

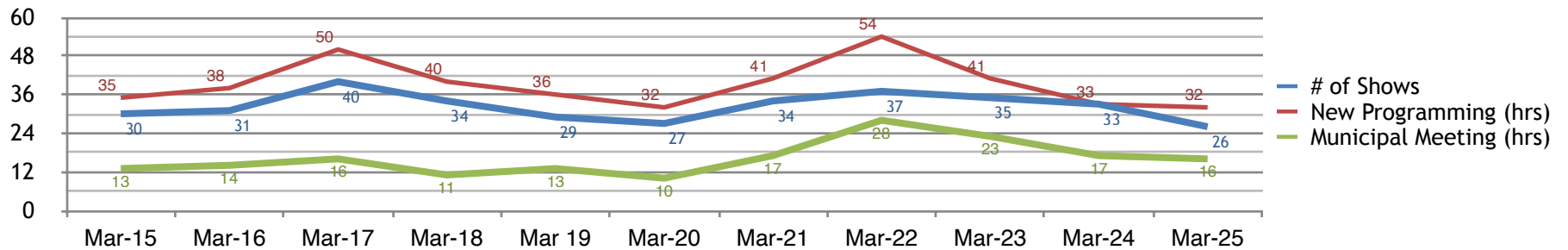
Needham Channel Production Report
March 2025

Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	4	71.15	Access Series - Religion
	Living Well with Mary Lou Andre	1	25.8	Access Series - Lifestyle
	Living Your Best Senior Life	0	30	Access Series - Lifestyle
	Mindful Me	1	29.95	Access Series - Lifestyle
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	2	75.3	Sports
	Needham Planning Board	2	74.73	Municipal Meeting
	Needham School Committee	2	148.47	Municipal Meeting
	Needham Select Board	2	173.48	Municipal Meeting
	Rockets Report	0	30	Sports
	The Writer's Block	1	27.17	Educational
	Zoning Board of Appeals	1	25.68	Municipal Meeting
	Specials:	Community Preservation Committee, 3/12/25	1	164.38
Friends of the NPL: Mysterious Doings In Boston, 3/2/25 (3/27/25)		1	57.4	Educational
Highland Avenue Visioning Project, 2/26/25 (3/6/25)		1	75.22	Public Affairs
LWV Candidate Forums, 3/18, 3/19 & 3/24/25		3	71.62	Public Affairs

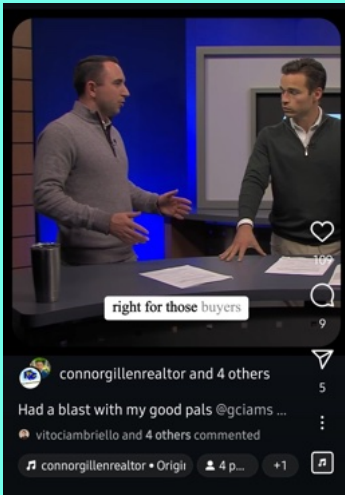
A League of Their Own: The Big League has a different meaning in Needham, at least in March. The gameplay is all about local politics, and teaming up with the Needham LWV has given us a considerable boost in visibility. Their three forums drove viewers to our website, and have dominated our cable channels over the latter half of the month. This is despite the fact that our production was way down for the month—not that we weren't busy! Spring is a non-stop time for our productions, so look for some great programming over the next few weeks!

March Production Levels • 2015-2025



Needham Channel Production Report March 2025

March On Air and Online



Money Moves' Really Liked, while Sunita Story Still a Star

Our most liked post of March was a video clip of 'Real Money Moves' by Connor Gillen. We also saw some renewed interest in the Voting PSAs we produced with the LWV, as well as a pregame interview with Boys Volleyball Coach Dave Powell at their first game of the season. The 2023 news piece about Sunita Williams Day on YouTube also continued to be popular as Sunita returned to Earth after months in space. Check out the stats on her piece below, particularly the Impressions and Watch Time.



Sunita Williams Day 2023

YouTube

90,830 Impressions

8,126 Views

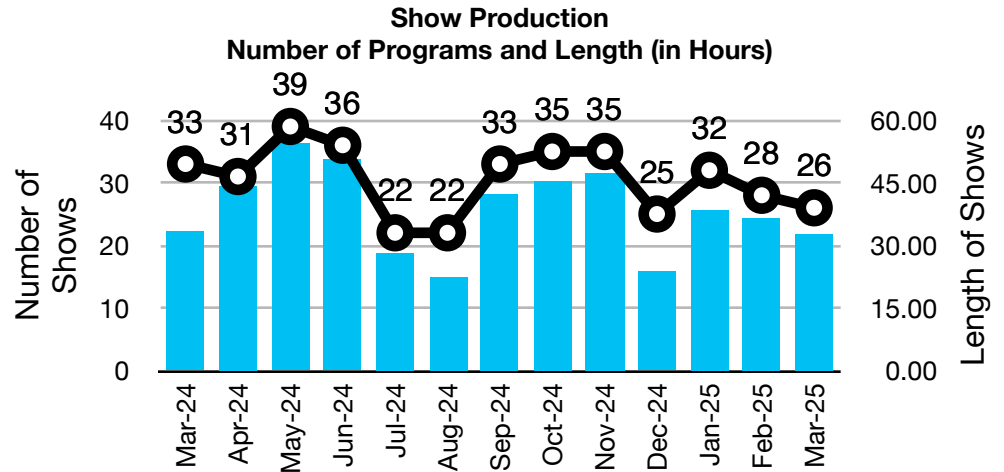
127.8 hours Watch Time

(That's over five days!)

47 Likes

9 Shares

From viewers this month!



This Month's Top 10 YouTube Videos

Views	Video	Posted
8,126	NCN: Sunita Williams Day 2023	5/30/23
658	Your World, Bringing it Home: Building a Clothesline	3/10/09
538	A Brief History of Radio	11/14/13
206	Living Well with Mary Lou Andre: Arthur Anton, Jr.	3/6/25
203	NCN: Hair Donations	8/28/15
147	Shiri Spear & Catherine Parrotta at the Needham Sheraton	11/1/24
147	School Committee Candidate: Sri Baqri	3/28/25
118	NCN: An Egypt Affair & Love Don't Fade Away Premiere	5/8/23
110	Sports: New Girls Lacrosse Coach	3/21/25
91	2025 Select Board Candidate: Vikram Kaul	3/21/25

Total Views in March: 15,005



Social Media Subscriber Count	Subscriber Count	Change
YouTube	2,550	+53
Instagram	1,882	+16
X (Sports)	1,437	-4
X (TNC)	1,412	+2
Facebook (TNC)	1,184	+7
Facebook (News)	827	+5
X (News)	773	+1
Facebook (Sports)	656	+4

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Streaming Video and Needham Local:

Top 10 Views on needhamchannel.org & Roku

Views	Video	Posted
234	Needham Channel HD Channel	n/a
151	LWV Candidates Forum, 3/24/25	Mar 25
63	LWV Candidates Forum, 3/19/25	Mar 25
58	LWV Park & Recreation Forum, 3/18/25	Mar 25
55	Needham School Committee, 3/4/25	Mar 25
39	Needham School Committee, 3/18/25	Mar 25
34	Girls Basketball vs. Bishop Feehan, 1/8/25	Jan 25
29	Needham School Committee, 2/25/25	Feb 25
24	Boys Basketball vs. Braintree, 2/7/25	Feb 25
19	Needham Planning Board, 2/13/25	Feb 25

Total Views: 980

Viewers: 514

Top 10 Needham Local Stories

Views	Video
767	Website Front Page: Headlines
485	Events for March 2025
358	A Crowded Race for Needham School Committee
309	Here's Who's Running for Public Office (Feb 2025)
242	Breaking Fasts, Building Resilience at Community Iftar
231	Select Board Candidates Discuss Issues, Share Priorities
190	'Take a Chance On' Student Theater
160	Mental Health Takes Center Ice at Film Premiere
136	Fitzpatrick Talks Passion for Government, Next Steps...
109	Connie Barr Ends Campaign for School Committee

Total Views: 6,141

Total Users: 3,263

10 Most "Liked" Social Media Posts in March

	Likes	Shares	Reach	Watch Time	Venue	Date	Description
1	109	5	2,772	9h 7m 22s	Instagram	Mar 6	Real Money Moves Ep16 Clips
2	74	27	2,071	6h 9m 57s	Instagram	Mar 28	Boys VB Coach Powell Pregame Interview
3	47	9	90,830	5d 7h 48m	YouTube	2023	Sunita Williams Day NCN PKG
4	38	7	958	5h 30m 17s	Instagram	Mar 28	Boys VB vs New Bedford Highlights
5	33	12	591	—	Instagram	Mar 10	Art in Bloom Picture Gallery
6	32	41	1,982	4h 19m 18s	Instagram	Mar 4	Girls Hoop Pregame Video at Braintree
7	19	3	884	2h 9m	TNC FB	Mar 19	LWV Candidates Night Promo
8	18	3	1,322	3h 19m	TNC FB	Mar 7	Town Election Candidates Video
9	13	4	643	1h 7m	TNC FB	Mar 28	LWV Voters Guide Video
10	12	2	237	—	TNC FB	Mar 10	Art in Bloom Picture Gallery

Coming in April

The annual Needham Education Foundation Trivia Bee, the first full month of Spring Sports, a new Town Manager will be selected, coverage of the Town Election, new episodes of Writer's Block, Living Well & Living Your Best Senior Life... **and much more!**