee, 1/21/25	475
3	Needham Independence Day Parade 2024	338
4	LWV Candidates Forum, 3/24/25	261
5	Needham School Committee, 1/14/25	226
6	Needham High School Graduation Ceremony, 6/1/25	223
7	Pollard Moving On Ceremony, 6/13/25	145

2025 Specials & Short Subjects, cont.

Needham Vets Tell Their Stories (5/22/25)
10 Minutes - Social Media and Cell Phones (5/22/25)
Memorial Day Observances, 5/26/25
Needham High School Senior Award Ceremony, 5/26/23
Real Money Moves, Ep. 19 (5/29/25)
Needham High School Graduation, 6/1/25
Tree Preservation Planning Committee, 6/4/25
Large House Review Committee, 6/9/25
Friends of the NPL: Masterpiece, 4/27/25 (6/12/25)
Pollard Closing Ceremony, 6/13/25
10 Minutes - NHS Experience (6/14/25)
Kate Fitzpatrick: From Town Manager to Very Kate (6/30/25)
Real Money Moves, Ep. 20, 7/3/25
July 4th Fireworks, 7/3/25 (7/4/25)
4th of July Parade, 7/4/25
Large House Review Committee, 7/21/25
Stormwater Bylaw Working Group, 8/5/25
Purple Heart Day 2025 (8/11/25)
Massachusetts High School Football Media Day, 8/13/25
Real Money Moves, Ep. 21 (8/21/25)
Overdose Awareness Day Vigil, 8/28/25 (9/4/25)
10 Minutes - September 2025 (9/11/25)
Large House Review Committee, 9/15/25
Real Money Moves, Ep. 22, 9/18/25
Hamlet, 9/5/25 (10/1/25)
Needham Vets In Their Own Words: Charlie Keith, 10/2/25
Individuality and the Music Listening Brain, 9/21/25, (10/7/25)
North Hill Academy Story Tellers, 10/9/25
NHS Distinguished Career Awards, 11/6/25
Needham Vets In Their Own Words: Charlie Wainwright, 11/6/25
Real Money Moves, Ep 23 (11/6/25)
Veterans Day Observances, 11/11/25
10 Minutes - November 2025 (11/13/25)
Needham Large House Review Study Committee, 11/18/25
Tree Preservation Planning Committee, 11/19/25
Needham LWV Fall Forum, 11/13/25 (11/20/25)
Needham All-Boards Summit, 11/24/25
DPW Street Design Guide Public Forum, 12/3/25
Needham Vets In Their Own Words: Moe Handel (12/7/25)
Friends of the NPL: Dorothy Peterson, 12/7/25 (12/18/25)
Real Money Moves, Ep 24 (12/18/25)
10 Minutes - December 2025 (12/18/25)

Needham News Online

Our two news products, The Needham Channel News and Needham Local, continued to make a splash online this past year. Subscriptions to the Needham Local newsletter have steadily climbed, despite a bot attack that had us removing subscriptions for a few months last year. Since we added 170 subscribers in 2025, it pushed us into a new larger tier on the MailChimp server. We now have a lot more room to grow, and are eager to do so. Where we really shined was in website hits, which came close to 79,000 this past year. A few of our stories were picked up by news aggregation services, which boosted our numbers, but our typical ebb and flow of the year was readily visible throughout our analytics.

Our newscast made a few appearances in our Top-10 streaming programs in our monthly report. We do not archive the full newscast online, which does limit some of the trending capabilities of the program. If we can make some advancement on our weekly production process over the upcoming year, it would be a good time to establish a permanent home for our weekly newscast online. In the meanwhile, we continue to archive individual stories on YouTube, a practice we started back in 2008, and many of these videos of news stories are embedded in our Needham Local posts and sidebars.

In 2025, Needham Local generated 272 posts on news and sports, and we posted 150 news and sports stories on YouTube from our 51 live newscasts. You can see the most viewed stories from both online sites below. It is striking that the breadth of stories on both sites are so varied, from harder news to lighter public interest stories. You can also sense a tonal difference between the two products. It is interesting that of all the news the town had generated over the year, that the only common link between the two top 10 lists was the story on the town joining a lawsuit against the state over watering restrictions. It supports the notion that maintaining the Needham Channel News and Needham Local increases the breadth of coverage the Needham Channel brings to the town, and our audience follows different stories through different venues.

As we focus on growing both entities over 2026, a key focus could be increasing the reporting resources available to both Needham Local and the Needham Channel News, and further integration and cross-promotion between the two weekly news vehicles. Both entities would benefit from new features and formatting, and finding new ways to engage with the community.

Social media can play a role in this evolution, as well, if done responsibly. Our audience is currently spread over several accounts, only part of which gets updated with news media. Consolidating streams, or automating cross-platform posts may be an opportunity to garner attention to our recent efforts.

Ultimately, we are well positioned to deliver high quality news content to the community, despite the challenges posed by temporary staffing gaps and a struggling television production workflow. With a motivated workforce, we will be able to adapt and grow quickly over the next year.

Top 10 News Stories of 2025

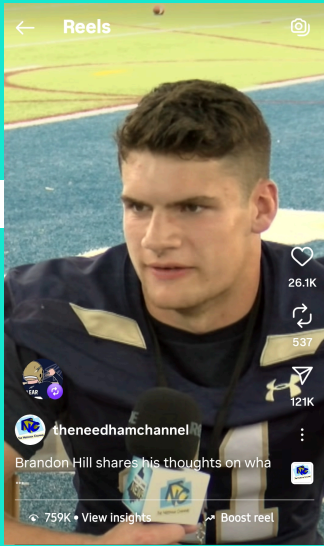
Needham local.org

YouTube (Needham Channel News)

Needham Police Chief's Son Makes MLB Debut	Sunita Williams Talks About her Time in Space
Noodle Doodles Projects Opening Soon	Shiri Spear & Catherine Parrotta at the Needham Sheraton
Why Needham is Suing Over Water Restrictions	Boys Volleyball vs. Newton North
After Restaurant's Third Alcohol Violation, Town Considers Policy Revamp	Next Steps for MBTA Communities Act Compliance
Argentinian Bakery Welcomes 'The Smell of Home'	2025 Needham2Arlington Preview
Needham Schools Confront Controversial Literacy Program	Kings Own 4th Regiment of Foot Visits Needham
Third Needham Schools Employee Charged with Child Pornography	Rocket's Roundup: November 7, 2025
Here's Who's Running for Public Office	North Hill Residents Share their Stories
Needham 'No Kings' Rally Draws Hundreds	NHS Football 2025 Preview
A Crowded Race for Needham School Committee	Water Restrictions Lawsuit

The Needham Channel 2025 Social Media Report

Something very interesting occurred in 2025 as it relates to our social media. In August, we recorded a first of its kind Massachusetts High School Football Media Day, where several different hosts interviewed Needham’s Senior Captains and Head Coach. Afterwards, we merged several social media posts from that event. One of those featured Brandon Hill in a bit that went viral. It has exploded in popularity, and continues to be liked and shared all the way into January. Unfortunately, the post also received several negative comments, which spread to other, completely unrelated, posts. Therefore, we decided to mute all comments to our Instagram. You can check out the stats of that post, as well as a pair of videos from January 2025, which are of another football player, Aidan Williams from the Class of 2025. Those posts were taken when received a special flag in the Needham High A Gym.



← — — — — Brandon Hill Interview - August 26, 2025

It’s hard to deny the impact that one post can have if it goes viral. It can literally direct the way an organization handles its social media. This Instagram post achieved some amazing numbers in just over the last four months of the year:

39,490 Likes
149, 866 Shares
1,074,059 Views
192,614 Interactions
890,518 Reach
Over 150 Days of Watch Time



Aidan Williams Gatorade Flag Reveal - January 31, 2025 — —>

In addition, the two Instagram and Facebook posts of Aidan Williams receiving his Gatorade Player of the Year Flag at a Basketball game, had huge interest, though not quite as viral as the Brandon Hill post. It would be interesting to see if we can capture the momentum generated by our viral moment and build upon it across our feeds in 2026. Scroll down to our Top Posts of 2025 to see all of the stats for these posts and our other most popular “virtual” moments of the year!

Follower Change Since December 2024

YouTube	2,695	+296
Instagram	2,459	+609
X (Sports)	1,449	+9
X (TNC)	1,434	+25
Facebook (TNC)	1,279	+102
Facebook (News)	834	+11
X (News)	786	+14
Facebook (Sports)	675	+28

Instagram **EXPLOSION** in 2025

Although YouTube continues to be our most followed Social Media Channel, our TNC Instagram received the largest bump in new followers, and is poised to become our top online draw in 2026. All but two of our Top 20 posts came from Instagram, with one of the others being the Aidan Williams Gatorade Flag Reveal Video on our Sports Facebook, also huge on Instagram. Rounding out our top five posts were Boys Volleyball and the Needham High School Graduation Ceremony. Despite a down season for Rockets Football, following a state title game appearance in 2024, our Football posts drew a lot of interest, taking seven other spots in our Top 20. High school sports continues to be the focus of our social media, with YouTube again being the lone standout, centering on news content and leisure programming. Analytics from YouTube do not easily fit into those of the other channels—one reason why it is conspicuously absent from the Top 20. Be sure to check out the full list below, as well as our breakdown of the top posts by Watch Time this year, in blue at the bottom of the page.

Top "Liked" Posts of 2025

	Likes	Shares	Reach	Watch Time	Outlet	Date	Description	Creator
1	39,490	149,866	890,518	21w 3d 16h 5m	Instagram	Aug 26	Football Preview: Brandon Hill Interview	Ashleigh Tobin
2	661	2	2,552	1d 20h	NCS FB	Jan 31	Aidan Williams Gatorade Flag Reveal Video	Mike Levin
3	544	103	7,849	1d 4h 26m 12s	Instagram	Jan 31	Aidan Williams Gatorade Flag Reveal Video	Mike Levin
4	331	18	5,461	15h 1m	Instagram	June 10	Boys Volleyball State Semi: Final Point Video	Mike Levin
5	278	44	6,788	1d 4h 27m 34s	Instagram	June 1	NHS Graduation: Processional Video	Mike Levin
6	236	40	9,621	1d 0h 44m 56s	Instagram	Sept 19	Football vs. L-S: Caden McNamee TD Reception Video	Ashleigh Tobin
7	231	76	5,693	1d 1h 33m 36s	Instagram	Oct 30	Football vs. Framingham: Game Sealing Play For 1st Win	Ashleigh Tobin
8	185	22	2,291	N/A	Instagram	April 25	Ben Gilman Pics & Videos w/Aidan Williams Interview	Ben Gilman
9	174	77	7,264	1d 1h 33m	Instagram	Nov 14	Football vs. Newton North: Final Play Video	Ashleigh Tobin
10	170	10	3,145	7h 57m 31s	Instagram	June 6	Boys Volleyball State Quarterfinal: Victory Flag Video	Mike Levin
11	161	13	3,648	17h 3m 59s	Instagram	Nov 14	Football vs. Newton North: Tyler Langford Interview	Mike Levin
12	157	3	689	5h 48m	NCS FB	Feb 27	Girls Basketball OT Playoff vs. Andover: Video Highlights	Ashleigh Tobin
T13	154	23	3,279	17h 44m 35s	Instagram	Nov 7	Boys and Girls Soccer Playoff Doubleheader: Video Highlights	Ashleigh Tobin
T13	152	21	3,696	9h 54m 35s	Instagram	June 1	NHS Graduation: Will McDonald Pledge of Allegiance Video	Mike Levin
15	150	46	4,588	11h 45m 24s	Instagram	Sept 12	Football vs. Natick: Home Opener March Video	Mike Levin
16	139	39	4,775	18h 52m 31s	Instagram	Aug 21	Football Preview: Coach Kopcso Interview	Ashleigh Tobin
17	126	11	2,859	9h 22m 20s	Instagram	Nov 10	Girls Soccer Playoff vs. Newton S: Hannah Levine Interview	Mike Levin
18	121	2	3,279	5h 25m 33s	Instagram	Nov 27	Thanksgiving Football: Warmup Video	Mike Levin
19	119	17	1,266	N/A	Instagram	June 1	NHS Graduation: Pictures and Videos Gallery	Mike Levin
20	119	17	958	N/A	Instagram	May 16	Sunita Williams at NHS: Picture Gallery	Cameron Morsberger

In addition to the Brandon Hill post, we had six others which had Watch Times over a day. Starting with the two Aidan Williams Gatorade Flag Reveal posts and continuing with a few other which were sports related, as well as the processional video from the 2025 NHS Graduation. Here's a look at those six posts, ranked by those Watch Times.

Aidan Williams Gatorade Flag Reveal Video, 1/31 (NCS Facebook)

Aidan Williams Gatorade Flag Reveal Video, 1/31 (Instagram)

NHS Graduation: Processional Video, 6/1 (Instagram)

Football vs. Framingham: Game Sealing Play For 1st Win, 10/30 (Instagram)

Football vs. Newton North: Final Play Video, 11/14 (Instagram)

Football vs. Lincoln-Sudbury: Caden McNamee TD Reception Video, 9/19 (Instagram)

2025's Top 10 YouTube Videos

Views	Video	Posted
28,875	NCN: Sunita Williams Day 2023	5/30/23
6,984	Your World, Bringing it Home: Building a Clothesline	3/10/09
2,960	A Brief History of Radio	11/14/13
2,249	NCN: Sunita Williams Talks About Her Time In Space	4/11/25
1,709	Killer Kowalski	2/16/09
1,492	NCN: An Egypt Affair & Love Don't Fade Away Premiere	5/8/23
975	Shiri Spear & Catherine Parrotta at the Needham Sheraton	11/1/24
723	NCN: Carey's Corner	4/11/14
495	NCN Sports: New Athletic Director - Ryan Madden	7/21/23
478'	NCN: Hair Donations	8/28/15

Total Views in 2025: 103,363