

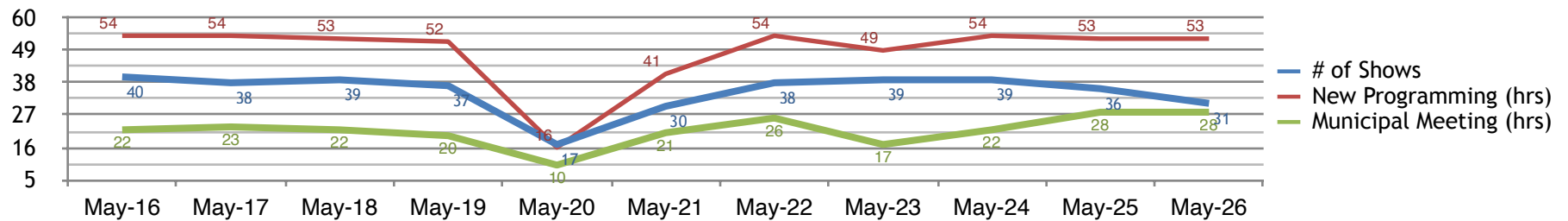
Needham Channel Production Report
May 2026

Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	2	78.25	Access Series - Religion
	Living Well with Mary Lou Andre	1	27.38	Access Series - Lifestyle
	Living Your Best Senior Life	0	30	Access Series - Lifestyle
	Mindful Me	0	30	Access Series - Lifestyle
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	10	110.37	Sports
	Needham Planning Board	2	157.25	Municipal Meeting
	Needham School Committee	2	172.51	Municipal Meeting
	Needham Select Board	2	141.76	Municipal Meeting
	Needham Veterans In Their Own Words	0	30	Documentary
	Rockets Report	0	30	Sports
	The Writer's Block	0	30	Educational
	Zoning Board of Appeals	1	57.18	Municipal Meeting
Specials:	Memorial Day Observances 2026, 5/25/26	1	43.6	Community Event
	Needham Town Meeting	3	222.76	Municipal Meeting
	Needham High School Senior Award Ceremony, 5/25/26	1	31.38	Community Event
	Real Money Moves, Ep. 28 (5/7/26)	1	4.64	Educational
	Reflections on Enslaved Memorial (5/8/26)	1	10.17	Community Event

Head Scratcha - So, how do you have five fewer programs than the previous year, but still have roughly the same hours of programming hours—especially if you don't see any increase in municipal meeting coverage hours? Sports is how! We had an incredibly competitive spring with a lot of close, long match-ups. Needham Channel sports dominated our schedule with softball, baseball and boys volleyball all bringing in longer productions. We cast no shade at the lacrosse teams, though. They were all really fun to watch this spring, so GO ROCKETS!

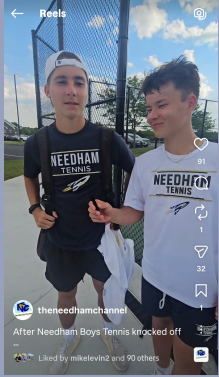
May Production Levels • 2016-2026



Needham Channel Production Report May 2026

May On Air and Online

Boys Tennis Net #1, Live Sports Big on YouTube



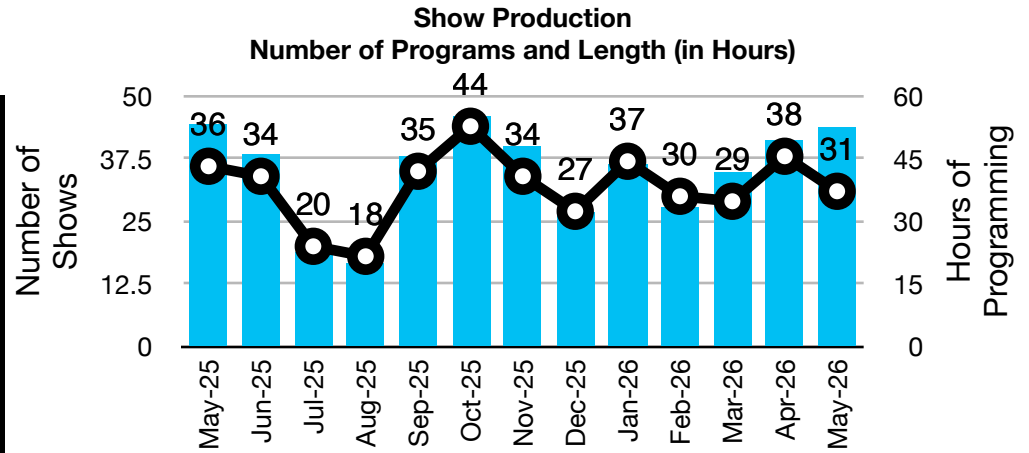
We stopped by the new NHS tennis courts during a boys tennis playoff game. After the Rockets won, we did a few interviews, including 2 players. The Instagram post was our most liked this month, with 90 likes & 32 shares, but also a watch time of over 14 hours! Speaking of sports, 3 live YouTube games had a watch time over over 20 hours, with Baseball vs. Weymouth over 30!

New Living Well Ep Draws Big Audience on YouTube

On the latest edition of "Living Well with Mary Lou Andre," guest Patty Mellon brought in a big audience on YouTube. The video received over 200 views, as well as 9 likes. But the biggest stat was in watch time, as it blew away even the live games mentioned above, with 34.5 hours! Patty is one of the co-founders of a company called Tough Warrior Princess, who help women facing emotional and physical challenges in their battle with cancer. [You can watch the episode here!](#)



Living Well With Mary Lou Andre: Patt...



This Month's Top 10 YouTube Videos

Views	Video	Posted
497	Your World, Bringing it Home: Building a Clothesline	3/10/09
425	NCN: Needham's Fredericka Mary - Baby Safe Havens	6/15/12
250	Needham Baseball vs Weymouth	5/11/26
193	Needham Softball vs. Natick	5/4/26
158	Needham Baseball vs. Newton South	5/8/26
125	A Brief History of Radio	11/14/13
119	Girls Lacrosse vs. Milton	5/5/26
102	Boys Volleyball vs. Brookline	4/30/26
78	NCN Sports Update: May 21, 2026	5/21/26
63	NCN Sports Update: May 14, 2026	5/15/26

Total Views in May: 5,817



Social Media Subscriber Count	Count	Change
YouTube	2,767	+4
Instagram	2,560	+35
X (Sports)	1,465	-5
X (TNC)	1,454	+3
Facebook (TNC)	1,343	-1
Facebook (News)	850	-2
X (News)	787	-1
Facebook (Sports)	688	-1

Needham Channel Production Report
May 2026

Streaming Video and Needham Local:

Top 10 Views on needhamchannel.org & Roku

Views	Video	Posted
348	Needham Channel HD Channel	n/a
91	Needham Select Board, 5/12/26	May 2026
63	Needham Town Meeting 5/11/26	May 2026
55	Needham School Committee, 5/12/26	May 2026
37	Needham Town Meeting, 5/6/26	May 2026
33	Needham School Committee, 4/28/26	April 2026
31	Needham School Committee, 5/19/26	May 2026
30	Needham Town Meeting, 5/4/26	May 2026
27	Boys Lacrosse vs. Milton, 4/14/26	April 2026
21	Girls Lacrosse vs. Weymouth, 3/31/26	April 2026

Total Views: 1,117

Viewers: 492

Top 10 Needham Local Stories

Views	Video
2778	Website Front Page: Headlines
941	Events for May 2026
941	Tin Rabbit Decor Announces Closure
393	Needham's Onyx Partners Acquires You-do-it Building
326	Select Board Holds Off Envision Vote
279	New Era' for Needham Housing
198	Select Board Split on Citizens' Petitions
137	Items to Watch For at Town Meeting
135	Plugged in to Move Out of Needham Next Year
135	Upcoming Events

Total Views: 16,766

Total Users: 13,694

10 Most "Liked" Social Media Posts in May

	Likes	Shares	Reach	Watch Time	Venue	Date	Description
1	90	32	3,702	14h 37m	Instagram	May 28	Boys Tennis Playoff vs Natick: Postgame Player Interviews
2	68	8	1,011	N/A	Instagram	May 19	Softball vs. Braintree: Picture Gallery
3	66	18	1,428	N/A	Instagram	May 29	Boys Lacrosse Playoff vs. Newton South: Picture Gallery
4	61	12	1,675	N/A	Instagram	May 28	Girls Flag Football 1st Ever Home Game: Video Gallery
5	59	1	3,081	6h 47m	Instagram	May 15	Softball vs. Concord-Carlisle: Warmup Video
6	56	20	1,910	N/A	Instagram	May 28	Boys Tennis Playoff vs Natick: Video Gallery
7	55	2	932	N/A	Instagram	May 12	Boys Lacrosse vs. Framingham: Final Score Graphic
t8	54	5	1,744	6h	Instagram	May 15	Softball vs. Concord-Carlisle: Maddie Navales Home Run Video
t8	54	4	2,347	5h 9m	Instagram	May 29	Boys Lacrosse Playoff vs. Newton South: Warmup Video
10	51	11	2,454	N/A	Instagram	May 5	Girls Lacrosse vs. Milton: Final Score Graphic

Next Month:

The centerpiece of June is our coverage of NHS Graduation, live everywhere including YouTube for the first time... Plus, the Pollard Closing Ceremony, our first town hall with Rep. Tarsky and the final playoff games for Rockets Spring Sports... and some Legion Baseball as well!!