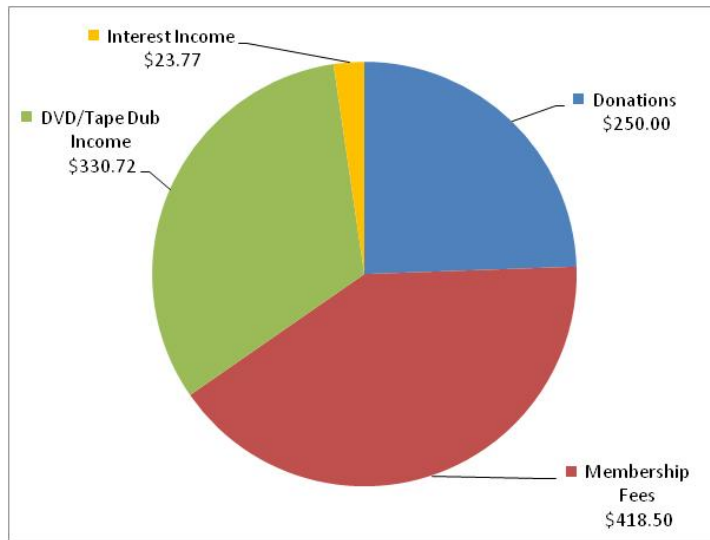


## 2011Q1CAC Report

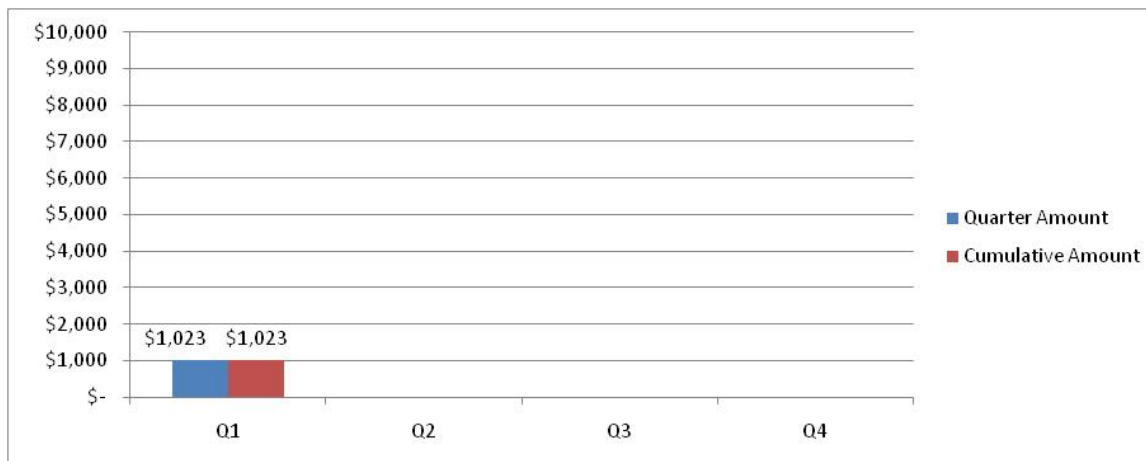
### a) Results of fundraising and tracking to fundraising targets

LexMedia cash fundraising for this quarter totaled \$1,014 is from donations, membership donations, DVD sales, and interest. We received an additional estimated amount of \$6,320 from in-kind donations including equipment, food, and set pieces for programs.

#### Q1 Fundraising



#### Fundraising Target



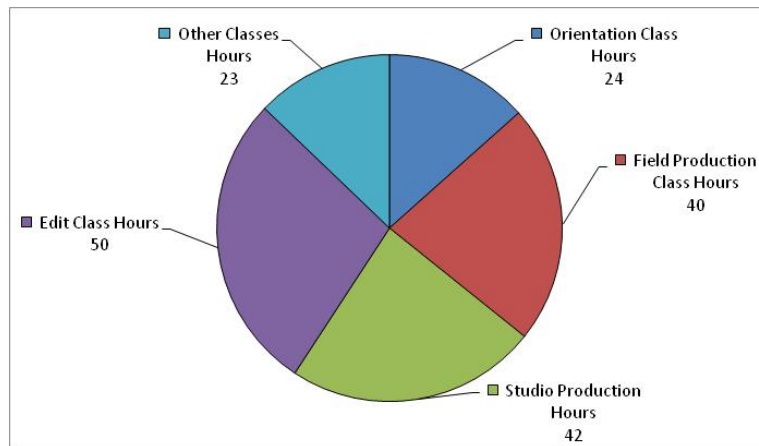
We fully expected fundraising to be slow in Q1 since our fundraising is seasonal with periods in the year where our sales of DVDs is higher than the rest of the year.

**b) Statistics on number of residents trained, TOWN Board and Committee members trained;**

LexMedia provided a total of 179 hours training students in the first quarter of 2011. All of the training was provided to LexMedia volunteers with no in-class training given to Town Board or committee members. However, we have scheduled training sessions for two different groups of Town employees and committee members in April. Microphone use for The Board of Appeals on 4/28 and training for Town employees on website video is scheduled for 4/26.

Please note that training illustrated does not include 1:1 training for volunteers involved in production or editing of programs.

**Q1 Training Class Training Hours**



**c) Number of hours by type of programming (Public, Educational, Government, and LexMedia or non-LexMedia produced programming);**

Below is a breakdown of all LexMedia produced and non-LexMedia produced **first run** program hours for each channel. We have not included the total number of hours these programs were repeated through the quarter.

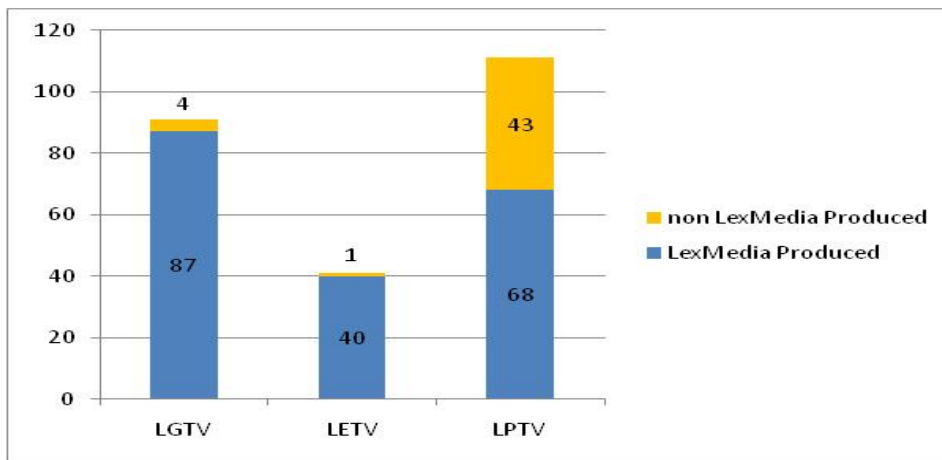
LexMedia broadcast a total of 91 hours of first run programs on the **Government channel, LGTV**. There was a total of 87 hours that were LexMedia produced programming. Examples of these programs are: Lexington Town committee meetings: Board of Selectmen, Planning Board, School Committee, Board of Appeals, Conservation Commission, etc. and other non-committee meetings such as Jay Kaufman’s Open House, LWV First Fridays, candidate forums.

LexMedia also broadcast a total of 4 hours of non-LexMedia produced programs, which include: the Commonwealth Report, Physician’s Focus, and the Gerry Leone program.

LexMedia broadcast a total of 41 hours of first run programming on the **Education Channel, LETV**. There were 40 hours of LexMedia produced programs. LexMedia produced programming includes: Lexington School sports, Lexington School concerts and plays and various lectures including the Cary Lecture Series and Cronin Lectures. Non-LexMedia produced LETV programs include: On the Earth Productions and Peak Oil and Climate Change.

LexMedia broadcast a total of 111 hours of first run programming on the **Public Channel, LPTV**. There were 68 hours of LexMedia or locally produced programs. These include: religious services, Non-profit Net lectures, cooking shows, concerts, and talk shows. The 43 hours of non-LexMedia produced programs on LPTV includes: religious programming, cooking shows, Ablevision, Army Newswatch, The Steve Katso show, and other shows that have been requested and sponsored by our members.

### Hours of Programming



**d) Update on offsite storage capabilities;**

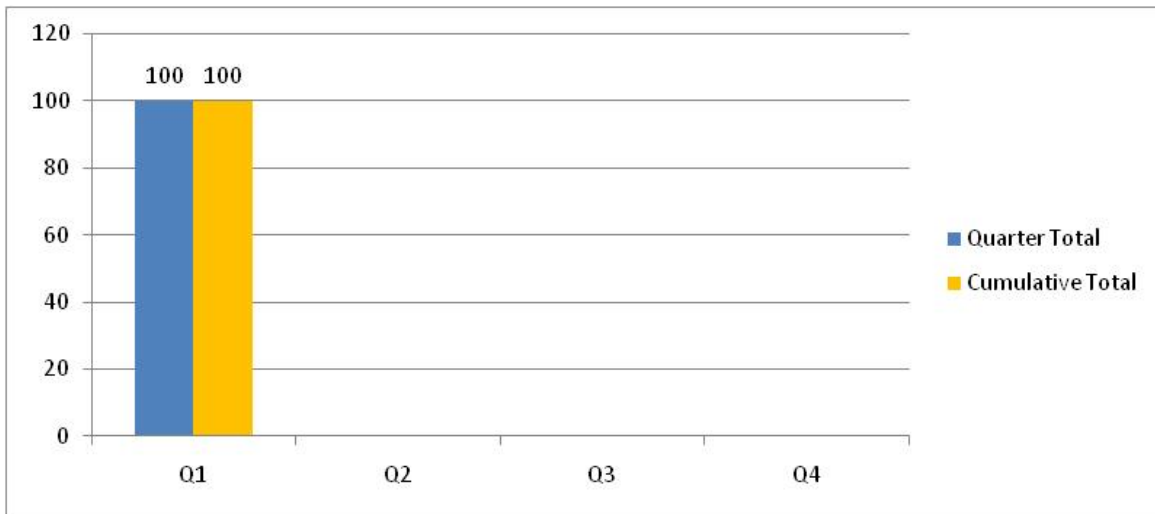
We purchased a 30TB archive server from TelVue Corporation in December 2010. It was delivered to Kline Hall on February 15. We have been testing it in the LexMedia Master Control room. Once we are satisfied that that it is configured to perform backup as we desire, as we stated in our proposal we will be asking the CAC to help us find a suitable offsite location (hopefully in a Town building) that has good Internet connectivity.

**e) Update for On Demand and Indexed programming including; identifying the programs that are available (additional information such as public usage would be helpful as well);**

LexMedia added a total of 148 programs to the LexMedia.org OnDemand service. 100 of those programs were produced in Q1 2011. We added an additional 48 shows that were produced from 2009 and 2010. By contract we are required to index meetings from the Board of Selectmen, Planning Board, School Committee and Board of Appeals and only if the recording secretary has provided us with time code notes to facilitate the indexing. In Q1 we recorded 34 programs

meeting that criteria. We indexed 17 meetings: Board of Selectmen (10 out of 12), Board of Appeals (1 out of 4), Planning Board (2 out of 6) and School Committee (4 out of 12). We have indexed 100% of the meetings for which we received the time code notes. We did not receive time code notes for the remaining 17 meetings. We understand that this has been a start-up stage for everyone involved and expect there will be an increase in indexed programs going forward. We ask assistance from the Town Manager and the Superintendent of Schools to emphasize to Town and School Employees who are recording secretaries for various Boards and Committees that part of their job is to keep these time code notes and deliver them to the LexMedia representative recording the meeting.

**Total Number of 2011 OnDemand Programs**



We have also begun to add programs recorded by LexMedia in the previous contract to the new OnDemand service. We started with programs stored in our video server, which includes BOS, SC, Planning Board and other government meetings. Since we do not have time code notes for these programs, then will not be indexed. We will continue add the older programs after we do the daily work of adding newly recorded programs.

**Monthly History of On Demand Visits**

Month	Unique visitors	Hits	
Jan 2011	26	248	
Feb 2011	219	753	
Mar 2011	286	3,683	

**f) A list of equipment purchased during the quarter with each item's cost;**

There have been no capital purchases made in this quarter. We have used Q1 to implement the new contract. Time has been spent in budgeting and planning.

**g) A list of complaints received during the quarter and their dispositions.**

The compliment & complaint log has been updated on lexmedia.org. There have been no complaints for the first quarter. The link to the compliment and complaints page on our website is below:

<http://www.lexmedia.org/view-compliments--complaints.html>

**Additional: LexMedia Operating Expenses**

Below is a chart showing LexMedia operating expenses for the first quarter of 2011. As you can see our spending was low through this quarter as we didn't set our budget for the new contract until midway through the quarter and started our spending on new government coordinator hire in mid-February.

**LexMedia Operation Expenses**

	Q1	Q2	Q3	Q4	Cumulative
Personnel Expenses	\$37,083.02				\$37,083.02
Employee Benefits	\$11,534.44				\$11,534.44
Outside Services	\$11,226.35				\$11,226.35
Occupancy Expenses	\$ 977.65				\$ 977.65
Studio Operating Expenses	\$ 1,148.65				\$ 1,148.65
General	\$ 2,122.73				\$ 2,122.73
<b>Total</b>	<b>\$64,092.84</b>				<b>\$64,092.84</b>