

Needham Channel Production Report

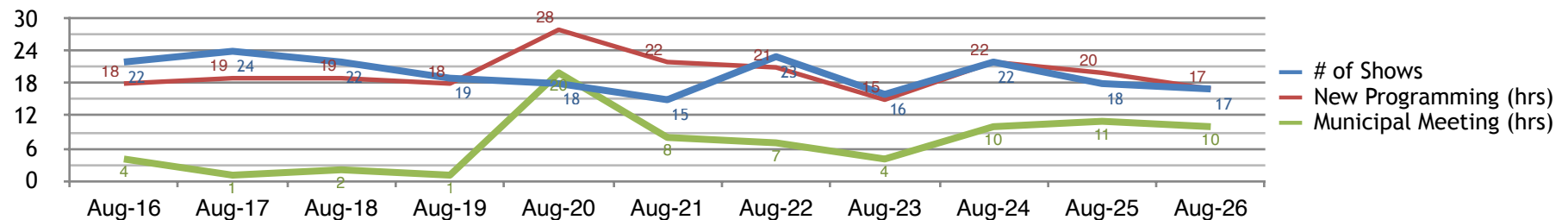
August 2026

Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	2	59.22	Access Series - Religion
	Living Well with Mary Lou Andre	0	30	Access Series - Lifestyle
	Living Your Best Senior Life	1	28.28	Access Series - Lifestyle
	Mindful Me	0	30	Access Series - Lifestyle
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	0	120	Sports
	Needham Planning Board	2	82.74	Municipal Meeting
	Needham School Committee	2	54.49	Municipal Meeting
	Needham Select Board	2	121.79	Municipal Meeting
	Needham Veterans In Their Own Words	0	30	Documentary
	Rockets Report	0	30	Sports
	The Writer's Block	0	27.57	Educational
	Zoning Board of Appeals	1	102.3	Municipal Meeting
Specials:	LWV District Attorney Candidates Forum, 8/12/26	1	89.88	Public Affairs
	Purple Heart Day Ceremony	1	20.06	Community Event
	Real Money Moves: Alyssa Waiko	1	16.75	Educational

Oh, Humble August! Truth of the matter, our work never slows down, but our production schedule certainly does. Our expectations are never very high for August, when most of the town decides that it is better to stay on vacation, or at least disappear for a while. It **should** have been an extraordinarily busy month. There was a special primary on September 1st that jumpstarted the political season. All municipal boards met and held extra meetings to approve various town initiatives, and the campaign to replace the Pollard School all preoccupied our time and our coverage. Still we ended up one production short of last year's numbers, and had shorter production time averages. Oh, well. At least we will be geared up and ready for a very highly anticipated fall! Buckle up, Needham! It won't be long until Labor Day is a fond memory!

August Production Levels • 2016-2026



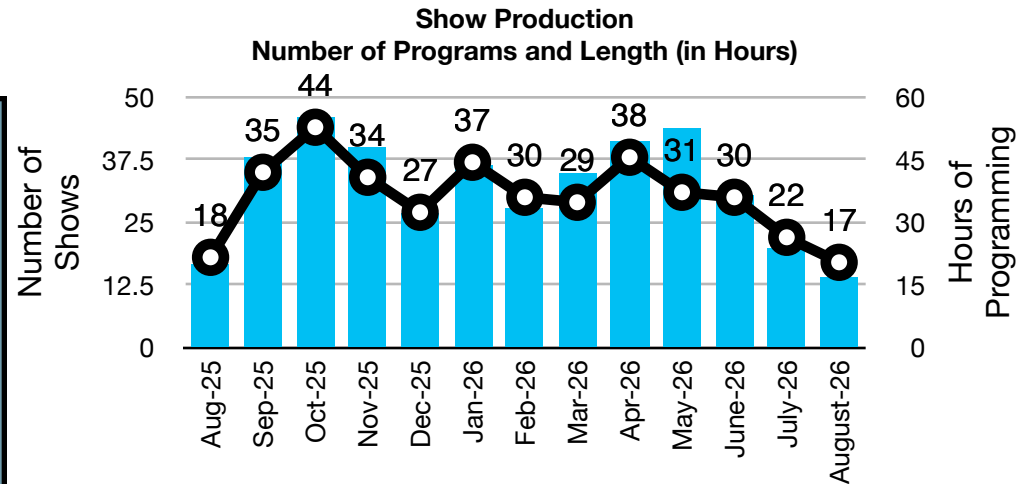
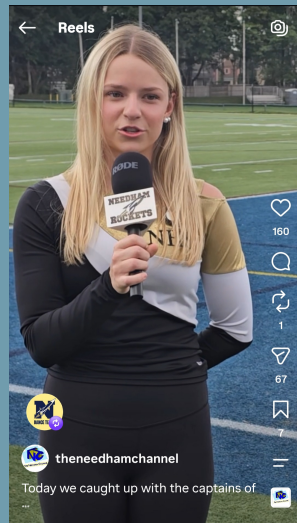
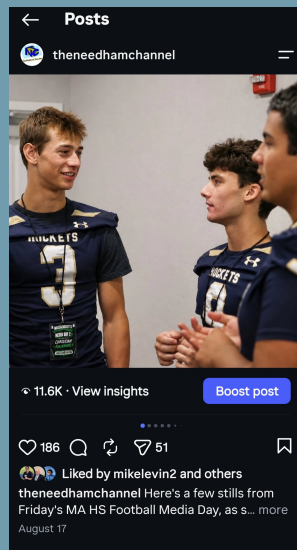
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August On Air and Online

Fall Sports Media Days: Football as always is tops, but Dance takes #2 spot

Our preseason coverage of Needham Football always gets a lot of attention and this year was no different! The 2nd annual MA HS Football Media Day event gave us a chance to talk with the team about what happened last season and what to expect this season. At that event, our long time volunteer, Ben Gilman, took some pictures, which we posted as a gallery on our Instagram feed. In fact, our top 10 social media post this month all came from Instagram! Our second most popular post was our season preview interviews with the Dance Team. While the football picture gallery was the top liked post, the Dance Team interviews were tops in shares, reach, as well as Watch Time, with over a full day! ***TNC Social Media Note*** We are discontinuing our News Facebook and X pages, our Sports Facebook page and our TNC X page. Moving forward, we'll only be using our Sports X page, our TNC Facebook, our Instagram and YouTube pages.



This Month's Top 10 YouTube Videos

Views	Video	Posted
262	A Brief History of Radio	11/14/13
258	Your World, Bringing it Home: Building a Clothesline	3/10/09
173	NCN: Climate Action Campaign Standout	8/21/26
156	NCN: National Community Survey 2026 Results	8/21/26
112	Living Your Best Senior Life: Dr. Jenny Lu	8/27/26
94	NCN Sports: Mass Athlete Performance	8/14/26
93	NCN: Proposed Multi-Family Housing for 193 Garden Street	8/14/26
86	NCN: New Traffic Pattern at Hunnewell and Hillside	8/21/26
80	NCN: Potentially Harmful Algal Bloom at Rosemary Lake	8/28/26
79	Local Music Scene: Satellites Fall "Servitude"	6/9/12

Total Views in August: 4,899



Social Media Subscriber Count	YouTube	2,838	+7
	Instagram	2,719	+58
	X (Sports)	1,467	+5
	X (TNC)	1,464	+26
	Facebook (TNC)	1,461	+2
	Facebook (News)	849	+2
	X (News)	785	-
	Facebook (Sports)	733	+28

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Streaming Video and Needham Local:

Top 10 Views on needhamchannel.org & Roku

Views	Video	Posted
377	LWW DA Candidates Forum, 8/12/26	Aug 26
101	Needham Channel HD Channel	n/a
15	Needham Planning Board	7/28/26
14	Needham Select Board	8/11/26
13	Needham Select Board	8/3/26
12	Needham Channel News	8/20/26
8	Needham Select Board	7/21/26
6	Pollard Community Meeting	6/30/26
6	Needham Select Board	6/23/26
6	Needham Planning Board	7/7/26

Total Views: 680

Viewers: 428

Top 10 Needham Local Stories

Views Video

Unfortunately, the statistics for our Needham Local website are not available as a bot attack rendered the information unreliable. We hope to have this feature restored for our September edition. Check back then!

UNAVAILABLE

10 Most "Liked" Social Media Posts in August

	Likes	Shares	Reach	Watch Time	Venue	Date	Description
1	186	51	4,188	N/A	Instagram	Aug 17	MA HS Football Media Day: Picture Gallery
2	160	67	4,674	1d 2h	Instagram	Aug 27	Football/Cheer/Dance Media Day: Dance Team Interviews
3	116	21	2,477	8h 51m	Instagram	Aug 20	MA HS Football Media Day: Dash Mendez Interview
4	110	13	2,863	7h 47m	Instagram	Aug 21	MA HS Football Media Day: Matthew Mullaney Interview
5	102	48	3,941	12h 55m	Instagram	Aug 24	MA HS Football Media Day: Christian Rocamboli Interview
6	91	26	2,815	9h 26m	Instagram	Aug 19	MA HS Football Media Day: Will Cassidy Interview
7	85	12	2,437	12h 35m	Instagram	Aug 17	MA HS Football Media Day: Coach Kppcso Interview Part 1
8	69	20	1,885	7h 54m	Instagram	Aug 18	MA HS Football Media Day: Parker Amodeo Interview
9	67	19	2,175	6h 57m	Instagram	Aug 25	MA HS Football Media Day: Grayden Loeb Interview
10	52	1	1,430	N/A	Instagram	Aug 27	Overdose Awareness Vigil: Picture Gallery

Next Month:

The start of the Fall Sports season, which includes some live football games, as well as soccer, volleyball and field hockey... Plus a brand new edition of Rockets Report... We'll also debut the annual Overdose Awareness Vigil, have the latest on the Pollard Project and much more!!