

2011Q3CAC Report

Q3 is typically the slowest production time of the year for LexMedia. There are less government meetings in the summer and less people in town to volunteer to produce programs. We used the summer to catch up on edit projects and on the backlog of 2010 programs that needed to be loaded onto the archive and on-demand servers. I'm happy to report the task is finished and all of our 2010 programs, both government and non-government, are available on our on-demand site and have been archived. In addition, we fulfilled all contract obligations for current government meeting coverage and indexing.

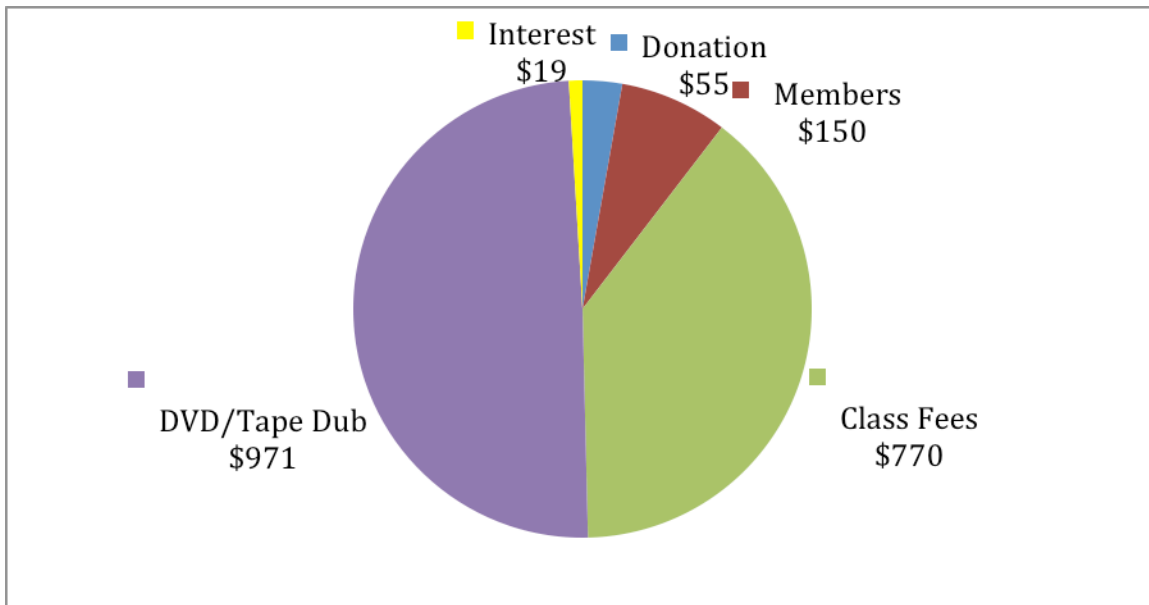
We reviewed our current equipment and future equipment needs and have developed a plan to upgrade old field equipment and improve the functionality of our studio and control room.

We continue to attract new volunteers, through the summer we worked with eleven interns from Lexington High School and Minuteman Technical High School and from a variety of colleges: Syracuse, Emerson, George Washington, and Northeastern. We also held a summer kids program for middle school aged students; for the second year we had full enrollment.

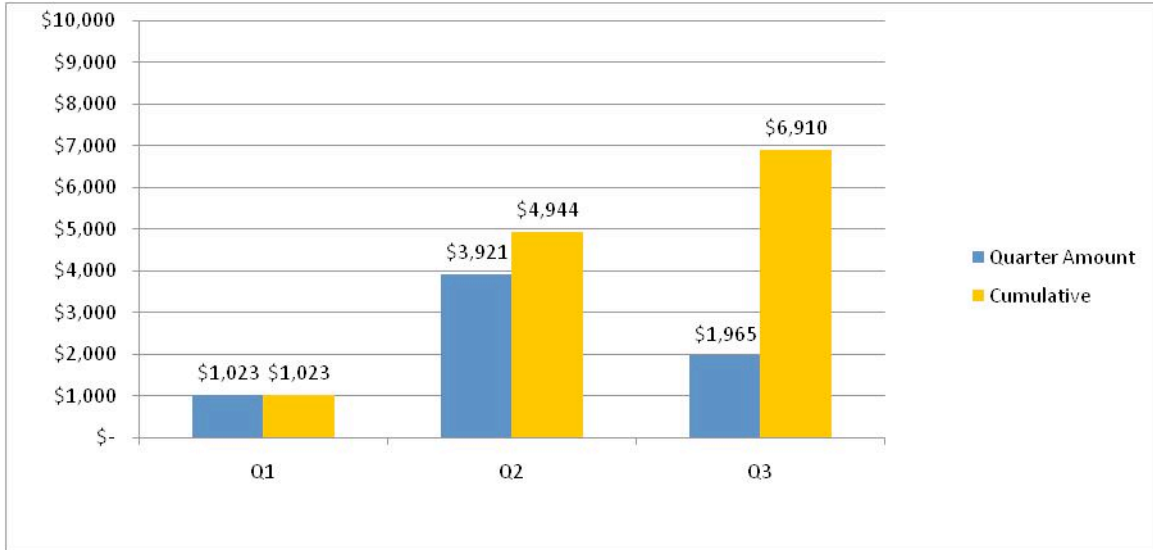
a) Results of fundraising and tracking to fundraising targets

LexMedia cash fundraising for this quarter totaled \$1,965, including funds from donations, membership, DVD sales, rentals and interest. We are on track to meet our fundraising target for the year.

Q3 Fundraising



Fundraising Target

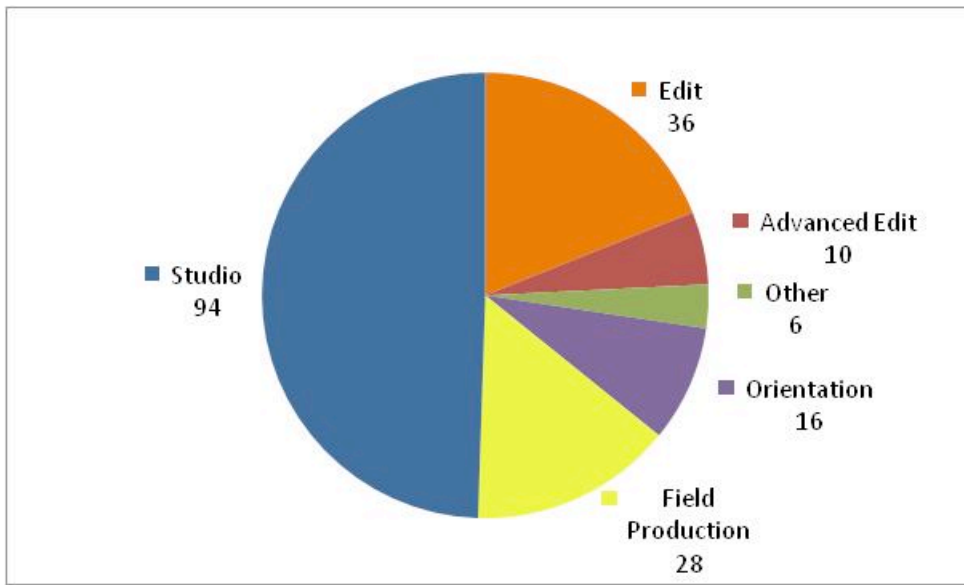


b) Statistics on number of residents trained, TOWN Board and Committee members trained;

LexMedia trained a total of 55 people in Q3. The total number of training hours is 190 hours, Training hours are broken down by types in the chart below.

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

Q3 Training Class Training Hours



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

We have seen an increase in LexMedia productions this year due to the success of our training classes, the quality of our equipment, and the accessibility of the LexMedia staff. Below is a breakdown of all LexMedia produced and non-LexMedia produced **first run** program hours for each channel.

Government Channel, LGTV

LexMedia broadcast a total of 72 hours of first run programs on the **Government channel, LGTV**. 69.5 of those hours were for 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 16 meetings in Q3 that LexMedia was required to cover (Board of Selectmen, School Committee, Planning Board). All of these meetings were covered and broadcast.

We indexed a total of 17 meeting in Q3. The CAC and The Town Manager have been helpful in contacting committee secretaries to provide time code notes. I expect the indexing numbers will continue to increase in the fourth quarter. The breakdown of indexed meetings is below:

Required Meetings Indexed:

Board of Selectmen (3 of 8)
Planning Board (4 of 5)
School Committee (1 of 3)

Not Required Meetings Indexed:

Conservation Commission (4 of 6)
Board of Appeals (2 of 5)
Historic Districts (3 of 3)

LexMedia also broadcast a total of 2.5 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

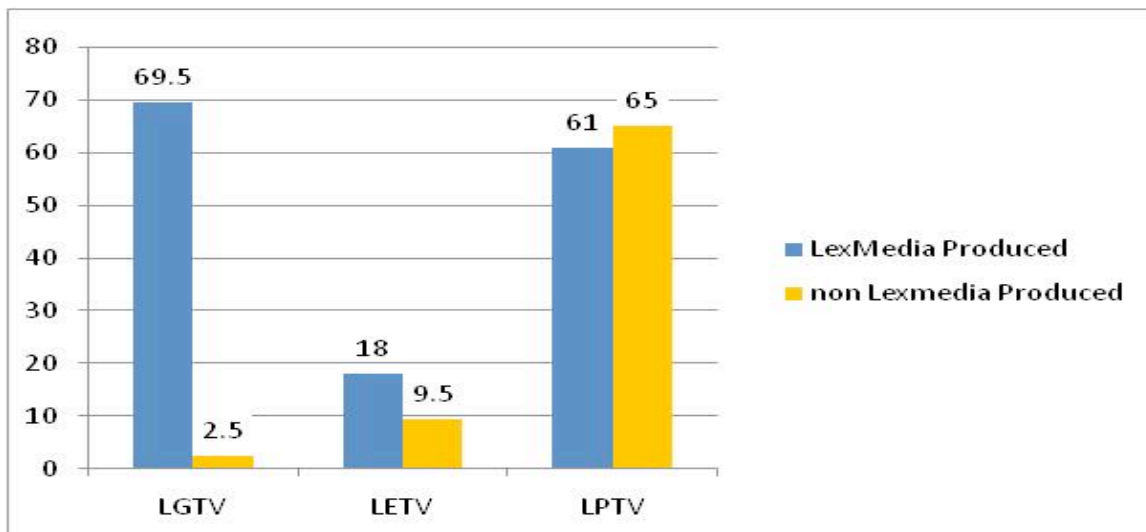
LexMedia broadcast a total of 27.5 hours of first run programming on the **Education Channel, LETV**. There were 18 hours of LexMedia produced programs. LexMedia produced programming includes: Lexington school sports, Lexington school concerts, plays and lectures. Other lectures including the Cary Lecture Series and Cronin Lectures, and GWAC lectures are also broadcast on the education channel.

There was a total of 9.5 hours of non-LexMedia in Q3. These programs include: Link-TV, Future Talk and TED talks.

Public Channel, LPTV

LexMedia broadcast a total of 126 hours of first run programming on the **Public Channel, LPTV**. There were 61 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 65 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



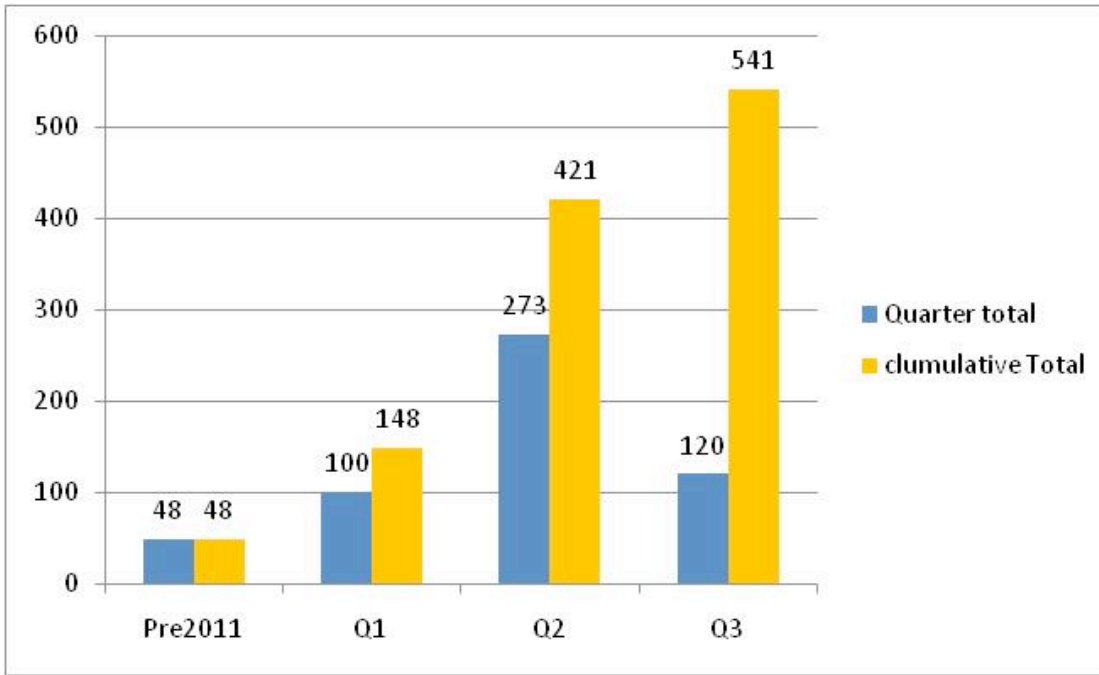
d) Update on offsite storage capabilities;

We purchased a 30TB archive server from TelVue Corporation in December 2010. It was delivered to LexMedia in February 2011. This sever is fully functional and now contains all of LexMedia original programming for 2010- present. We could use help from the CAC in finding an offsite location to house the archive server.

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 541 programs on the LexMedia.org On-Demand service. 120 programs were added in Q3, including the backlog of all 2010 original LexMedia produced programs.

Total Number of 2011 On Demand Programs



Monthly History of On Demand Visits

Month	Unique visitors	Hits
Jan 2011	25	187
Feb 2011	208	684
Mar 2011	251	854
Apr 2011	214	1,119
May 2011	137	487
Jun 2011	161	562
Jul 2011	96	380
Aug 2011	112	479
Sep 2011	145	624

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

Control Room Wiring and Distribution Amp. \$1,738
Whirlwind Audio Snake \$366.30
Amplifier \$396.49
Final Cut Pro \$318.74
Custom Cables for Kitchen studio \$3037

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

The compliment & complaint log has been updated on [lexmedia.org](http://www.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 third quarter of 2011. We are approaching steady state expenses, although they are a little light for the summer quarter.

LexMedia Operation Expenses

	Q1	Q2	Q3	Q4	Cumulative
Personnel Expenses	\$37,083.02	\$47,542.39	\$42,816.67		\$127,442.08
Employee Benefits	\$11,534.44	\$10,680.65	\$9,322.44		\$31,537.53
Outside Services	\$11,226.35	\$18,876.05	\$10,656.82		\$40,759.22
Occupancy Expenses	\$977.65	\$2,837.85	\$1,016.79		\$4,832.29
Studio Operating Expenses	\$1,148.65	\$4,670.67	\$5,554.78		\$11,374.10
General	\$2,122.73	\$10,896.27	\$2,016.42		\$15,035.42
Total	\$64,092.84	\$95,503.88	\$71,383.92		\$230,980.64

Additional: Emergency Notification System

We've discovered that the TelVue system does not have the capacity to broadcast emergency notification announcements over all three channels. We have been researching a system that does and expect to purchase it in Q4.