

Needham Channel Production Report

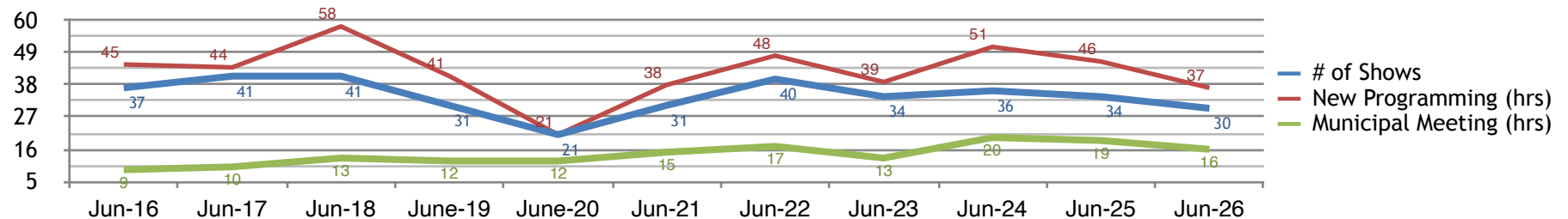
June 2026

Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	2	62.78	Access Series - Religion
	Living Well with Mary Lou Andre	1	25.08	Access Series - Lifestyle
	Living Your Best Senior Life	1	27.6	Access Series - Lifestyle
	Mindful Me	0	30	Access Series - Lifestyle
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	6	96.73	Sports
	Needham Planning Board	2	126.67	Municipal Meeting
	Needham School Committee	2	110.79	Municipal Meeting
	Needham Select Board	2	201.03	Municipal Meeting
	Needham Veterans In Their Own Words	0	30	Documentary
	Rockets Report	0	30	Sports
	The Writer's Block	1	27.27	Educational
	Zoning Board of Appeals	1	84.25	Municipal Meeting
Specials:	10 Minutes - June 2026 (6/11/26)	1	14.05	Educational
	Friends of the NPL: Love and Other Monsters	1	63.73	Community Event
	How to Build an ADU, 5/20/26 (6/4/26)	1	75.71	Community Event
	NHS Band and Jazz Concert, 5/20/26 (6/11/26)	1	74.82	Educational
	NHS Graduation Ceremony, 6/8/26	1	102.92	Community Event
	Pollard Closing Ceremony, 6/18/26	1	94.85	Community Event
	Real Money Moves - Pat Foley	1	20.45	Educational
	State of the District, 5/28/26 (6/4/26)	1	52.75	Public Affairs

Solid Kick-off to Summer! Thanks to Wendy Blom, who shared her skills to bring us the "How to Build" special, and the High School Bands!

June Production Levels • 2016-2026



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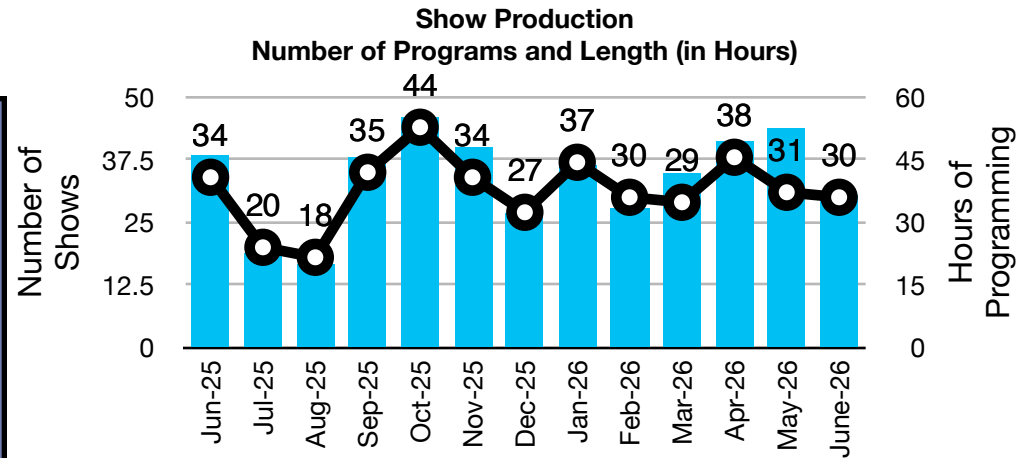
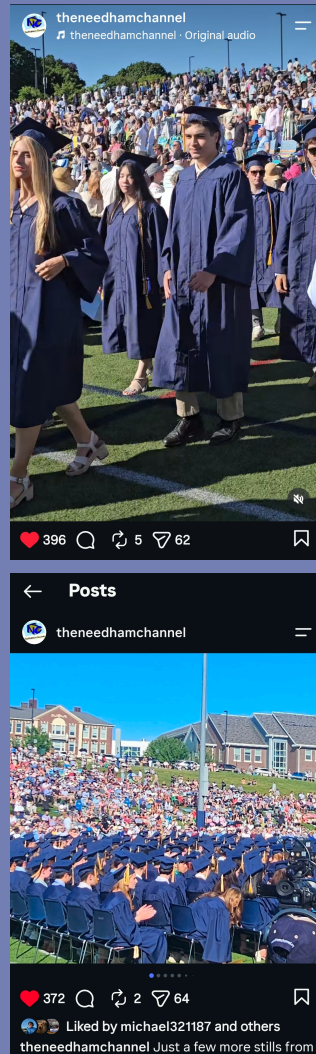
June On Air and Online

NHS Graduation: Social Media King in July

In June, our coverage of the Needham High Graduation reached new heights on-air and online. The main reason is having live coverage on YouTube for the first time ever. The live production received over 1,000 views, not just during the ceremony, but over the next few days.

Elsewhere, our Instagram and Facebook presence left a big footprint, with our first post from the Processional picking up a combined 514 likes from both platforms, along with 23,000 views and a watch time of nearly 60 hours! In addition, our picture gallery, also posted to both locations, received 483 total likes and over 21,000 views.

On Instagram, our four posts from the graduation finished with just under 1,200 likes (an average of nearly 300 per post) and total views of over 36,000 (an average of over 9,000 per post.) By comparison, our four graduation posts in 2025 had an average of 159.5 likes and 6,188 views.



This Month's Top 10 YouTube Videos

Views	Video	Posted
1,111	Needham High School Graduation (LIVE)	6/8/26
332	Your World, Bringing it Home: Building a Clothesline	3/10/09
296	Needham High School Graduation, 6/8/26	6/9/26
260	NCN: The Campus at 128	6/11/26
219	Living Well with Mary Lou Andre: Patty Mellon	5/28/26
216	NCN Sports Update: June 11, 2026	6/11/26
193	Pollard Moving on Ceremony (LIVE)	6/18/26
157	Living Your Best Senior Life: LaTanya Steele	6/11/26
149	Pollard Moving on Ceremony, 6/18/26	6/19/26
130	Softball vs. Methuen (LIVE)	6/1/26

Total Views in June: 6,441



Social Media Subscriber Count	YouTube	2,814	+47
	Instagram	2,645	+85
	X (Sports)	1,464	-1
	X (TNC)	1,453	-1
	Facebook (TNC)	1,385	+42
	Facebook (News)	848	-2
	X (News)	785	-2
	Facebook (Sports)	700	+12

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Streaming Video and Needham Local:

Top 10 Views on needhamchannel.org & Roku

Views	Video	Posted
402	Needham Channel HD Channel	n/a
78	Needham High School Graduation Ceremony	June 2026
52	Pollard Closing Ceremony, 6/18/26	June 2026
42	Needham School Committee, 6/16/26	June 2026
33	Needham School Committee, 6/2/26	June 2026
33	NHS Band and Jazz Concert, 5/20/26	June 2026
30	Needham High School Graduation Ceremony	June 2025
28	Needham Select Board, 6/9/26	June 2026
17	Needham Select Board, 5/26/26	May 2026
11	Needham Select Board, 6/23/26	June 2026

Total Views: 914

Viewers: 514

Top 10 Needham Local Stories

Views	Video
1,018	Website Front Page: Headlines
515	Park and Rec Commission Chair Accused of Stealing Funds
489	Town Wary of Development at Border
254	Events for June 2026
166	Disability Advocates Call on Legislators to 'Protect the Progress'
120	Boys Volleyball Reaches Sixth Straight State Championship
120	Upcoming Events
120	Developing the Next Generation' of Civic-Minded Citizens
115	Auchincloss Talks, Iran, AIPAC at Needham Town Hall
99	Gerstel to Resign from Park and Rec

Total Views: 10,109

Total Users: 7,516

10 Most "Liked" Social Media Posts in June

	Likes	Shares	Reach	Watch Time	Venue	Date	Description
1	396	62	8,068	1d 6h	Instagram	June 8	NHS Graduation: Processional Video
2	372	64	4,417	N/A	Instagram	June 8	NHS Graduation: Picture Gallery
3	276	31	3,477	9h 47m	Instagram	June 8	NHS Graduation: Ending Video
4	174	11	4,251	14h 15m	Instagram	June 10	Boys Volleyball State Semis vs Newton North: Final Point Video
5	154	32	2,827	N/A	Instagram	June 8	NHS Graduation: More Processional Videos
6	134	11	3,216	13h 10m	Instagram	June 5	Boys Volleyball Quarterfinal vs Lowell: Final Point Video
7	131	15	3,230	13h 19m	Instagram	June 5	Boys Volleyball Quarterfinal vs Lowell: Thomas Klein & Will Rozman Interview
8	128	4	1,993	N/A	Instagram	June 10	Boys Volleyball State Semis vs Newton North: Picture Gallery
9	123	1	5,715	N/A	TNC FB	June 23	Mike Riley PA Announcer at World Cup: Picture and Video Gallery
10	118	3	10,633	1d 4h 31m 26s	TNC FB	June 8	NHS Graduation: Processional Video

Next Month:

Celebrate America 250 with the annual Needham 4th of July Parade LIVE on-air and online, as well as the July 3rd Fireworks... Plus, the debut of a new documentary on the 250th anniversary of the Needham2Arlington Walk... the return of the NHS Student Documentaries and much more!!