

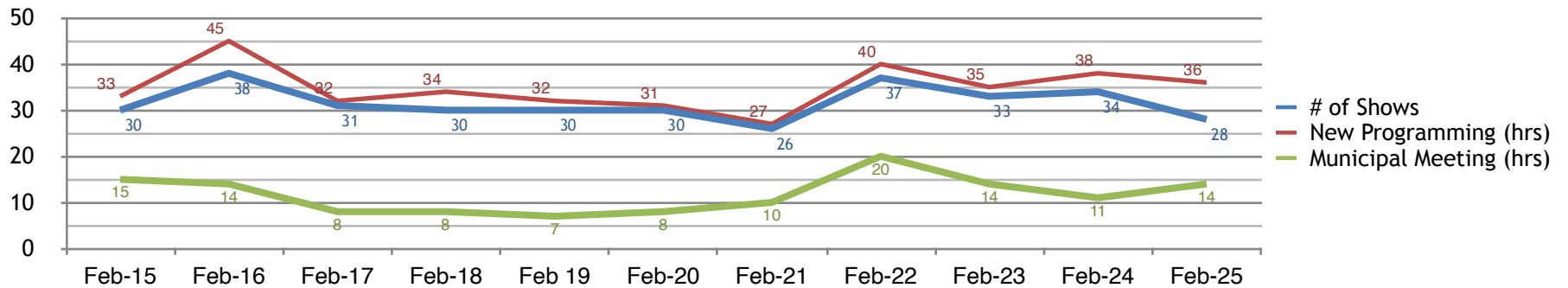
Needham Channel Production Report  
February 2025

## Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	3	75.03	Access Series - Religion
	Living Your Best Senior Life	0	30	Access Series - Lifestyle
	Mindful Me	1	26.57	Access Series - Lifestyle
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	8	77.61	Sports
	Needham Planning Board	2	71.61	Municipal Meeting
	Needham School Committee	2	111.75	Municipal Meeting
	Needham Select Board	2	175.43	Municipal Meeting
	Rockets Report	0	30	Sports
	The Writer's Block	0	25.37	Educational
	Zoning Board of Appeals	1	144.72	Municipal Meeting
Specials:	Friends of the NPL: Racism in Boston, 2/23/25 (2/27/25)	1	87.92	Educational
	Good Person Award 2025 Ceremony (2/6/25)	1	26.78	Community Event
	Metropolitan Water Tunnel Public Information Session, 2/5/25 (2/7/25)	1	51.32	Public Affairs
	Martin Luther King Jr. Day Celebration 2025 (2/6/25)	1	83.62	Community Event
	Real Money Moves - Gaetano & Vito from AFC	1	83.62	Educational

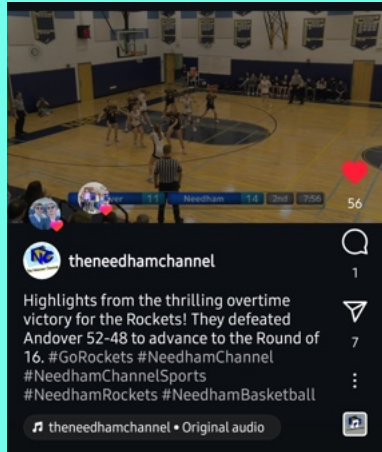
**Saving the Best for Last:** This month was very heavily weighted toward the last week of the month. With playoffs, three municipal meetings, and an extra Public Works forum, there wasn't enough time to air them all, so two special will have to wait for March for us to share. But check out those specials—there was a lot going on from January as well. So the trend continues!

### February Production Levels • 2015-2025



# Needham Channel Production Report February 2025

## February On Air and Online



### Girls Playoff Hoops & Sunita Day 2023 Break Away from the Field

Our most popular new post this month was highlights from Needham Girls Basketball's playoff game vs Andover. You can check out the stats in our chart below for the Instagram and Facebook numbers.

However, our news story on Sunita Williams Day 2023 keeps gaining traction as her return from space draws closer. It collected some interesting numbers in February alone...

### Sunita Williams Day 2023 YouTube

**171,312 Impressions**

**13,163 Views**

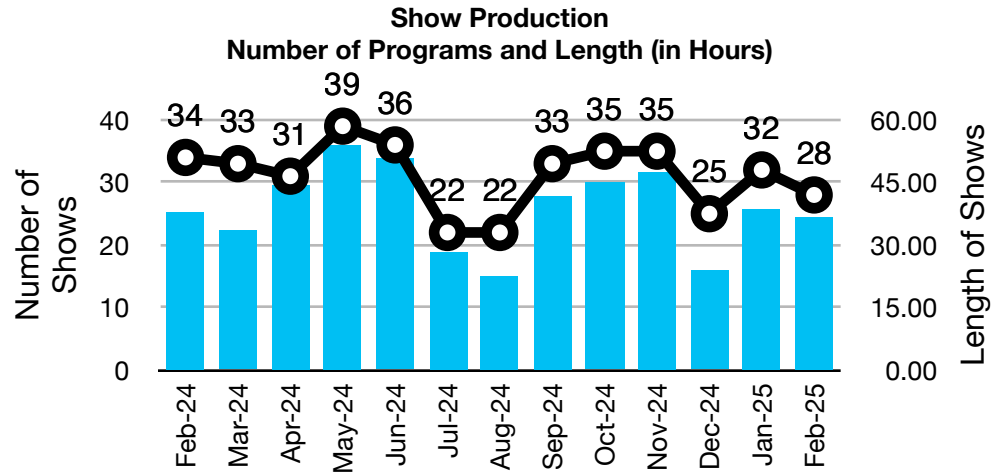
**214.2 hours Watch Time**  
*(That's over a week!)*

**49 Likes**

**8 Shares**

**And 61 New Subscribers**

*from viewers this month!*



### This Month's Top 10 YouTube Videos

Views	Video	Posted
13,163	NCN: Sunita Williams Day 2023	5/30/23
756	Killer Kowalski	2/16/09
310	A Brief History of Radio	11/14/13
299	Your World, Bringing it Home: Building a Clothesline	3/10/09
226	Shiri Spear & Catherine Parrotta at the Needham Sheraton	11/1/24
161	Carey's Corner	4/11/14
140	Coming Soon: Living Well with Mary Lou Andre	2/21/25
136	NCN: An Egypt Affair & Love Don't Fade Away Premiere	5/8/23
113	NCN: Hair Donations	8/28/15
112	For the Love of Music: The Club 47 Folk Festival	4/13/12

**Total Views in February: 19,714**



Social Media Subscriber Count	Subscriber Count	Change
YouTube	2,497	+98
Instagram	1,866	+16
X (Sports)	1,441	+1
X (TNC)	1,410	+1
Facebook (TNC)	1,177	—
Facebook (News)	822	-1
X (News)	772	—
Facebook (Sports)	652	+5

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## Streaming Video and Needham Local:

### Top 10 Views on [needhamchannel.org](http://needhamchannel.org) & Roku

Views	Video	Posted
394	Needham Channel HD Channel	n/a
50	Needham School Committee, 2/4/25	Feb 25
47	Needham School Committee, 1/21/25	Jan 25
41	Needham School Committee, 1/27/25	Jan 25
31	Girls Basketball vs. Weymouth, 1/31/25	Jan 25
28	Boys Basketball vs. Braintree, 2/7/25	Feb 25
22	Needham School Committee, 2/25/25	Feb 25
21	Girls Basketball vs. Walpole, 2/11/25	Feb 25
15	Needham Select Board, 1/28/25	Jan 25
15	Boys Basketball vs Newton North, 1/10/25	Jan 25

**Total Views: 910**

**Viewers: 417**

### Top 10 Needham Local Stories

Views	Video
550	Website Front Page: Headlines
254	Events for February 2025
183	Proposed Gas Powered Leaf Blower Ban Prompts Concern (Feb 2025)
176	Needham's 'Star' Athlete Eyes Olympics (Feb 2025)
154	Here's Who's Running for Public Office (Feb 2025)
123	Needham Schools Ditch Single-Use Lunch Trays (Feb 2025)
97	Tarsky Tackles Education in First Month (Feb 2025)
80	Boys Basketball Upsets BC High To Clinch Play-In Game (Feb 2025)
77	Not the Time' for Plastic Water Bottle Ban Select Board Says
73	Rockets Ready for Winter Playoffs (Feb 2025)

**Total Views: 4,422**

**Total Users: 2,434**

## 10 Most "Liked" Social Media Posts in February

	Likes	Shares	Reach	Watch Time	Venue	Date	Description
1	<b>157</b>	3	689	5h 48m	NCS FB	Feb 27	Girls Hoops Playoff Highlights vs Andover
2	79	9	2,261	9h 7m 16s	Instagram	Feb 25	Boys Hoops Playoff Highlights vs KP
3	73	2	507	3h 2m	NCS FB	Feb 25	Boys Hoops Playoff Highlights vs KP
4	56	7	1,410	6h 15m 15s	Instagram	Feb 27	Girls Hoops Playoff Highlights vs Andover
5	54	<b>24</b>	2,325	9h 52m 49s	Instagram	Feb 18	Boys Hoops Highlights vs BC High
6	51	0	3,968	11h 7m 15s	Instagram	Feb 18	Boys Hoops Warmup vs BC High
7	49	8	<b>171, 312</b>	<b>1w 1d 22h 12m</b>	YouTube	2023	Sunita Williams Day NCN PKG
8	42	5	1,900	3h 6m 20s	Instagram	Feb 25	Vann Hotchkiss at School Committee
9	40	9	1,410	2h 11m 48s	Instagram	Feb 11	Girls Hoops Highlights vs Walpole
10	35	1	507	3h 2m	NCS FB	Feb 11	Girls Hoops Highlights vs Walpole

**Coming in March**

The debut of a new series, "Living Well with Mary Lou Andre" • Two LWV Forums with the candidates in the April Town Election • The Community Preservation Committee Public Hearing • We close the door on Winter Sports and start the Spring Season... **and much more!**