

## 2011Q2CAC Report

Q2 is typically the busiest production time of the year for LexMedia. The highlights for this quarter include our coverage of spring sports including play-off games, end of the school year productions, graduations, and Patriot's Day celebrations. We have completed our first season, 13 shows, of the local talk show, LexGo. We produced the first four episodes of "Chatting With History," a satirical interview show with key figures in history. We finished production of a six part series of Italian cooking classes and we finally got local celebrity chef, Helen Chen, to host a Chinese cooking show. We fulfilled our new contract obligations for government meeting coverage and indexing, and we have archived all of the 2010 government meetings, which is the bulk of our 2010 programs.

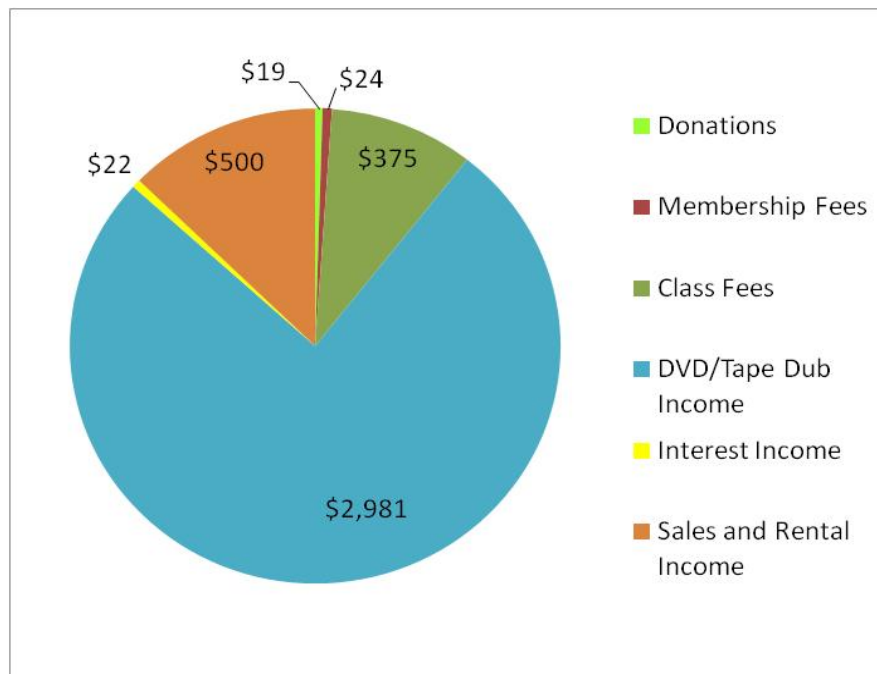
We have been successful in both retaining members and recruiting new ones. Our new documentary group of 30 volunteers has increased the number of people taking advanced production classes. We hosted a popular booth at Discovery Day and through outreach efforts we continue to attract new members to the orientation and entry-level training classes. In addition, we have started to work with town committee members training them on microphone use in the meeting rooms.

We continue to work with the Town Facilities department to improve the functionality of production booths in Cary Hall and The Selectmen Meeting Room. Maintaining good broadcast quality video and audio on all cable providers continues to be one of our biggest challenges.

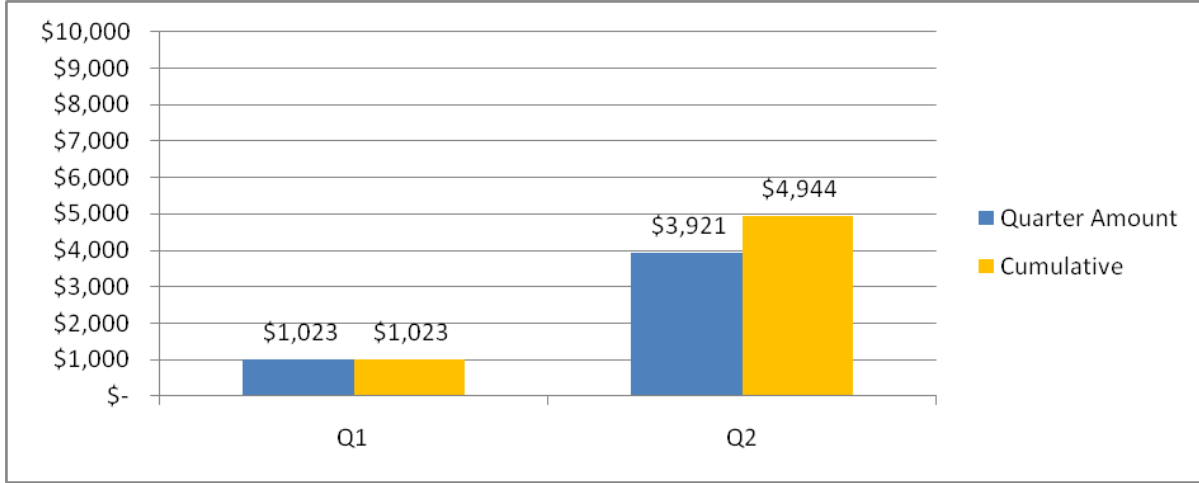
### a) Results of fundraising and tracking to fundraising targets

LexMedia cash fundraising for this quarter totaled \$3921, including funds from donations, membership, DVD sales, rentals and interest. As a result of the activity for this quarter, we are now half way to our target number for the year.

#### Q2 Fundraising



**Fundraising Target**

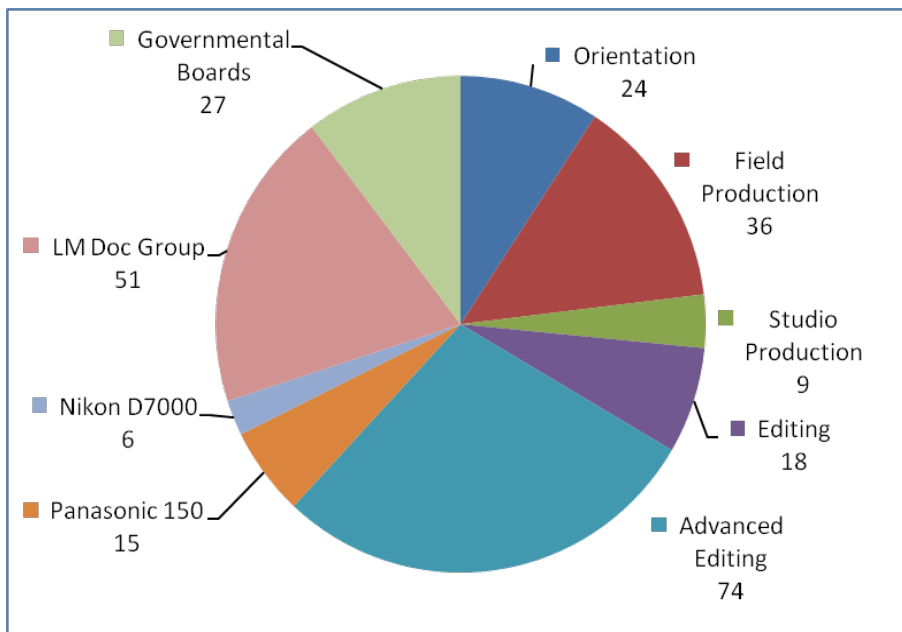


**b) Statistics on number of residents trained, TOWN Board and Committee members trained;**

LexMedia trained a total of 81 people in Q2. That number includes training for six members of the Board of Appeals and six members of the Historic District Commission. Both of those sessions were held in the SMR. We also held an orientation program at the LexMedia studio for 15 senior town managers. The total number of training hours was 267 hours, 88 more hours than provided in Q1. The type of training hours provided is broken down in the chart below.

Please note that these training figures do not include any of the 1:1 training of volunteers by staff.

**Q2 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.

**Government channel, LGTV**

LexMedia broadcast a total of 95 hours of first run programs on the **Government channel, LGTV**. There was a total of 91 hours of 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, and candidate forums.

There were 21 meetings in Q2 that LexMedia was required to cover (Board of Selectmen, School Committee, Planning Board and Town Meeting). All of these meetings were broadcast, but two of the recordings are missing. Due to equipment problems, LexMedia was unable to record a copy for replay or on-demand.

We indexed a total of 15 meeting in Q2. By contract we are required to index meetings from the Board of Selectmen, Planning Board, and the School Committee, and only if the recording secretary has provided us with time code notes to facilitate the indexing. 11 of the 15 meeting indexed this quarter met these criteria. The breakdown of indexed meetings is below:

**Required Meetings Indexed:**

- Board of Selectmen (5 out of 6)
- Planning Board (3 out of 6)
- School Committee (3 out of 6)

**Not Required Meetings Indexed:**

- Conservation Commission (3 out of 5)
- Board of Appeals (1 out 5)

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

**Education Channel, LETV**

LexMedia broadcast a total of 63.5 hours of first run programming on the **Education Channel, LETV**. There were 56 hours of LexMedia produced programs. LexMedia produced programming includes: Lexington school sports, Lexington school concerts, plays and lectures. Other lectures including the Cary Lecture Series and Cronin Lectures, and GWAC lectures are also broadcast on the education channel.

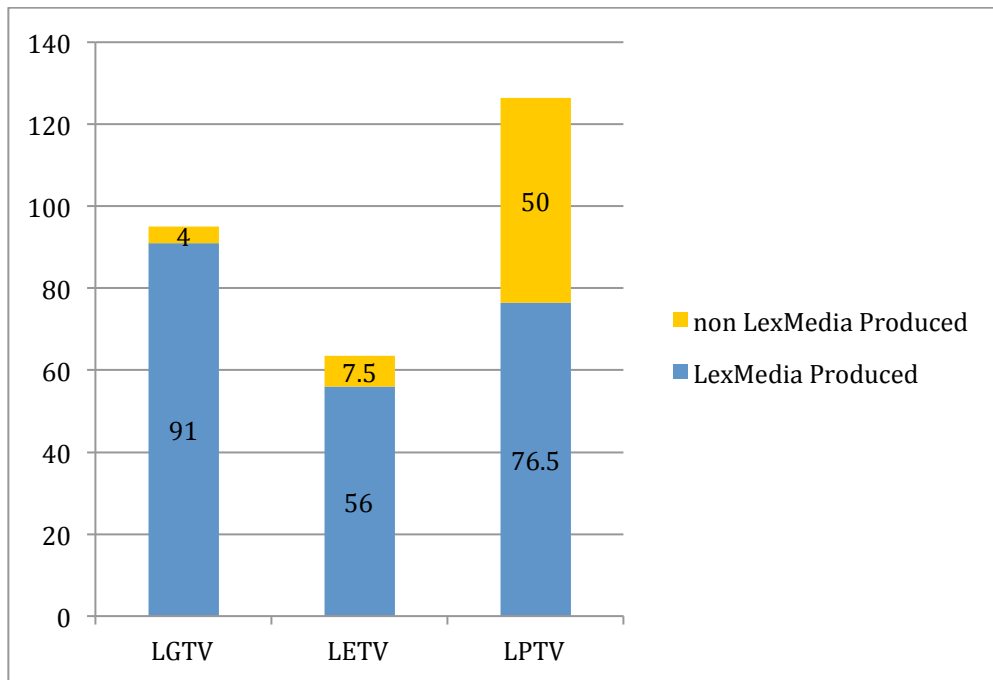
Non-LexMedia produced LETV programs include: Link-TV, Future Talk and TED talks.

**Public Channel, LPTV**

LexMedia broadcast a total of 136.5 hours of first run programming on the **Public Channel, LPTV**. There were 76.5 hours of LexMedia produced programs. These include: LexGo, Lexington Shorts, The Noise Gallery, Chatting With History, Body, Mind and Spirit, Lexington Remembers, religious services, cooking shows, concerts, and Nonprofit Net lectures. The 50

hours of non-LexMedia produced programs on LPTV include: religious programming, Ablevision, Army Newswatch, Athlete 360, and other shows that have been requested and sponsored by our members.

**Hours of Programming**



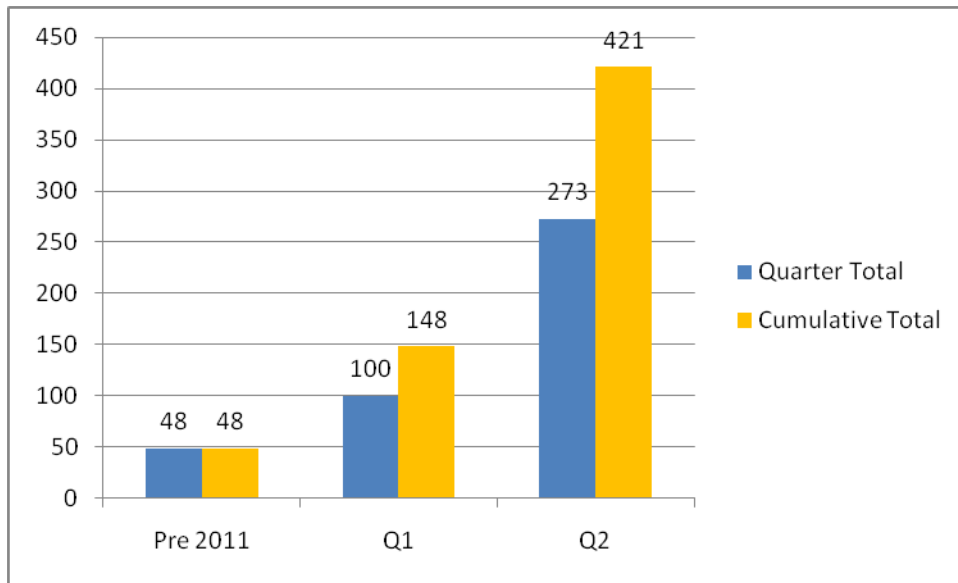
**d) Update on offsite storage capabilities;**

We purchased a 30TB archive server from TelVue Corporation in December 2010. It was delivered to LexMedia in February 2011. We have been archiving programs on the server in the LexMedia Master Control room. We are now satisfied that it is performing the backup capabilities as needed. We would like to work with the Town to 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);**

There are now a total of 421 programs on the LexMedia.org On-Demand service. 273 of those programs were added in Q2. That includes the backlog of 2010 government meetings. We have archived and uploaded for On-Demand all 2010 government meetings, in addition to the 2011 government meetings.

**Total Number of 2011 On Demand Programs**



**Monthly History of On Demand Visits**

Month	Unique visitors	Hits
Jan-11	26	248
Feb-11	219	753
Mar-11	286	3,683
Apr-11	255	2,029
May-11	173	2,017
Jun-11	271	1,234

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

Portable Light Kits: \$1,169.99

Edit Classroom computer memory, hard drives and software: \$2502.83

**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 second 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 second quarter of 2011. The increase in Personnel Expenses and Outside Services from Q1 reflects the fact that we are now fully staffed and have used resources to work on the backlog of archive and on-demand programs

**LexMedia Operation Expenses**

	Q1	Q2	Q3	Q4	Cumulative
Personnel Expenses	\$37,083.02	\$47,542.39			\$84,625.41
Employee Benefits	\$11,534.44	\$10,680.65			\$22,215.09
Outside Services	\$11,226.35	\$18,876.05			\$30,102.40
Occupancy Expenses	\$977.65	\$2,837.85			\$3,815.50
Studio Operating Expenses	\$1,148.65	\$4,670.67			\$5,819.32
General	\$2,122.73	\$10,896.27			\$13,019.00
<b>Total</b>	<b>\$64,092.84</b>	<b>\$95,503.88</b>			<b>\$159,596.72</b>

**Additional: Emergency Notification System**

There has been no progress on implementing the Emergency Notification system in Q2. We plan to implement the system in Q3 and train town officials in early September.