

Needham Channel Production Report

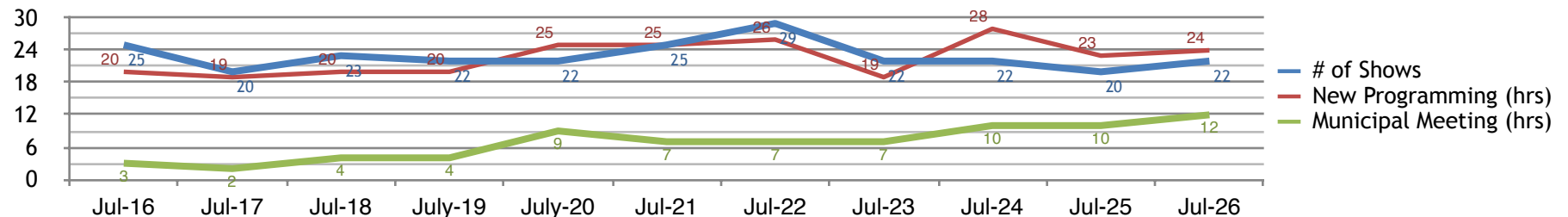
July 2026

Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	3	61.02	Access Series - Religion
	Living Well with Mary Lou Andre	1	27.34	Access Series - Lifestyle
	Living Your Best Senior Life	0	30	Access Series - Lifestyle
	Mindful Me	0	30	Access Series - Lifestyle
	Needham Channel News	5	30	News
	Needham Channel Sports/Rockets Classics	1	107.24	Sports
	Needham Planning Board	2	145.22	Municipal Meeting
	Needham School Committee	0	150	Municipal Meeting
	Needham Select Board	1	220.92	Municipal Meeting
	Needham Veterans In Their Own Words	0	30	Documentary
	Rockets Report	0	30	Sports
	The Writer's Block	1	27.57	Educational
	Zoning Board of Appeals	1	36.6	Municipal Meeting
Specials:	Fireworks, 7/3/26	1	20.04	Community Event
	Friends of the NPL: Marie Bostwick	1	56.64	Community Event
	July 4th Parade, 7/4/26	1	63.22	Community Event
	NHS Student Documentaries 2026	1	68.12	Educational
	Pollard Community Meeting	2	93.78	Municipal Meeting
	The Battle of Menotomy	1	58.74	Documentary

Welcome to Summer! July is a pretty slow time for productions and this year is no exception—*but wait!* One interesting trend over the years is that the amount of municipal coverage has increased dramatically. It may be due to tumultuous times (Hello, Pandemic) community initiatives (Pollard, perhaps?), or proper planning (see what I'm saying Large Houses?), but summer has now become the time to catch up on town affairs!

July Production Levels • 2016-2026



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July On Air and Online

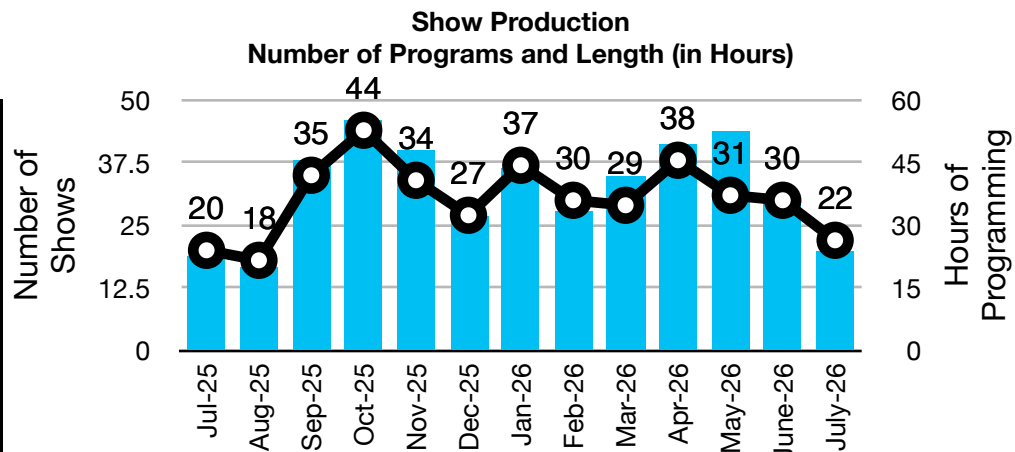


Needham Carnival: Most Popular Posts in July

For the first time, we had multiple photographers at the Needham Rotary Carnival in the upper lot of NHS. The most popular post of the month was a highlights video recorded and edited by Derick. It finished with the most likes of the month, with 116, and had a watch time of over 12 hours!

That wasn't the only big post from the Carnival, however. Our original picture gallery pulled in big numbers on Instagram (#2 in likes this month with 108), but also on Facebook (a reach of over 8.3k!) In fact, that traffic also extended to a new audience, as our TNC Facebook page received 33 new followers in July.

Honorable Mention goes to our 4th of July Parade coverage. Mike's pic and video gallery was #3 in likes (with 65), while our Sunita Williams pic and video gallery was #4 (with 55.) July is historically our weakest month of social media, but we set new records for July in 2026!



This Month's Top 10 YouTube Videos

Views	Video	Posted
398	Your World, Bringing it Home: Building a Clothesline	3/10/09
249	Needham Independence Day Parade (Live Version)	7/5/26
183	Needham Independence Day Parade (Edited Version)	7/6/26
120	A Brief History of Radio	11/14/13
107	NCN: "Weiner Wednesdays"	7/16/26
85	Needham Independence Day Fireworks (Studio Version)	7/5/26
77	Needham Independence Day Fireworks (4K Version)	7/13/26
58	NCN: Water Safety Tips	7/3/26
53	Kicking it Old School at Patriots Training Camp	7/29/26
49	The Battle of Monotomy - 2026 Documentary	7/16/26

Total Views in July: 4,255



Social Media Subscriber Count	YouTube	2,831	+17
	Instagram	2,661	+16
	X (Sports)	1,462	-2
	X (TNC)	1,459	+6
	Facebook (TNC)	1,418	+33
	Facebook (News)	847	-1
	X (News)	785	-
	Facebook (Sports)	705	+5

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Streaming Video and Needham Local:

Top 10 Views on needhamchannel.org & Roku

Views	Video	Posted
102	Needham Channel HD Channel	n/a
29	The Battle of Menotomy	July 2026
21	Needham Planning Board, 6/2/26	June 2026
18	Pollard Closing Ceremony 2026	June 2026
13	Beautiful & Bizarre	2016
10	Needham Independence Day Parade	July 2026
9	Needham Select Board, 6/23/26	June 2025
9	Needham Planning Board, 6/16/26	June 2026
7	Needham Planning Board, 7/7/26	July 2026
7	Needham School Committee, 6/16/26	June 2026

Total Views: 324

Viewers: 160

Top 10 Needham Local Stories

Views	Video
839	Website Front Page: Headlines
145	Residents Raise Concerns over Project Costs at Pollard Meeting
138	Needham Stages Seuss Pages
134	Amid Cyclospora Outbreak, Needham Experts Weigh In
130	Needham DPW Tackles Implementing Outdoor Water Restrictions
122	Chestnut Street McDonald's Reopens After Long Closure
116	NC Wyeth Painting, Illustrations Come to Needham Library
111	Historic Protections for Joshua Lewis House Receive State Support
106	Stephen Palmer to Remain Under School Committee Jurisdiction
102	Gerstel to Resign from Park and Rec

Total Views: 17,871

Total Users: 15,844

10 Most "Liked" Social Media Posts in July

	Likes	Shares	Reach	Watch Time	Venue	Date	Description
1	116	19	2,896	12h 31m	Instagram	July 31	Needham Carnival: Highlights Video
2	108	19	1,735	N/A	Instagram	July 27	Needham Carnival: Picture Gallery
3	65	11	1,322	N/A	Instagram	July 4	July 4th Parade: Mike Levin's Picture & Video Gallery
4	55	1	883	N/A	Instagram	July 4	July 4th Parade: Sunita Williams Grand Marshall Picture & Video Gallery
5	48	2	1,202	N/A	Instagram	July 26	Needham Carnival: Last Day Picture Gallery
6	46	0	8,336	N/A	TNC FB	July 27	Needham Carnival: Picture Gallery
7	43	7	1,140	N/A	Instagram	July 25	Mike Levin at first day of Patriots Training Camp
8	41	3	2,921	8h 32m	TNC FB	July 28	Mike "Sarge" Riley Patriots Training Camp Video
9	39	2	2,053	N/A	TNC FB	July 7	July 4th Parade: Picture Gallery Expanded
10	35	1	2,901	N/A	TNC FB	July 25	Mike Levin at first day of Patriots Training Camp

Next Month:

More municipal meetings regarding the Pollard Middle School Project and a live forum with candidates for the Norfolk County District Attorney. Plus, content from the Chamber's annual Needham Night, the 2nd annual Massachusetts High School Football Media Day and much more!!