

### **FY2017Q2 Highlights**

LexMedia held its Annual Members Meeting on November 17, 2016. With the exception of one member, Fred Johnson, it remains intact. Fred had a one-year seat, it will remain vacant for now. The board now has a total of 12 members. David Ilsley remains Chairman, Jim Shaw, Vice Chair, John Cini replaces Tim Counihan as Treasurer and Colleen Smith continues as Secretary. The other LexMedia board members are: Steve Isenberg, Bill Kofoed, Peter Lee, Jeff Leonard, Betsy Reynolds, Sue Rockwell, and Eph Weiss.

This quarter coincides with the start of the academic year and LexMedia covered the fall and winter school activities: field hockey, football, soccer, cross-country track, and basketball, as well as seasonal concerts and performances. We covered the Diamond Middle School presentation on Cyberbullying on Social Media, the Estabrook School Tour, The Truth About the Opioid Epidemic and live coverage of the LEF Trivia Bee.

We covered many town events including The Holiday Pops, and The Kid's Holiday Pops, the Lexington Retailer Association Halloween celebration, the East Village Fair, Indian American Association of Lexington's celebration of Diwalia, holiday greetings from local stores and community groups, Lexington Symphony concerts, The Cronin Lecture Series, Cary Library lectures, a lecture on Cyber Bullying at Diamond Middle School, a program by the Global Action Warming Committee, Veteran's Day ceremonies, League of Women Voters *First Friday* presentations and *Open House with Jay Kaufman*.

In the studio we filmed several episodes of *Lexington Remembers* as well as *In Conversation* with Steve Iverson, *Lexington at Home* hosted by Dan Fenn, *This Mom Needs Help* and cooking classes including: *Repurposing Leftovers*, *Glutton Free Cookin*, and *Helen's Asian Kitchen*

The winter break was spent installing a new set in the studio!

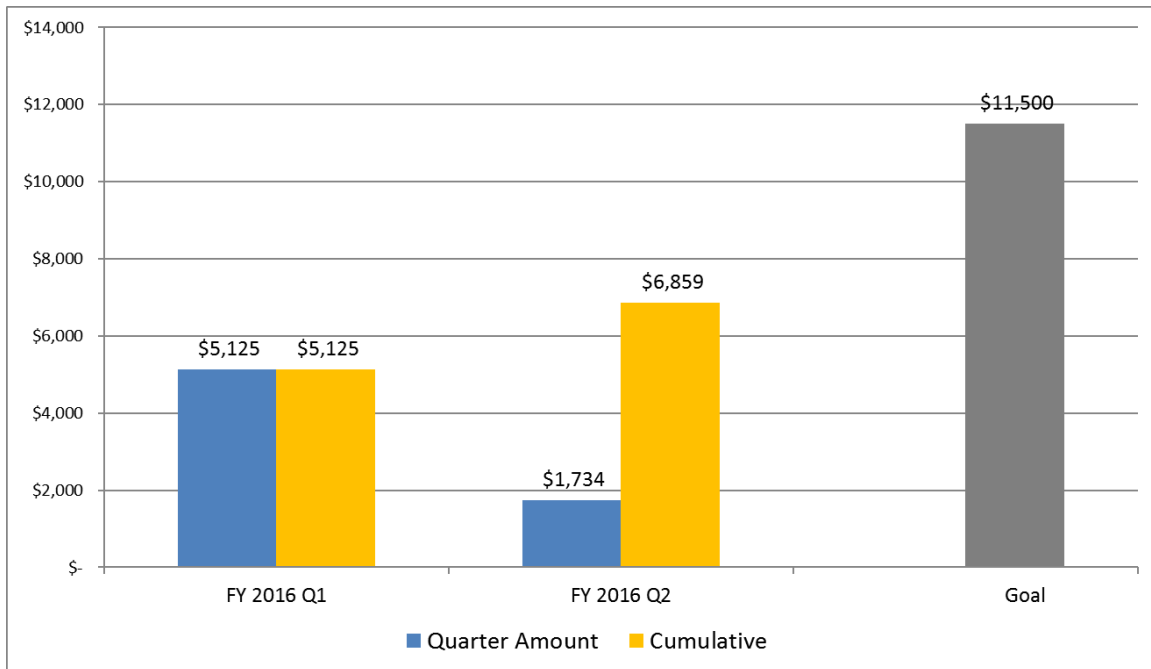


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**a) Fundraising Targets**

\$1734. of funding was added in Q2, keeping us on goal to reach our target of \$11,500 for FY2017.

**FY2017 Q2 Fundraising Target**



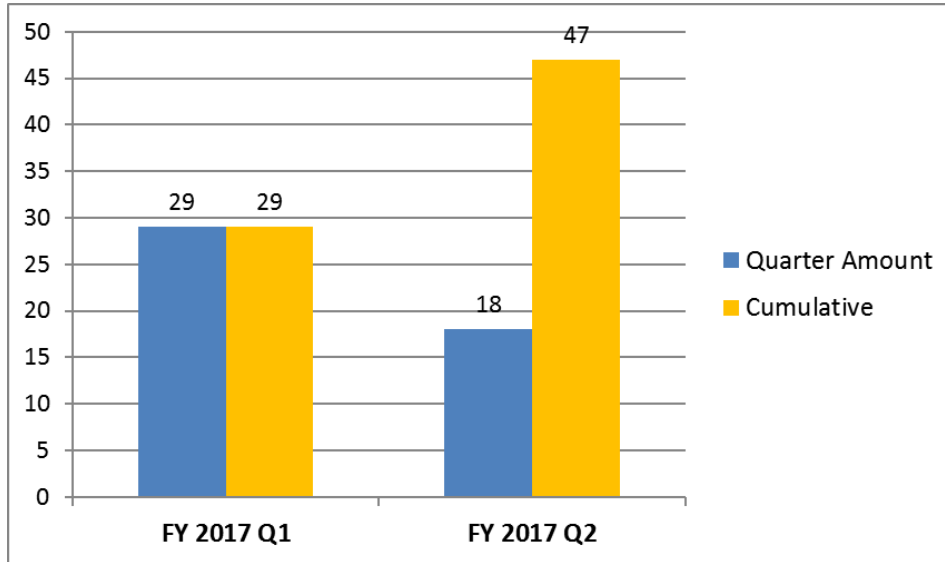
**b) Statistics on Number of Residents Trained, TOWN Board and Committee Members Trained**

LexMedia trained 18 volunteers in this quarter, which is down slightly from the number of volunteer trainings Q1. It is not unusual for the training numbers to decrease in this quarter due to the winter holidays. Overall we are on target with training numbers this quarter last year. There was no training for Town Board and Committee members this quarter. We are scheduled to train Town Board and Committee member on Power Point and presentation skills in Q3.

In November we started tracking the number of members who came into the studio to use the equipment or facilities after their training. The number for this quarter is incomplete, (October is not included) but for November and December approximately 60 members used the LexMedia equipment and resources. That number is for unique members and does not include multiple visits by the same person.

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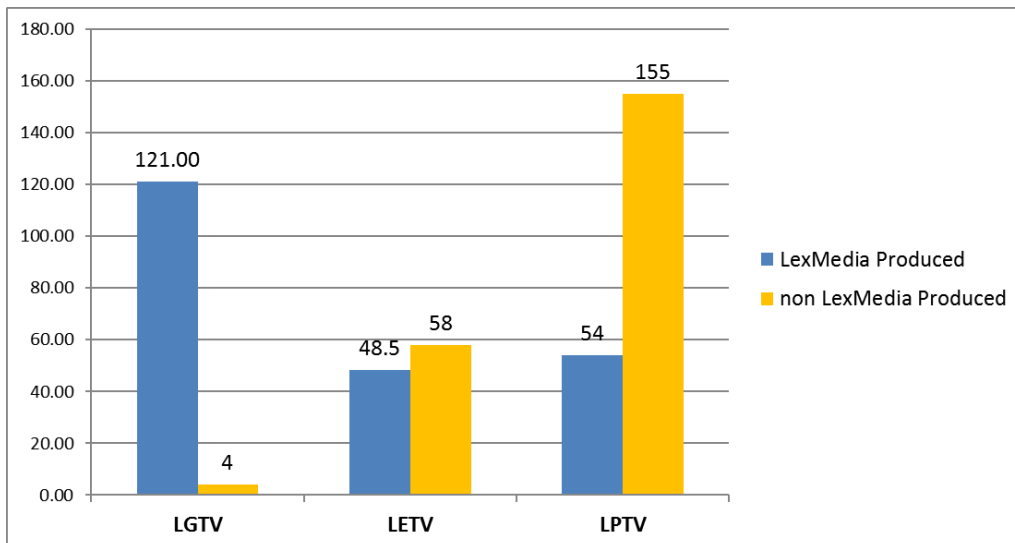
**FY2017 Q2 Volunteer Training**



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

The number of program hours on the Government Channel continues to rise. LexMedia aired 121 hours on the G channel in Q2, roughly double for this same period last year. Programming on the Education Channel and Public Channel is more consistent with previous years, 209 hours on the P Channel and 106 on the E 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.

**FY2017 Q2 Programming**



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

LexMedia covered all required government meetings for the quarter 24 in total. We also covered an additional 29 required meetings. 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 11  
School Committee 7  
Planning Board 6

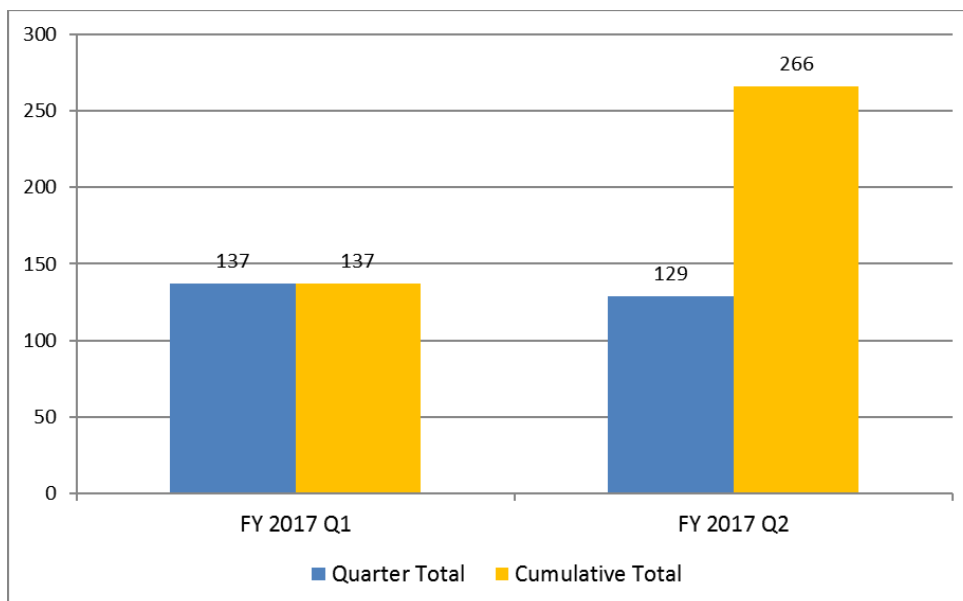
**Here is the breakdown of additional required meetings:**

Ad Hoc Center Com 5  
Board of Appeals 3  
Budget Summit 3  
Conservation Com. 6  
Hasting Vision 1  
Historical Com. 3  
Historic Districts 2  
SEPAC 1  
Transportation Safety 2

**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 129 programs to the On Demand site for this quarter. We now have added 266 programs available for On-Demand for this FY.

**Total Number of On-Demand Programs**



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

**FY2017 Q1 On-Demand Views**

<u>Month</u>	<u>Unique Visitors</u>	<u>Hits</u>
<u>Dec-16</u>	<u>321</u>	<u>1095</u>
<u>Nov-16</u>	<u>279</u>	<u>1076</u>
<u>Oct-16</u>	<u>268</u>	<u>770</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>540</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>

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

Below are the capital and equipment purchased this quarter. The majority of the spending is for the purchase of three additional field cameras and accessories. The purchase was made due to the high demand for camera reservations by our members.

<b>Date</b>	<b>Capital Item</b>	<b>Cost</b>
11/18/2016	Hard disk drive 5 @ 379 each	\$ 1,895.00
12/7/2016	Studio Set	\$ 2,000.00
12/8/2016	3 Sony Field Production Camcorders and kits	\$ 6,884.31
<b>Total</b>		<b>\$ 10,779.31</b>

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

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

none recorded

**Additional: LexMedia Operating Expenses**

Below is a chart showing LexMedia operating expenses for FY2017Q2.

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**LexMedia Operation Expenses**

	<b>FY 2017 Q1</b>	<b>FY 2017 Q2</b>	<b>Total</b>
<b>Personnel Expenses</b>	\$ 70,019.84	\$ 68,200.14	\$ 138,219.98
<b>Employee Benefits</b>	\$ 16,676.51	\$ 12,238.96	\$ 28,915.47
<b>Outside Services</b>	\$ 2,914.53	\$ 8,457.17	\$ 11,371.70
<b>Occupancy Expenses</b>	\$ 2,170.82	\$ 2,306.62	\$ 4,477.44
<b>Studio Operating Expenses</b>	\$ 3,528.30	\$ 1,321.31	\$ 4,849.61
<b>General</b>	\$ 4,671.88	\$ 4,292.69	\$ 8,964.57
<b>Total</b>	\$ 99,981.88	\$ 96,816.89	\$ 196,798.77