

Needham Channel Production Report

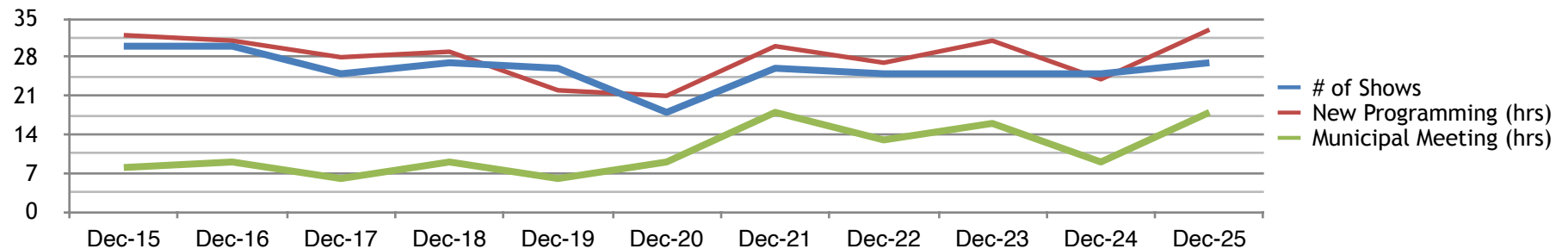
December 2025

Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	6	67.49	Access Series - Religion
	Living Well with Mary Lou Andre	0	30	Access Series - Lifestyle
	Living Your Best Senior Life	1	29.83	Access Series - Lifestyle
	Mindful Me	0	30	Access Series - Lifestyle
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	2	85.36	Sports
	Needham Planning Board	2	133.59	Municipal Meeting
	Needham School Committee	3	92.4	Municipal Meeting
	Needham Select Board	2	143.85	Municipal Meeting
	Rockets Report	0	28.67	Sports
	The Writer's Block	0	21.55	Educational
	Zoning Board of Appeals	1	138.55	Municipal Meeting
Specials:	10 Minutes with Dr. Dan Gutekanst - Academic Excellence (Dec 2025)	1	14.22	Educational
	DPW Street Design Guide Public Forum, 12/3/25	1	86.67	Municipal Meeting
	Friends of the NPL: Dorothy Peterson, 12/7/25 (12/18/25)	1	66.30	Community Event
	Needham Vets In Their Own Words: Moe Handel	1	26.70	Documentary
	Real Money Moves, Ep 24 (12/18/25)	1	5.53	Educational
	Wreaths Across America 2025	1	27.69	Community Event

Quiet, but not *too* quiet. December is not known for it's high volume of productions. People are prepping for the holidays and the major events really wrap up around Thanksgiving. Still, we had a pretty month, with 27 productions stemming from a nice little bump in municipal meeting coverage and overall production hours. Carter Church also contributed extra holiday fare, and we had a couple more special programs this time around (our special projects producer has been very, very busy!)

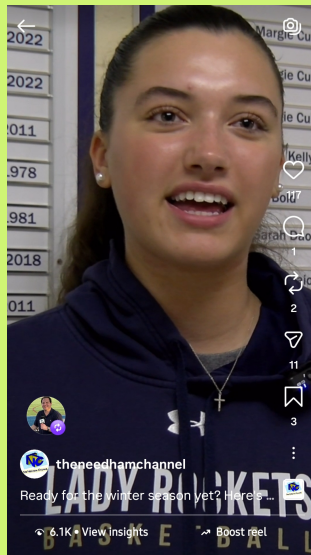
December Production Levels • 2015-2025



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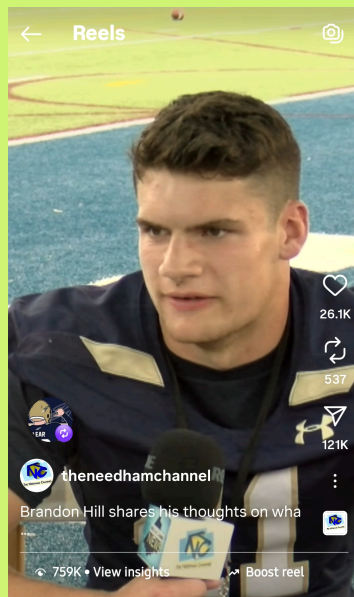
December 2025

December On Air and Online



Eva Andrews on her college choice

December is usually a dead month for our social media. But this year we had a few posts on interest, including this sound bite from Eva Andrews serving as a tease to our Girls Basketball Season Preview and Eva talks about why she's going to Bowdoin College. In addition to the stats in our Most Liked posts below, it also had **4,778 views** and **117 interactions**.



Brandon Hill Update

Although it's slowing down, this interview with Brandon Hill of Needham Football continues to be our most popular post. Here are its numbers as of January 13th, 2026, since last month and total:

314 more likes (39,490 total)

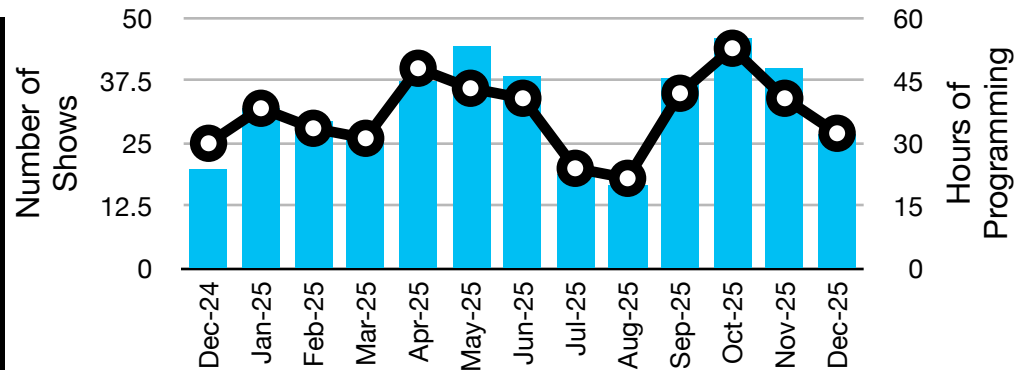
1,313 shares (149,866 total)

11,100 views (1,074,059 total)

1,658 interactions (192,614 total)

Total Watch Time: Nearly 2 Days (over 150 Days Total)

Show Production
Number of Programs and Length (in Hours)



This Month's Top 10 YouTube Videos

Views	Video	Posted
217	NCN: Sunita Williams Talks About Her Time In Space	4/11/25
155	A Brief History of Radio	11/14/13
126	Your World, Bringing it Home: Building a Clothesline	3/10/09
100	NCN: Carey's Corner	4/11/14
89	NCN Sports: Girls Basketball Preview	12/12/25
68	NCN Sports: Thanksgiving Football 2025 Highlights	12/5/25
62	NCN Sports Update: December 18, 2025	12/22/25
59	NCN: An Egypt Affair & Love Don't Fade Away Premiere	5/8/23
58	NCN: Golf Course Culvert Feasibility	12/22/25
57	NCN: Blue Tree Lighting 2025	12/12/25

Total Views in December: 5,128



Social Media Subscriber Count	YouTube	2,695	+9
	Instagram	2,459	+14
	X (Sports)	1,449	+2
	X (TNC)	1,434	+6
	Facebook (TNC)	1,279	+10
	Facebook (News)	834	+1
	X (News)	786	+1
	Facebook (Sports)	675	-2

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December 2025

Streaming Video and Needham Local:

Top 10 Views on needhamchannel.org & Roku

Views	Video	Posted
206	Needham Channel HD Channel	n/a
55	Needham School Committee, 12/16/25	December 2025
33	Needham Select Board, 12/16/25	December 2025
29	Boys Hockey vs Brookline, 12/17/25	December 2025
28	Needham School Committee, 12/9/25	December 2025
27	NHS Concert & Jazz Band Concert, 11/25	November 2025
23	Needham Planning Board, 12/17/25	December 2025
20	Boys Basketball vs Brookline, 12/16/25	December 2025
18 (tie)	Thanksgiving Football 2025	November 2025
18 (tie)	Needham Select Board, 12/2/25	December 2025
18 (tie)	Beautiful and Bizarre: William Baker	2016

Total Views: 693

Viewers: 314

Top 10 Needham Local Stories

Views	Video
714	Website Front Page: Headlines
652	Events for December 2025
126	Events Page
120	Echoes of Needham's Past to Find Digital Home
112	Stephen Palmer Tenants to Vacate Next Year
93	Events for May 2025
92	Thumbs Up for the Dump
89	Lighting Up Needham
83	Needham Girls Basketball Ready for 2025-2026 Season
82	Needhamites Make History

Total Views: 8,683

Total Users: 7063

10 Most "Liked" Social Media Posts in December

	Likes	Shares	Reach	Watch Time	Venue	Date	Description
1	117	11	2,863	8h 54m 44s	Instagram	Dec 8	Girls Basketball Preview: Eva Andrews sound bite
2	94	5	1,597	7h 22m 34s	Instagram	Dec 17	Boys Hockey vs Brookline: Warmup Video
3	88	10	1,670	9h 20m 27s	Instagram	Dec 16	Boys Basketball vs. Brookline: Dance Team performs at halftime
4	87	1	2,152	5h 53m 37s	Instagram	Dec 16	Boys Basketball vs. Brookline: Warmup Video
5	61	4	1,756	4h 24m 46s	Instagram	Dec 28	Real Money Moves: On vs Off Market Video
6	56	4	1,122	N/A	Instagram	Dec 16	Boys Basketball vs. Brookline: Final Score
7	53	10	1,299	3h 59m 15s	Instagram	Dec 10	10 Minutes with Dr. Gutekanst: Episode Preview
8	49	3	1,512	2h 57m 10s	Instagram	Dec 17	Real Money Moves: Jake Farrell Debut Video
9	34	0	540	N/A	Instagram	Dec 17	Boys Hockey vs Brookline: Final Score
10	27	9	875	2h 5m 33s	Instagram	Dec 12	NHS New Band Director Interview

Next Month:

School Committee Budget Hearings, the Stephen Palmer Development Review Committee & more Municipal Meetings... Winter Sports start up again in full force with our first Girls Basketball & Hockey broadcasts... and the first episode in the series "Our Lives in Needham."