

Needham Channel Production Report

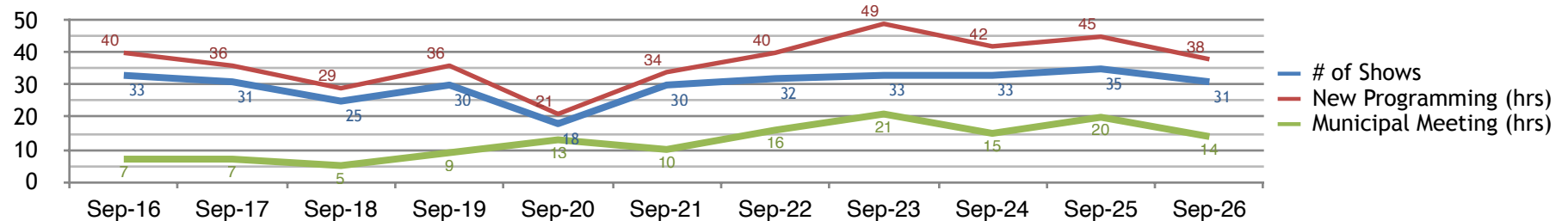
September 2026

Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	4	71.9	Access Series - Religion
	Living Well with Mary Lou Andre	1	28.23	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	90.27	Sports
	Needham Planning Board	2	89.72	Municipal Meeting
	Needham School Committee	1	151.44	Municipal Meeting
	Needham Select Board	2	190.68	Municipal Meeting
	Needham Veterans In Their Own Words	1	23.04	Documentary
	Rockets Report	1	22.72	Sports
	The Writer's Block	0	30	Educational
	Zoning Board of Appeals	1	105.95	Municipal Meeting
Specials:	9/11 Remembrance Ceremony	1	24.8	Community Event
	Bells Across America (9/18/26)	1	4	Community Event
	Overdose Awareness Day Vigil, 8/27/25	1	27.94	Community Event
	Pollard Community Meeting, 8/26/26	1	92.25	Public Affairs

Bouncing Back in September... We are definitely enjoying the cool weather and the renewed focus of the schools and the town, filling our schedules with forums, games, meetings and more. It took us a little while to get going, but there is a lot more in store for the month of October. One of the new pieces of fun we experienced was through the Great Hall Concert Series. We were able to capture the performance of the Rocket Robins, a first for us. They did a dynamic job, and we enjoyed being able to give them a little more exposure on air and online. Plus we continued our series highlighting the experiences of former service members, Needham Veterans in Their Own Words. Well worth a watch!

September Production Levels • 2016-2026



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September On Air and Online

The TNC Instagram Explosion Is Here!!!

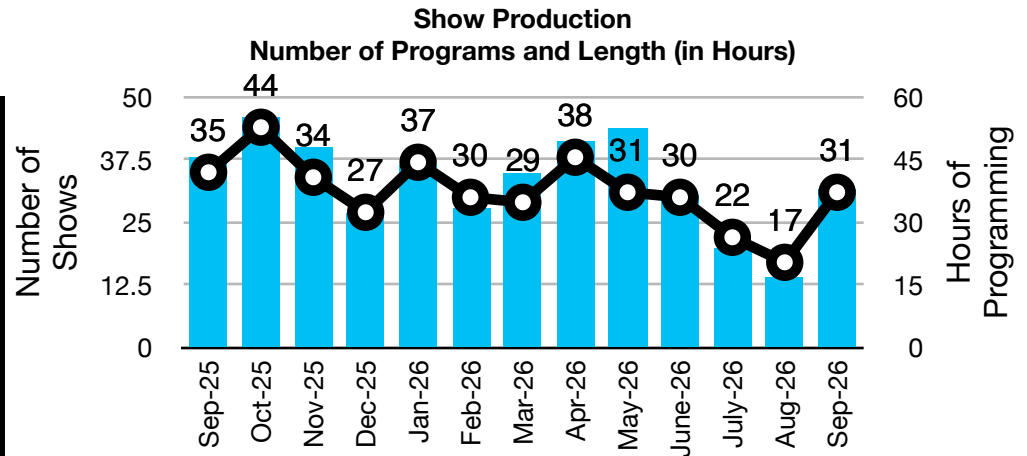
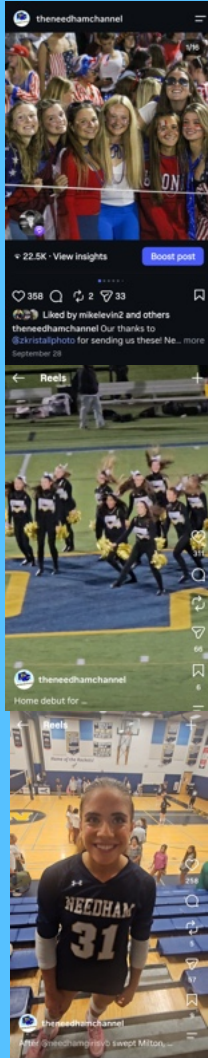
With the return of Needham Rockets varsity sports this fall, our NHS Sports content provided us with a unique opportunity to reach our biggest audience ever. This month our subscriber base took off, with over 300 new followers to our Instagram and over 80 new followers to Facebook.

While the football games were the setting of our most popular posts of September, it was actually non-football related content that mostly ended up on top. Picture galleries from the home opener of fans and the sunset were big, as was the first performance of the year of the dance team.

Our most liked post was the final score graphic for the football opener at Natick, pulling incredible numbers you can see below. Also making it into the top 5 was our first interview with girls volleyball rising star Dani Hatziliades, after the team's win over Milton.

We'd also like to send a special thank you to our growing Instagram audience, as 25 posts cleared 100 likes this month, 24 of those from Insta!

Also notable this month was that, for the first time, the number of Instagram subscribers surpassed YouTube. Is it the end of an era?



This Month's Top 10 YouTube Videos

Views	Video	Posted
385	NCN: National Community Survey 2026 Results	8/21/26
320	A Brief History of Radio	11/14/13
312	Your World, Bringing it Home: Building a Clothesline	3/10/09
209	Rockets Roundup	9/14/26
200	Football Media Day 2026	8/21/26
195	NCN Sports: Girls Volleyball Preview 2026	9/4/26
187	NCN: Climate Action Campaign Standout	8/21/26
179	NCN: 25th Anniversary of 9/11	9/17/26
163	Rockets Roundup	9/21/26
153	Great Hall Opening Acts: NHS Rocket Robins	9/22/26

Total Views in September: 7,870



Focus on our Feeds! We are looking to grow our social media base, so we are simplifying our channels and putting out the call to subscribe. Find us on the services below...and, of course, make sure you are signed up for our Needham Local Newsletter. Thanks!

Social Media Subscriber Count

	Instagram	YouTube	Facebook (TNC)	X (Sports)
	3,047	2,850	1,553	1,470
	+328	+12	+86	+9

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Streaming Video and Needham Local:

Top 10 Views on needhamchannel.org & Roku

Views	Video	Posted
124	Needham Channel HD Channel	n/a
57	LWV District Attorney Primary Forum	8/12/26
35	Needham School Committee	9/15/26
23	Football vs Natick	9/10/26
21	Boys Soccer vs Marshfield	9/11/26
19	Girls Volleyball vs Milton	9/17/26
16	Rockets Report	Fall 2026
12	Needham Planning Board	8/25/26
12	Big Little Town	2012
11	Pollard Information Session	8/26/26

Total Views: 547

Viewers: 330

Top 10 Needham Local Stories

Views	Video
1,096	Needham Local Front Page
749	Linden Terrace Redevelopment Secures \$41 Million in Grant Funding
682	I Wear the Needham Badge Proudly' Comedian Jared Freid
328	In the Wake of Local Tragedy, Organizations Lend Support
274	Events: September 2026
172	Needham Police Chief's Son Makes MLB Debut
153	Circle of Peace Statue Returns to Town Common in Full Form
150	Rausch Talks Pollard, Rising Costs Federal Woes
146	BID Lays Foundation for Growth
132	It's About Family' Lauren Ambrose Talks Needham Connection

Total Views: 9,237

Viewers: 6,320

10 Most "Liked" Social Media Posts in September

	Likes	Shares	Reach	Watch Time	Venue	Date	Description
1	485	351	11,467	N/A	Instagram	Sept 10	Football Opener at Natick: Final Score Graphic
2	358	33	9,912	N/A	Instagram	Sept 28	Football Home Opener vs St. John's Prep: Zach Kristall Fan Pic Gallery
3	311	66	5,683	1d 19h	Instagram	Sept 25	Football Home Opener vs St. John's Prep: Dance Team Performance Video
4	259	45	6,328	20h 54m	Instagram	Sept 25	Football Home Opener vs St. John's Prep: Team Walk Down Video
5	258	57	8,609	1d 20h	Instagram	Sept 17	Girls Volleyball vs. Milton: Daniela Hatziliades Postgame Interview
6	243	13	3,764	N/A	Instagram	Sept 25	Football Home Opener vs St. John's Prep: Sunset Pic Gallery
7	224	33	6,035	22h 8m	Instagram	Sept 18	Football at Lincoln-Sudbury: 1st TD of the season by Preston Pinckney Video
8	221	50	8,680	1d 4h	Instagram	Sept 22	Great Hall Concert Series: NHS Rocket Robins Highlights Video
9	184	50	4,032	N/A	Instagram	Sept 25	Football Home Opener vs St. John's Prep: Final Score Graphic
10	164	11	3,173	N/A	Instagram	Sept 15	Girls Soccer vs. Weymouth: Picture Gallery

Next Month:

The biggest event of October is the Special Town Meeting on the 19th, which we'll have live... Sports highlights include Girls Volleyball vs Newton North and the Soccer Night in Needham doubleheader vs. Newton South... Plus, coverage on-air and online from the annual Harvest Fair... and much more!!