

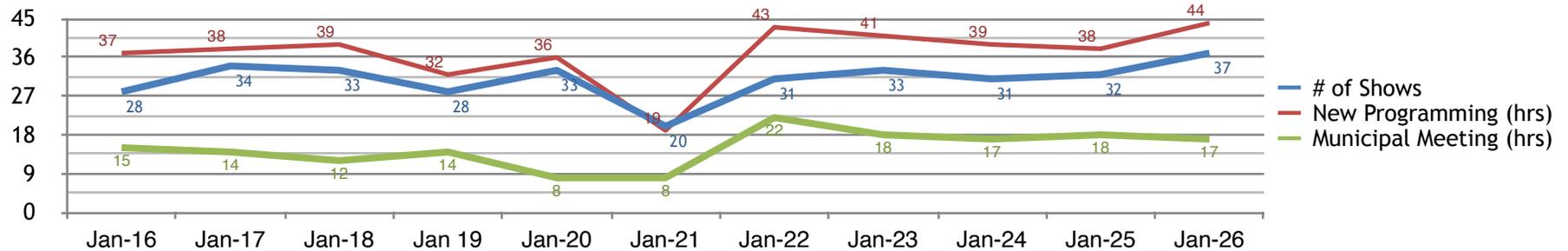
Needham Channel Production Report  
January 2026

## Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	3	71.73	Access Series - Religion
	Living Well with Mary Lou Andre	1	26.62	Access Series - Lifestyle
	Living Your Best Senior Life	1	27.08	Access Series - Lifestyle
	Mindful Me	0	30	Access Series - Lifestyle
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	13	72.76	Sports
	Needham Planning Board	2	128.67	Municipal Meeting
	Needham School Committee	3	102.72	Municipal Meeting
	Needham Select Board	2	176.03	Municipal Meeting
	Rockets Report	0	30	Sports
	The Writer's Block	2	25.52	Educational
	Zoning Board of Appeals	1	63.43	Municipal Meeting
	Specials:	Friends of the NPL: Flavorama, 1/11/26 (1/25/26)	1	68.1
Our Lives in Needham, part 1 (1/9/26)		1	66.4	Documentary
Real Money Moves, Ep 25 (1/22/26)		1	14.85	Educational
Stephen Palmer Redevelopment Meeting, 1/12/26		1	73.03	Municipal Meeting

**Doubling Down in January** - What an incredible start to 2026! We certainly hit the ground running this month, almost literally for our sports department. Our crew covered an impressive 13 games this month, which is impressive considering it was almost twice as much as we did in January and February combined last year. Others multiplied their programs by two this time around: Needham Planning Board held twice as many meetings, and the Writers Block debuted two new episodes this month. Finally, we had double as many specials this January, compared to last. Hopefully, this is a sign of things to come as we head into our shortest month of the year.

**January Production Levels • 2016-2026**



# Needham Channel Production Report January 2026

## January On Air and Online

**The Needham Channel**  
Jan 12 · 🌐

Gianni's Deli and Pizza has seen a significant surge in orders since media personality Dave Portnoy and Ann Michael Maye paid the restaurant a visit last week.

Co-owner Aida Rasla spoke with Needham Local about the viral moment and her 25-year-old business.

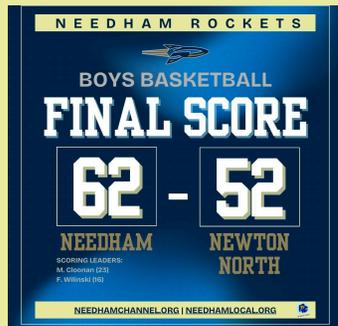
<https://needhamlocal.org/.../dave-portnoy-reviews.../>

Boost this post to get more reach for The Needham Channel. **Boost post**

👍 121   🗨 8   🔄 4

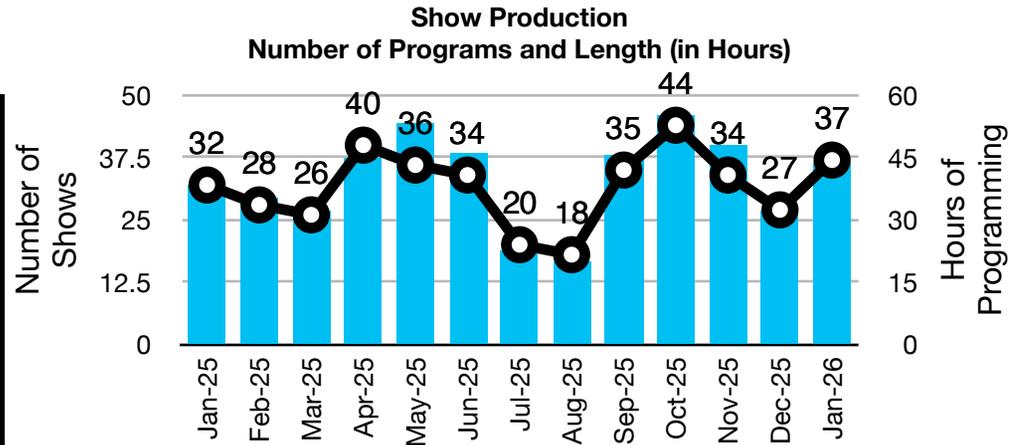
### Needham Local Story Surge on Facebook

After celebrities Dave Portnoy and Anne Michael Maye visited and reviewed Gianni's, we ran a story on Needham Local about the restaurant's explosion in popularity, which we shared to Facebook. That post not only had a reach of over 26k, but also had over 36k views! As you can see in our chart below, it was also the most liked social post of January!



### Final Score Graphics Bring in Big Views

Although highlight reels and warmup videos remain high on our most liked posts of the month, our postgame final score graphics are starting to attract a lot of views on Instagram. Case in point, Girls Basketball vs. Weymouth and Boys Basketball vs. Newton North. The Girls game on January 30 received 6,267 views, while the Boys game on January 16th had 6,186!



### This Month's Top 10 YouTube Videos

Views	Video	Posted
429	NCN: Carey's Corner	4/11/14
372	NCN: Sunita Williams Talks About Her Time In Space	4/11/25
333	The Writer's Block hosted by Matt Robinson: Kevin Banks	1/1/26
297	A Brief History of Radio	11/14/13
195	Rocket's Roundup: January 12, 2026	1/12/26
135	NCN: Carey's Corner	4/11/14
133	Your World, Bringing it Home: Building a Clothesline	3/10/09
93	Our Lives in Needham, part 1	1/12/26
71	NCN: Sport Update - January 8, 2026	1/8/26
66	NCN: Environmental Action Club's Collection Drives	1/16/26

**Total Views in January: 6,070**



Social Media Subscriber Count	Count	Change
YouTube	2,704	+9
Instagram	2,482	+23
X (Sports)	1,453	+4
X (TNC)	1,439	+5
Facebook (TNC)	1,304	+25
Facebook (News)	845	+11
X (News)	791	+5
Facebook (Sports)	683	+8

# Needham Channel Production Report January 2026

## Streaming Video and Needham Local:

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

Views	Video	Posted
418	Needham Channel HD Channel	n/a
53	Boys Basketball vs Brookline, 12/16/25	December 2025
28	Needham School Committee, 1/6/26	January 2026
28	Girls Basketball vs. Pembroke, 1/5/26	January 2026
22	Needham Planning Board, 1/6/26	January 2026
22	Boys Hockey vs. Milton, 1/14/26	January 2026
20	Boys Basketball vs Newton North, 1/16/26	January 2026
20	Girls Hockey vs Newton North, 1/7/26	January 2026
19	Needham School Committee, 1/13/26	January 2026
17	Boys Basketball vs Wellesley, 1/9/26	January 2026

**Total Views: 997**

**Viewers: 404**

### Top 10 Needham Local Stories

Views	Video
1,151	Events for January 2026
974	Website Front Page: Headlines
680	Dave Portnoy, Ann Michael Maye Review Gianni's Deli and Pizza
375	Events for May 2025
181	Town Native Captures 1970s Needham, Family Dynamics in Novel
160	Jeff Dineen: Certified 'Good Person'
155	Boston Children's Needham Celebrates Upcoming Opening
148	Needham Lifts Voices, Spirits for MLK Day Ceremony
141	MBTA Tracks Alter Demolition Plans
126	Events Landing page

**Total Views: 18,977**

**Total Users: 16,622**

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

	Likes	Shares	Reach	Watch Time	Venue	Date	Description
<b>1</b>	<b>126</b>	4	<b>26,011</b>	N/A	TNC Facebook	Jan 12	Ndm Local Link: Gianni's sees surge after visit by Dave Portnoy & Ann Michael Maye
<b>2</b>	96	<b>35</b>	2,252	16h 42m 56s	Instagram	Jan 30	Girls & Boys Basketball vs. Weymouth Doubleheader: Highlights
<b>3</b>	93	11	2,118	14h 26m 59s	Instagram	Jan 16	Boys Basketball vs. Newton North: Highlights
<b>4</b>	89	4	2,474	7h 57m 4s	Instagram	Jan 27	Girls Basketball vs. Milton: Starting Lineup Video
<b>5</b>	77	3	3,036	8h 23m 36s	Instagram	Jan 9	Boys Basketball vs. Wellesley: Warmup Video
<b>6</b>	67	6	1,578	N/A	Instagram	Jan 16	Boys Basketball vs. Newton North: Final Score Graphic
<b>t7</b>	64	2	879	N/A	Instagram	Jan 30	Boys Basketball vs. Weymouth: Final Score Graphic
<b>t7</b>	64	1	740	N/A	Instagram	Jan 13	Boys Basketball vs. Milton: Final Score Graphic
<b>9</b>	59	2	744	N/A	Instagram	Jan 9	Boys Basketball vs. Wellesley: Final Score Graphic
<b>10</b>	55	4	879	N/A	Instagram	Jan 14	Boys Hockey vs. Milton: Final Score Graphic

## Next Month:

Plenty of Municipal Meetings with our regular boards, as well as an Envision Needham public session and the Town-wide Parking Study Committee... the second part of the "Our Lives in Needham" series and the annual MLK Day Ceremony... Plus, the last few weeks of the High School Winter Sports regular season!!!