

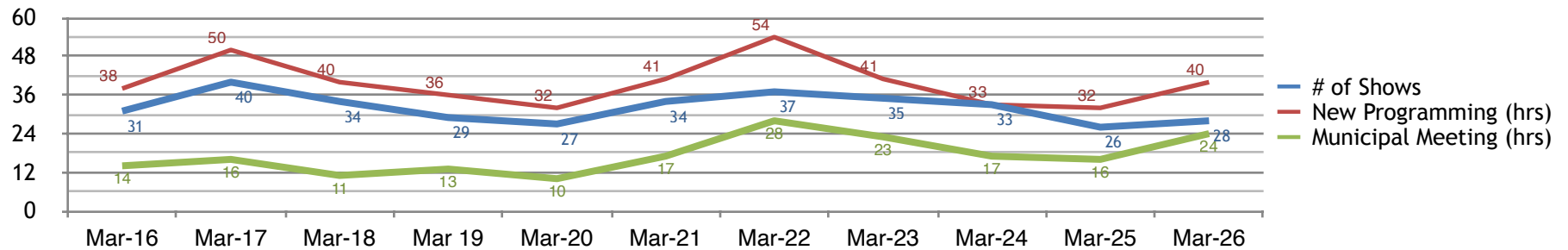
Needham Channel Production Report  
March 2026

## Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	2	77.19	Access Series - Religion
	Living Well with Mary Lou Andre	1	27	Access Series - Lifestyle
	Living Your Best Senior Life	1	28.95	Access Series - Lifestyle
	Mindful Me	1	19.98	Access Series - Lifestyle
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	5	87.77	Sports
	Needham Planning Board	3	201.44	Municipal Meeting
	Needham School Committee	2	164.68	Municipal Meeting
	Needham Select Board	2	117.69	Municipal Meeting
	Rockets Report	0	30	Sports
	The Writer's Block	1	26.31	Educational
	Zoning Board of Appeals	1	91.5	Municipal Meeting
	Specials:	10 Minutes - Pollard Update (3/12/26)	1	14.77
Community Preservation Committee Meeting, 3/11/26		1	98.1	Public Affairs
Needham LWV Candidates Night, 3/30/26		1	82.8	Municipal Meeting
Needham Tree Preservation Committee, 3/25/26		1	102.02	Municipal Meeting
Needham Vets In Their Own Words: David Pinkham (4)		1	29.55	Documentary

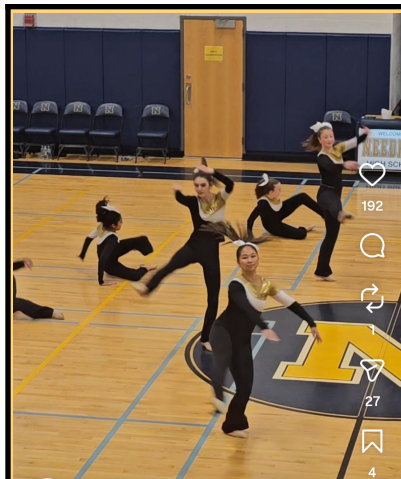
**Let's Call it A Series!** - Derick Risner's series of documentaries featuring the stories of local veterans checks in with it's fourth episode, this one featuring David Pinkham. It was a highlight for the month, which also featured a healthy number of municipal programs. Civics anchored the month, with sports coming close behind. Spectacular runs by the basketball teams kept us busy early in the month, and we kick-started spring with a girls lacrosse game to boot. We also ended the month with live coverage of the LWV Candidates night. Quite a month!

### March Production Levels • 2016-2026



# Needham Channel Production Report March 2026

## March On Air and Online

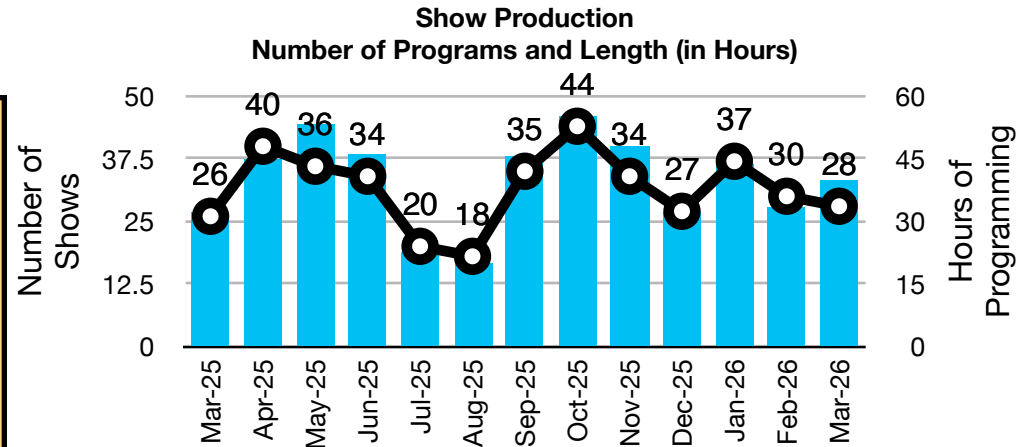


### Dance Team's Playoff Performance Reigns

Between Instagram and our TNC Facebook, our post featuring the Dance Team's performance at halftime of the Boys Basketball 4 OT game ran away with the most liked and viewed post of March. It had a combined like total of 264, was viewed over 19,000 times and had a combined watch time of nearly two days!

### A Road Win & 4 OTs Highlight Popular YT Post

This Highlight Reel from the News on 3/5 had a big audience, with a Watch Time of nearly 11 hours! The two playoff games featured Girls Basketball winning at Woburn, and the 4 OT thriller at home with the Boys hosting eventual state champ Bishop Feehan. Plus, content from those 2 games accounted for 7 of our top 10 most liked posts of March!



### This Month's Top 10 YouTube Videos

Views	Video	Posted
278	NCN Sports Update - 3/5/26	3/5/26
275	A Brief History of Radio	11/14/13
229	Your World, Bringing it Home: Building a Clothesline	3/10/09
174	Rocket's Roundup: March 2, 2026	3/2/26
97	Needham History Center Presents: A Night at the Needham Tavern	3/2/26
89	NCN: Carey's Corner	4/11/14
83	The Writer's Block hosted by Matt Robinson: Kevin Banks	1/1/26
79	NCN: New Varsity Girls Lacrosse Coach: Gianna Cottrell	3/20/26
72	Living Your Best Senior Life: Kate Granigan	3/5/26
71	NCN: Art in Bloom 2026 Preview	3/9/26

**Total Views in March: 5,381**



Social Media	Subscriber Count	Change
YouTube	2,737	+14
Instagram	2,524	+34
X (Sports)	1,471	+9
X (TNC)	1,447	-
Facebook (TNC)	1,336	+20
Facebook (News)	848	-1
X (News)	790	-4
Facebook (Sports)	690	+3

## Needham Channel Production Report March 2026

### Streaming Video and Needham Local:

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

Views	Video	Posted
483	Needham Channel HD Channel	n/a
88	Boys Basketball vs Bishop Feehan	March 2026
71	Girls Lacrosse vs King Philip	March 2026
37	Needham School Committee, 3/17/26	March 2026
29	Needham School Committee, 3/3/26	March 2026
29	Needham Planning Board 3/4/26	March 2026
21	LWV Candidates Forum, 3/24/25	March 2025
18	Girls Basketball vs Woburn	March 2026
17	Girls Basketball vs Natick	January 2026
17	Girls Basketball vs Braintree	February 2026

**Total Views: 1091**

**Viewers: 496**

#### Top 10 Needham Local Stories

Views	Video
1314	Website Front Page: Headlines
1133	Events for March 2026
547	Needham History: A Picture is Worth...
384	Events for May 2025
359	Mahjong's Moment
277	Needham Students Build Classrooms, Foster Learning...
276	'Shrek the Musical' Flips Fairytales Upside Down
254	Needham Select Board Candidates Eye April Election
165	Honoring the Enslaved of Needham
162	Upcoming Events

**Total Views: 21,731**

**Total Users: 18,498**

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

	Likes	Shares	Reach	Watch Time	Venue	Date	Description
<b>1</b>	<b>192</b>	27	9,059	19h 5m 30s	Instagram	Mar 4	Boys Basketball Playoff vs Bishop Feehan: Dance Team Performance Video
<b>2</b>	79	10	6,357	N/A	Instagram	Mar 31	Girls Lacrosse vs. Weymouth: Final Score Graphic
<b>3</b>	78	10	5,619	N/A	Instagram	Mar 3	Girls Basketball Playoff at Woburn: Final Score Graphic
<b>t4</b>	72	15	4,123	N/A	Instagram	Mar 4	Boys Basketball Playoff vs Bishop Feehan: Final Score Graphic
<b>t4</b>	72	0	10,625	1d 2h 34m 3s	TNC Facebook	Mar 4	Boys Basketball Playoff vs Bishop Feehan: Dance Team Performance Video
<b>6</b>	63	3	2,208	N/A	Instagram	Mar 3	Girls Basketball Playoff at Woburn: Highlights Video
<b>7</b>	54	3	1,849	N/A	Instagram	Mar 26	Girls Lacrosse vs. King Philip: Final Score Graphic
<b>8</b>	53	0	4,127	5h 21m 40s	Instagram	Mar 4	Boys Basketball Playoff vs Bishop Feehan: Warmup Video
<b>9</b>	49	0	4,195	4h 52m 55s	Instagram	Mar 3	Girls Basketball Playoff at Woburn: Warmup Video
<b>10</b>	42	0	1,383	1h 59m 25s	Instagram	Mar 10	Real Money Moves: Episode with Lauren Quinn

### Next Month:

The debut of the annual Needham Education Foundation Trivia Bee... The 2026 Needham Town Elections (featuring at least one new member of the Select Board)... The Needham High Spring Sports Season kicks up to high gear... and a new episode of Derick's program talking to a local veteran!