

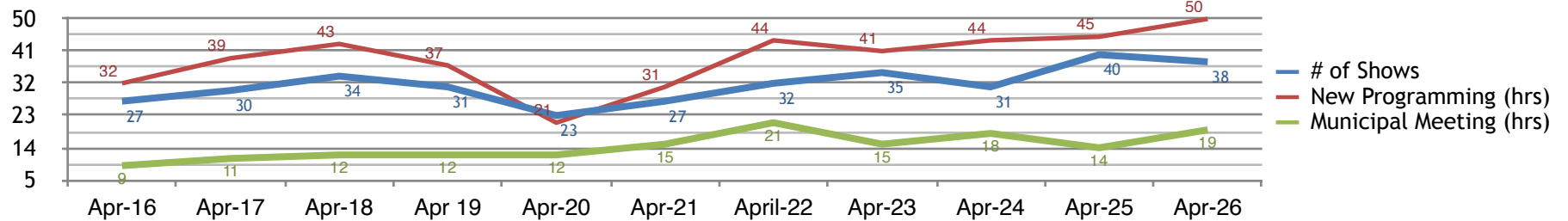
## Needham Channel Production Report April 2026

### Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	4	64.92	Access Series - Religion
	Living Well with Mary Lou Andre	1	26.14	Access Series - Lifestyle
	Living Your Best Senior Life	1	25.88	Access Series - Lifestyle
	Mindful Me	1	21.3	Access Series - Lifestyle
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	12	92.08	Sports
	Needham Planning Board	1	165.54	Municipal Meeting
	Needham School Committee	3	131.16	Municipal Meeting
	Needham Select Board	2	238.21	Municipal Meeting
	Needham Veterans In Their Own Words	1	21.3	Documentary
	Rockets Report	0	30	Sports
	The Writer's Block	2	23.39	Educational
	Zoning Board of Appeals	0	60	Municipal Meeting
Specials:	10 Minutes - April 2026	1	12.18	Educational
	Needham Street Guide Public Session, 4/8/26	1	99.74	Municipal Meeting
	Real Money Moves, Episode 27	1	5.38	Educational
	NEF Trivia Bee 2026 (4/2/26)	1	72.4	Community Event
	NHS Concert Band and Jazz Concert Highlights, Nov 2025	1	67.57	Community Event

**More or Less...but mostly more!**- While the month featured fewer programs than last year, we had the most production hours for any April in the last 10 years. That is largely thanks to municipal meeting coverage, which was the second longest in the past decade. We also made an exciting leap forward this month, streaming live sporting events to our YouTube Channel. It was done chiefly as an experiment, but it demonstrated to us an appetite for live sports in the town, and we are figuring out if we can maintain the practice as an ongoing service moving forward.

### April Production Levels • 2016-2026



# Needham Channel Production Report April 2026

## April On Air and Online



**Vacation Week V-Ball Leads in April**

Our Instagram swept April, with all Top 10 spots! While a few High School Sports final score graphics were popular, it was Boys Volleyball videos that took the top 2. #1 was this warmup from April Vacation, vs. La Salle (RI). In addition to its 85 likes, 2.7k reach and over 5 hours of watch time, it also had over 4k views!

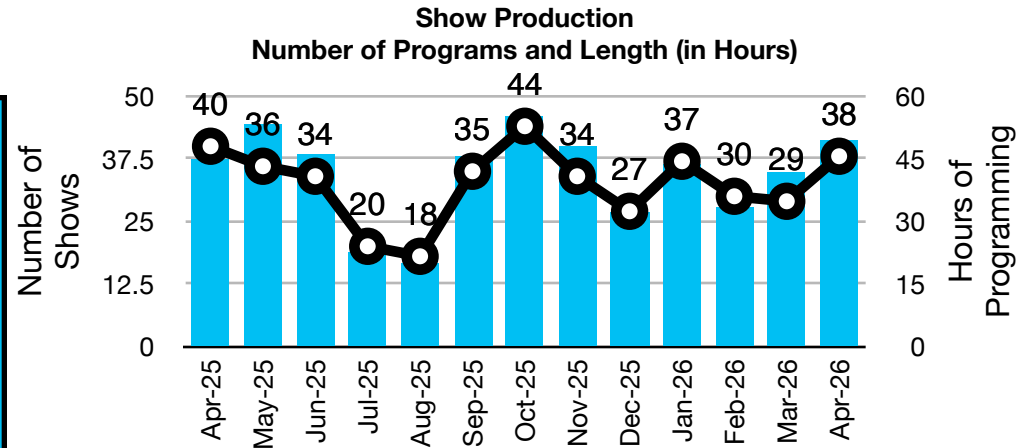
**Volleyball Highlights vs. Wampscott take 2nd Place**

This Highlight Reel from the Boys Volleyball game vs. Braintree the week prior to the LaSalle game was #2 in April. All told, this post had 70 likes, 6 shares, a watch time of an hour and 45 minutes,



a reach of over 2k, as well as 3.2 views. Plus, the warmup video prior to the Braintree game also picked up 15 shares and a watch time of over 2 hours!

**NEEDHAM ROCKETS VARSITY BOYS VOLLEYBALL**



### This Month's Top 10 YouTube Videos

Views	Video	Posted
361	Your World, Bringing it Home: Building a Clothesline	3/10/09
218	A Brief History of Radio	11/14/13
216	Boys Volleyball vs. Brookline	4/30/26
207	Boys Volleyball vs. LaSalle	4/23/26
190	School Committee Candidates 2026	4/3/26
165	Select Board Candidates 2026	4/3/26
155	Rocket's Roundup: April 13, 2026	4/13/26
146	Baseball vs. Newton North	4/27/26
119	Girls Lacrosse vs Wellesley	4/28/26
85	NCN: Marianne Cooley Retires from Needham Select Board	4/3/26

**Total Views in April: 6,153**



Social Media	Subscriber Count	Change
YouTube	2,763	+26
Instagram	2,525	+1
X (Sports)	1,47	-1
X (TNC)	1,451	+4
Facebook (TNC)	1,344	+8
Facebook (News)	852	+4
X (News)	788	-2
Facebook (Sports)	689	-1

# Needham Channel Production Report April 2026

## Streaming Video and Needham Local:

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

Views	Video	Posted
226	Needham Channel HD Channel	n/a
107	Candidate's Night 2026, 3/31/26	April 2026
69	Needham Select Board, 4/15/26	April 2026
61	Girls Lacrosse vs Weymouth, 3/31/26	April 2026
39	Joint Meeting on Stephen Palmer, 4/9/26	April 2026
35	Boys Volleyball vs Weymouth, 4/9/26	April 2026
33	Boys Lacrosse vs Milton, 4/14/26	April 2026
27	Boys Volleyball vs Braintree, 4/16/26	April 2026
24	Baseball vs Braintree, 4/10/26	April 2026
21	Needham School Committee, 4/7/26	April 2026

**Total Views: 943**

**Viewers: 525**

### Top 10 Needham Local Stories

Views	Video
1322	Website Front Page: Headlines
380	Events for April 2026
245	Plugged in to Move Out of Needham Next Year
172	2026 April Town Election Review
142	Building Relationships, Creating Community in NHS Classroom
140	New Possibility for an Old Site
139	Needham Select Board Candidates Eye April Election
137	Upcoming Events
133	Town Candidates Share Priorities, Perspectives at Forum
128	Planning Board Candidates Diverge on Parking, Housing

**Total Views: 8,624**

**Total Users: 5,980**

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

	Likes	Shares	Reach	Watch Time	Venue	Date	Description
<b>1</b>	<b>85</b>	1	2,734	5h 46m 43s	Instagram	Apr 23	Boys Volleyball vs. La Salle: Warmup Video
<b>2</b>	70	6	2,019	1h 46m 35s	Instagram	Apr 17	Boys Volleyball vs. Braintree: Highlights
<b>3</b>	50	1	749	N/A	Instagram	Apr 7	Boys Lacrosse vs. Braintree: Final Score Graphic
<b>t4</b>	39	5	1,063	N/A	Instagram	Apr 6	Softball vs. Weymouth: Final Score Graphic
<b>t4</b>	39	4	1,243	N/A	Instagram	Apr 29	Softball vs. Wellesley: Final Score Graphic
<b>6</b>	37	0	940	1h 59m 41s	Instagram	Apr 9	Boys Volleyball vs. Weymouth: Warmup Video
<b>7</b>	34	0	453	N/A	Instagram	Apr 16	Boys Volleyball vs. Braintree: Final Score Graphic
<b>8</b>	29	<b>15</b>	1,182	2h 21m	Instagram	Apr 16	Boys Volleyball vs. Braintree: Warmup Video
<b>9</b>	28	0	438	N/A	Instagram	Apr 23	Boys Volleyball vs. La Salle: Final Score Graphic
<b>10</b>	26	0	650	N/A	Instagram	Apr 9	Boys Volleyball vs. Weymouth: Final Score Graphic

## Next Month:

The Annual Town Meeting takes center stage, with at least two regular sessions and the Special Town Meeting... Plus, we'll have the last few weeks of High School Spring Sports, which includes a few live broadcasts... the annual Memorial Day Ceremony... and we close out with the NHS Senior Awards!