

## 2017Q1 CAC REPORT

July 2016-September 2016

### FY2017Q1 Highlights

LexMedia was recognized for excellence in the North East region of the Alliance of Community Media. We were honored with first and second place awards for two short pieces, one on the new school superintendent riding the buses on the first day of school and the other for a Public Service Announcement on the services provided at LexMedia.

We had two interns who worked with us this the summer helping to cover some of the many events in Lexington. They got experience filming and editing projects.

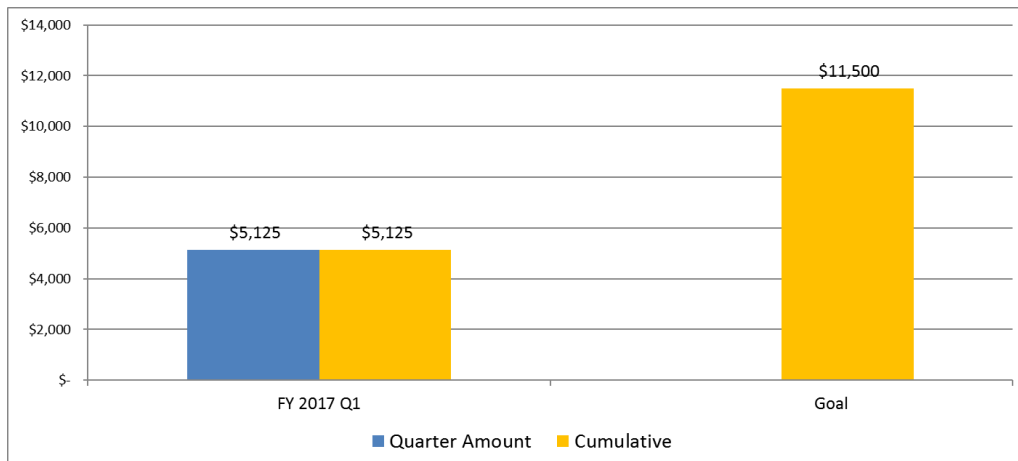
Through the summer we covered many community events including: community concerts, school plays, and lectures. We filmed the Lexington Police Academy youth program, and we produced a program for the special election on The Campaign for Funding of Minuteman High School. We continued production on the “What’s” series, a show that answer the questions “Hey What Is This?” Members are currently working on a series of show about changing and choosing a career and “what” that job entails. We produced another episode of “In Conversation” featuring Lexington Minuteman reporter Al Gentile, and Nathan Bourjolly was back on the set interviewing Jeff Leonard, Coordinator of Performing Arts in the school district. Lexington Remembers in partnership with The Lexington Council on Aging have started recording shows in the studio.

In fundraising, we had some studio rentals and we held our summer film making class for middle school students.

#### a) Fundraising Targets

LexMedia’s fundraising target for the year is set at \$11,500. We raised over \$5,100 in the first quarter and we are on target to meet our overall goal for FY2017.

#### FY2017 Q1 Fundraising Target

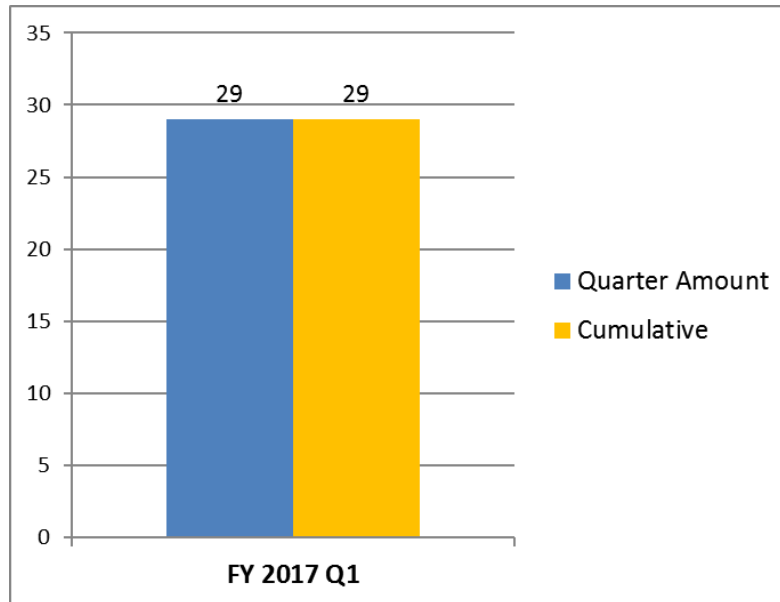


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**b) Statistics on Number of Residents Trained, TOWN Board and Committee Members Trained**

LexMedia trained 29 volunteers in this quarter. There was no training for Town Board and Committee members in Q1FY2017.

**FY2017 Q1 Volunteer Training**



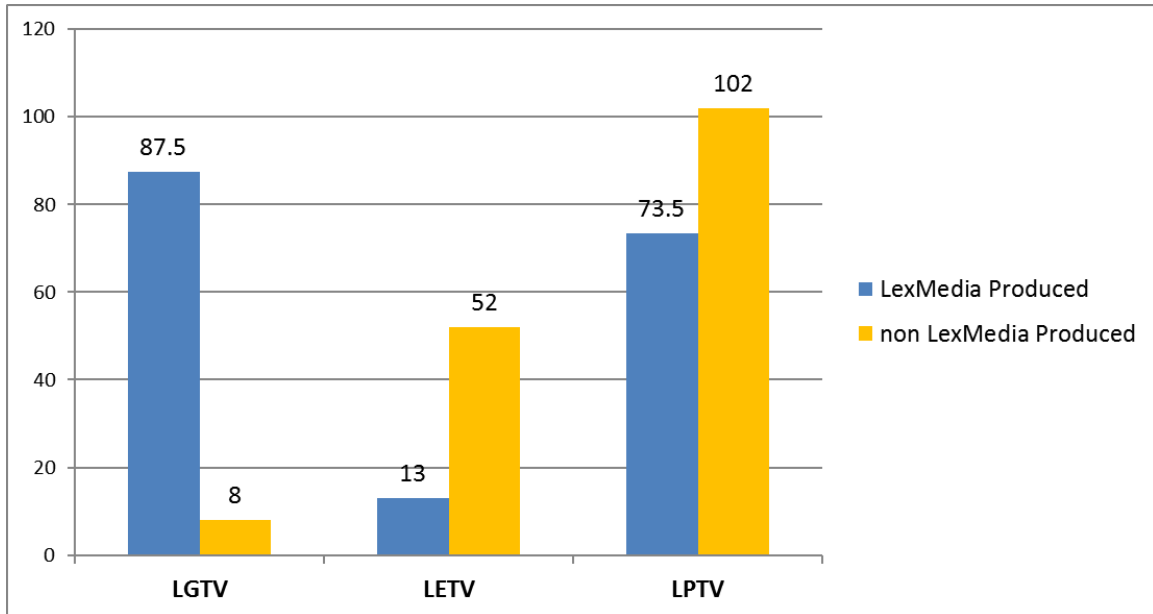
**c) Number of Hours by Type of Programming (Public, Education, Government, and LexMedia or non-LexMedia produced programming)**

LexMedia produced over 95 hours of programs on the Government Channel this quarter, 75 hours on the Education Channel and 175 hours on the Public Channel.

Below is a breakdown of all LexMedia produced and non-LexMedia produced **first run** program hours for each channel. Each program was repeated at least three times as required by contract.

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**FY2017 Q1 Programming**



**d) LexMedia required meetings and additional non-required government meetings.**

LexMedia a total of 22 required meetings. We also covered 25 additional required meetings July - September. They have all been indexed and are available for viewing on our Lexmedia.org On Demand service.

**Here is the breakdown of required meetings:**

Board of Selectmen	10
School Committee	5
TMMA Info	1
Town Meeting	1
Planning Board	6

**Here is the breakdown of non-required meetings:**

Board of Appeals	5
Conservation Com.	5
Historic Districts	3
Historical Com.	3
20/20 Vision:	1
SC Policy sub-committee:	2
Design Advisory	2
Streetscape Design Review:	1
Sustainability:	1

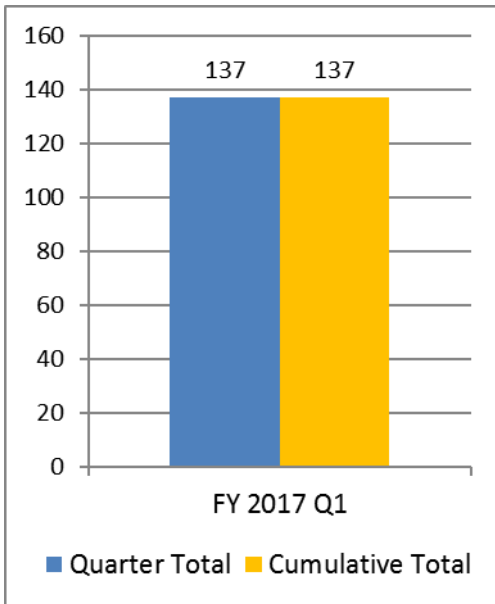
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e) The number of On Demand programs available, year to date.

Numbers of On Demand viewers for the rolling last 13 months.

LexMedia added a total of 137 programs to the On Demand site for this quarter.

**Total Number of On-Demand Programs**



The chart below shows the number of On Demand viewers and hits for the rolling past 13 months.

**FY2017 Q1 On-Demand Views**

<u>Month</u>	<u>Unique Visitors</u>	<u>Hits</u>
<u>Sep-16</u>	<u>308</u>	<u>1300</u>
<u>Aug-16</u>	<u>214</u>	<u>792</u>
<u>Jul-16</u>	<u>268</u>	<u>1443</u>
<u>Jun-16</u>	<u>504</u>	<u>5890</u>
<u>May 16</u>	<u>357</u>	<u>1549</u>
<u>Apr-16</u>	<u>664</u>	<u>2429</u>
<u>Mar-16</u>	<u>559</u>	<u>2062</u>
<u>Feb-16</u>	<u>372</u>	<u>1643</u>
<u>Jan-16</u>	<u>356</u>	<u>1517</u>
<u>Dec-15</u>	<u>333</u>	<u>2054</u>
<u>Nov-15</u>	<u>359</u>	<u>1774</u>
<u>Oct-15</u>	<u>334</u>	<u>1163</u>
<u>Sep-15</u>	<u>506</u>	<u>1501</u>

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**f) Equipment Purchased During the Quarter and Cost of Each Item**

LexMedia spend a total of \$8,769 through the first quarter of 2017Q1. The largest purchase was for a high-end field production camera and supporting equipment.

<b>Date</b>	<b>Capital Item</b>	<b>Cost</b>
8/4/2016	Production Camera	\$ 7,135.00
8/12/2016	3 TVs for reception area	\$ 985.89
9/13/2016	1 Speed Booster Adpter for Canon EF Mount Lens	\$ 649.00
<b>Total</b>		<b>\$ 8,769.89</b>

**g) Complaints Received During the Quarter and Their Dispositions.**

There were no complaints in FY2017Q1. The questions and comment log is available at the link below.

<http://www.lexmedia.org/view-questions-and-comments.html>

**Additional: LexMedia Operating Expenses**

Below is a chart showing LexMedia operating expenses for FY2017Q1.

**LexMedia Operation Expenses**

	<b>FY 2017 Q1</b>	<b>Total</b>
<b>Personnel Expenses</b>	\$ 70,019.84	\$ 70,019.84
<b>Employee Benefits</b>	\$ 16,676.51	\$ 16,676.51
<b>Outside Services</b>	\$ 2,914.53	\$ 2,914.53
<b>Occupancy Expenses</b>	\$ 2,170.82	\$ 2,170.82
<b>Studio Operating Expenses</b>	\$ 3,528.30	\$ 3,528.30
<b>General</b>	\$ 4,671.88	\$ 4,671.88
<b>Total</b>	<b>\$ 99,981.88</b>	<b>\$ 99,981.88</b>