

## 2011Q4CAC Report

LexMedia made substantial changes to the board of directors in the last quarter. David Ilsley has been named chairman and Zhilla Breakstone is the new vice-chairman. Three new members were also added to the board. They are: James Shaw, Publisher of the Colonial Times Newspaper, Jeff Leonard, Chairman of the Performing Arts Department at Lexington High School and Betsy Reynolds, a very active LexMedia volunteer. That brings the total number of board members up to 15, which is a sign of the growing popularity of LexMedia. We believe this expansion will broaden our reach into the community, improve communications with the schools and result in better programming for all three channels.

Q4 shows more than a 40% increase in government programs from Q3. Some of the increase was expected because Q3 includes the summer, which is a slow period for government meetings. However, it is also more than a 20% increase over Q1 and Q2.

We have started to implement our plan to upgrade the field equipment. We used capital to buy three new cameras changing from tape based to data based cameras. We also purchased tripods and the supporting equipment.

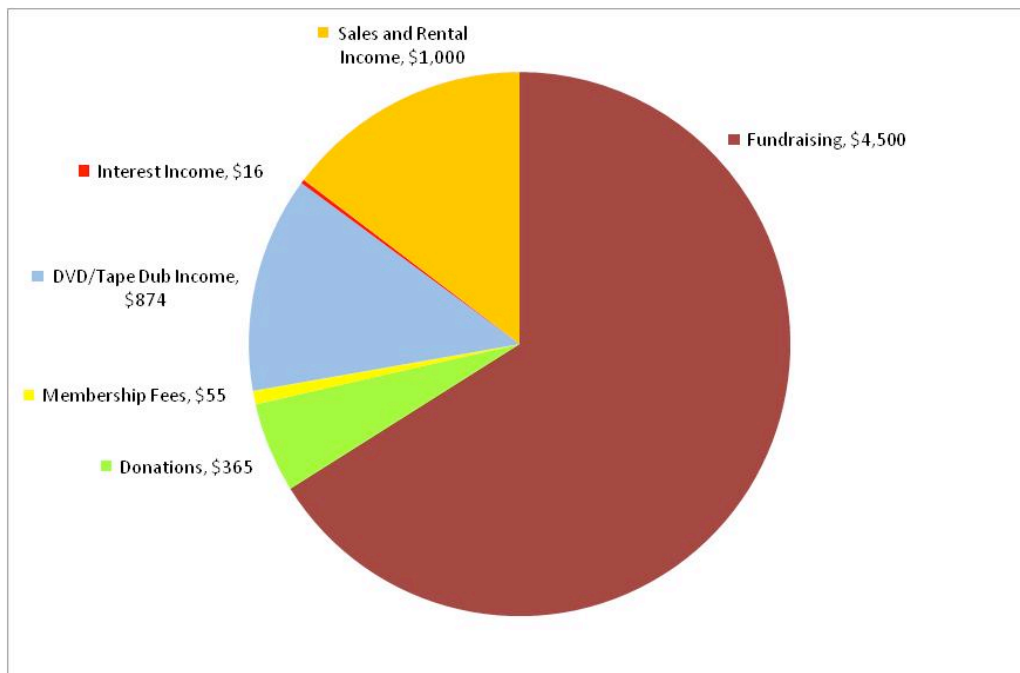
We did a substantial amount of work with the Lexington Veterans Association, helping them catch up on the backlog of programs they had recorded. Their programs are now produced, running on the channel and on-demand. We also worked with them to get permission from Cary Memorial Library to make DVD copies of their programs available for public to sign out.

Finally, LexMedia has been recognized by the Lexington Chamber of Commerce with "The Rising Star, One to Watch in 2012" award. We were given the award, in part, because of the success of the on-demand programming and the increasing number of people volunteering at LexMedia.

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

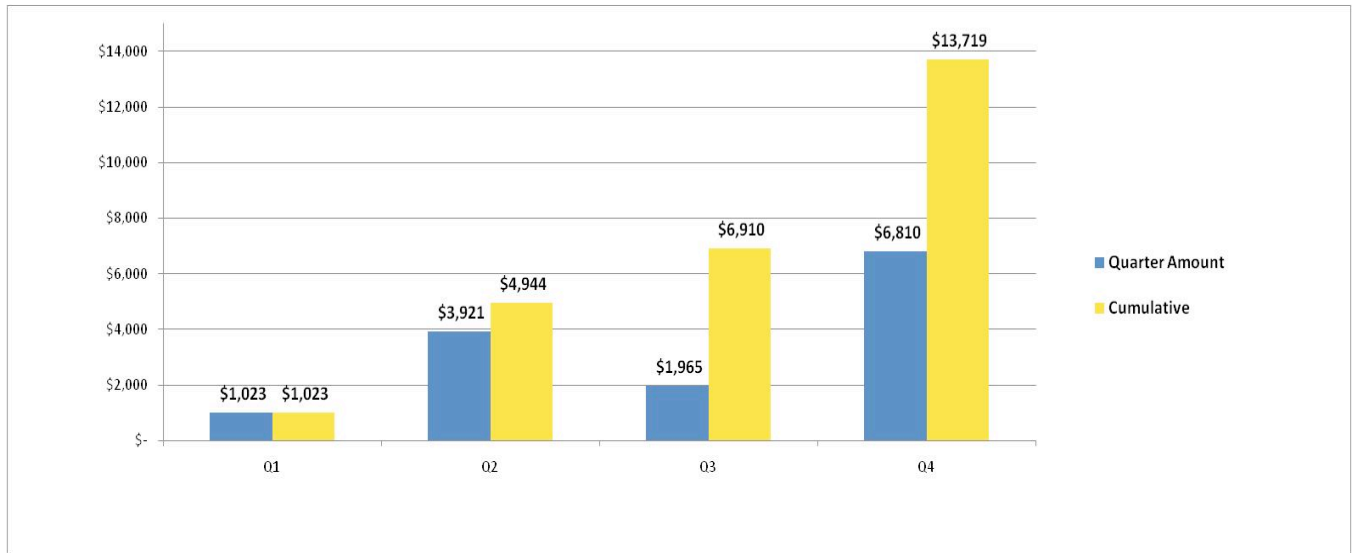
Cash fundraising for this quarter totaled \$5910, which includes funds from donations, membership, DVD sales, rentals and interest. We have reached and exceeded the fundraising target set for the year.

#### **Q4 Fundraising**



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## Fundraising Target

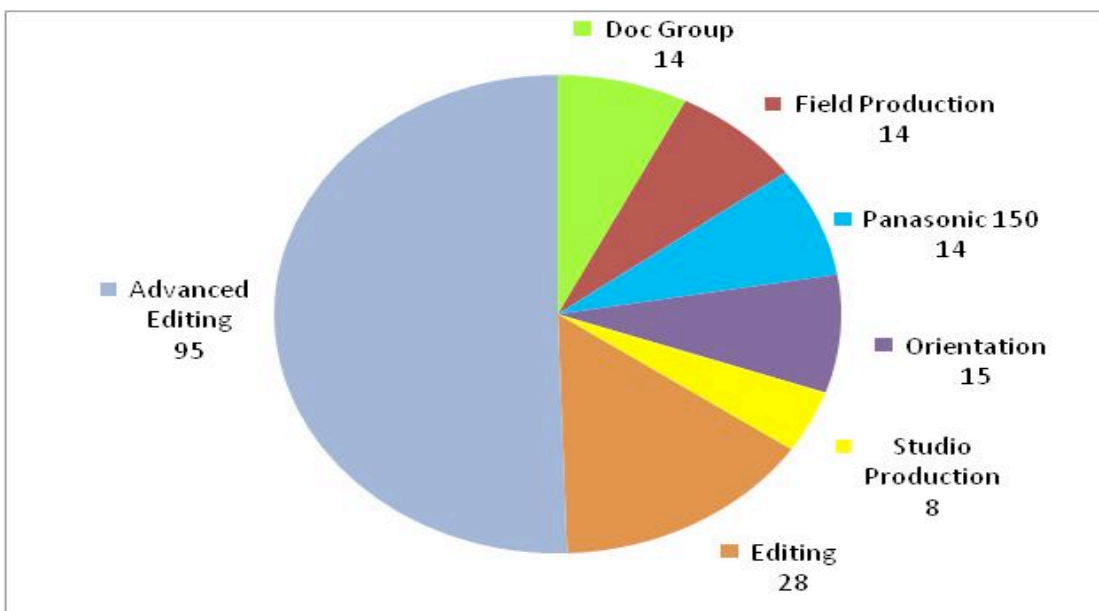


### **b) Statistics on number of residents trained, TOWN Board and Committee members trained;**

We trained almost 80 people in this quarter. That converts to approximately 190 training hours. The chart below shows the training by hours broken down by type of training.

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

### Q4 Training Class Training Hours



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

Our programming hours continue to increase this quarter. 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 127 hours of first run programs on the **Government channel, LGTV** 121 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 30 required meetings under the terms of our contract for basic services. (Board of Selectmen, School Committee, Planning Board). All of these meetings were covered, broadcast and put on-demand. 20 of them were also indexed. The remaining 10 meeting that were not indexed because they were Town Meeting or Budget Summits where indexing was not possible.

We also covered an additional 20 meetings, which are part of our contract Bid Alternate B. We have made progress on getting indexing notes from the recording secretaries and we continue to work with the town to make improvements. Below is the breakdown of the additional meetings:

Board of Appeals: 4 meetings, 2 indexed  
BOS Budget presentation: 4 meetings, 1 indexed  
Conservation 6 meetings: 3 indexed  
Historic District 3 meetings: 2 indexed  
Historical Commission 3 meetings: 1 indexed  
Community Preservation Committee: 1 meeting, 1 indexed

LexMedia also broadcast a total of 6 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 56 hours of first run programming on the **Education Channel, LETV**. There were 53 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.

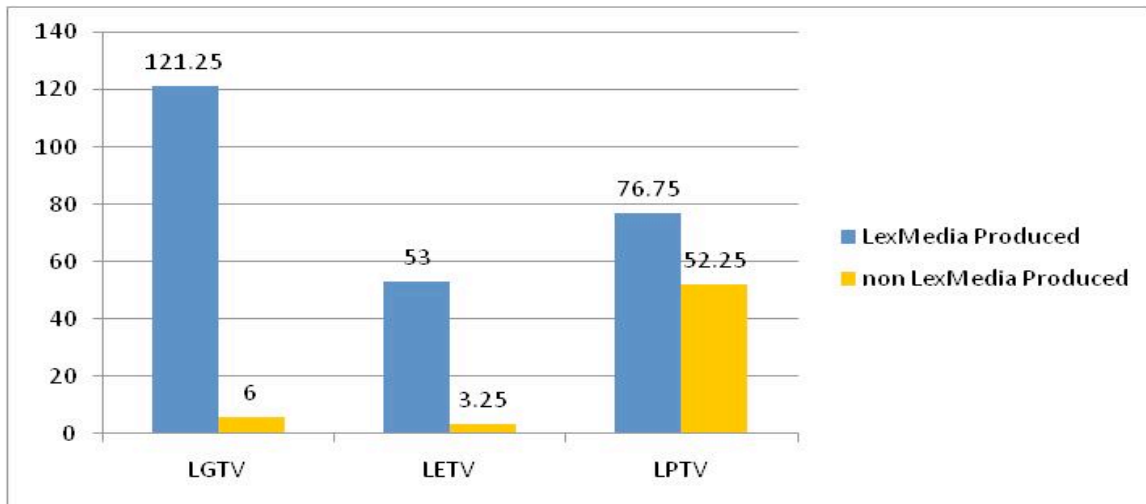
There was a total of 3 hours of non-LexMedia in Q4. These programs include: Link-TV, Future Talk and TED talks.

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### Public Channel, LPTV

LexMedia broadcast a total of 129 hours of first run programming on the **Public Channel, LPTV**. There were 77 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 52 hours of non-LexMedia produced programs on LPTV include: religious programming, 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;

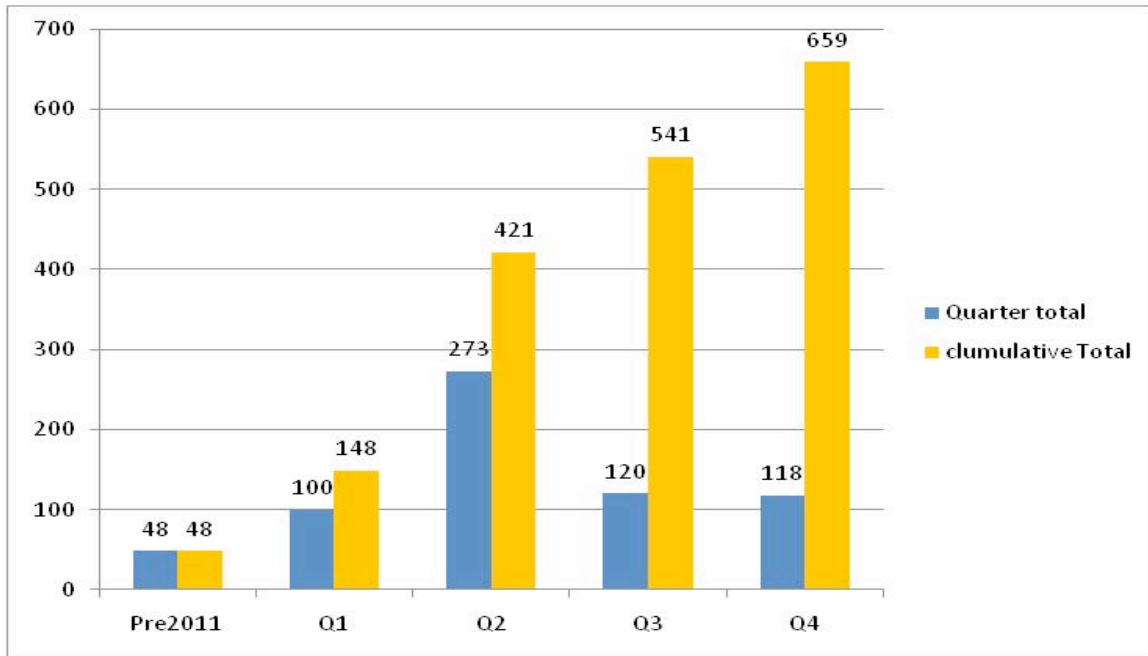
We are working with Dorinda Goodman of the Town of Lexington IT/MIS Department to find an offsite location for the archive server. It is fully functional and currently stored in our control room and we archive programs as we load them in our program server.

#### 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 is now a total of 659 programs on the LexMedia.org On-Demand server. 118 programs were added in Q4.

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### 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
Oct 2011	220	839
Nov 2011	229	737
Dec 2011	240	907
<b>Total</b>	<b>2,038</b>	<b>7,859</b>

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

Total spent on capital: \$14,615

Production Truck-Unique Scientific-On-site engineering (wiring, tally light, cables, custom mount panel) \$400

Sony Compact Camcorder \$2,599

Sachtler 347a Telescopic Pan Handle \$340

Sachtler 4191 Pedestal C I System (Flat Base) with dolly \$2,599

Sachtler Video 15 SB Fluid Head \$3,579

Sony HXR-NX70U NXCAM Camcorder \$2,549

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### 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 this 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 Q4 2011.

#### LexMedia Operation Expenses

	Q1	Q2	Q3	Q4	Cumulative
Personnel Expenses	\$37,083.02	\$ 47,542.39	\$42,816.67	\$37,242.92	\$164,685.00
Employee Benefits	\$11,534.44	\$ 10,680.65	\$ 9,322.44	\$ 7,455.99	\$38,993.52
Outside Services	\$11,226.35	\$ 18,876.05	\$10,656.82	\$18,416.75	\$59,175.97
Occupancy Expenses	\$977.65	\$ 2,837.85	\$ 1,016.79	\$ (373.99)	\$4,458.30
Studio Operating Expenses	\$1,148.65	\$ 4,670.67	\$ 5,554.78	\$ 7,008.98	\$18,383.08
General	\$2,122.73	\$ 10,896.27	\$ 2,016.42	\$ 4,951.83	\$19,987.25
<b>Total</b>	<b>\$64,092.84</b>	<b>\$ 95,503.88</b>	<b>\$71,383.92</b>	<b>\$74,702.48</b>	<b>\$305,683.12</b>

### Additional: Emergency Notification System

There has been no progress on the Emergency Notification System.