

LexMedia Annual Report

From the Executive Director

The LexMedia Board of Directors and I are pleased to present you with the FY2014 Annual Report. LexMedia has fulfilled its contractual obligations to the Town of Lexington and is in sound financial health with excellent financial controls and oversight provided by the finance committee.

Our volunteer membership numbers have grown to over 500 individuals and organizations. We owe them a debt of gratitude for the hours of their time and for their support of our mission. It is the interests of our membership that drive content of the LexMedia channels.

This past year LexMedia has produced over 800 hours of original local programs. This is consistent with the past two years. Roughly 50% of original programs are dedicated to the government channel, 30% to the education channel and 20% to the education channel.

One of our biggest accomplishments from this past year was the launch of the RCN high definition (HD) channel. It was the first public access HD channel on a privately owned cable television system in Massachusetts and one of very few in the country. Although there have been technical challenges getting the new channel running smoothly, it has increased our reputation within the access community and established LexMedia as an industry leader. So much so that we were invited to speak at the Alliance of Community Media national conference on HD technology.

This past year LexMedia was also recognized with two national awards. We won two First Place Hometown Media Awards for programs produced by our volunteers. The Hometown Media Awards are presented by The Alliance of Community Media, which is an umbrella organization that connects over 1500 community TV studios nationally. The competition is stiff with programs from cities and towns large and small competing directly against each other over dozens of categories. "This Mom Needs Help" won in the Instructional category and "From Scratch" won in the Entertainment and Art category.

These accomplishments represent significant maturation for LexMedia. I would like to thank The Board of Directors for their support and guidance and the LexMedia staff for their hard work and dedication.

- A) Complete financial review by independent outside auditor.**
A financial review of LexMedia, performed by Anstiss Certified Public Accountants, is attached to this report.
- B) Inventory of all equipment.**
A check of the inventory was conducted in person by CAC members Linda Roemer and Steve Iverson on May 19, 2014
- C) Budget for the next year by category.**
A budget was submitted with the Business and Capital Plan. That plan was approved by the LexMedia Board of Directors and submitted to the CAC in June 2014. It is also attached to this report.
- D) Fundraising Plans for the next year to meet the fundraising targets**
We have set our fundraising target at \$11,500 for FY2015. We plan to place increased emphasis on studio rental opportunities and are forging new relationships with professionals in need of studio space, especially the kitchen studio. We also plan to increase special interest classes like the summer movie making class and will target DVD sales opportunities.

We continue to de-emphasize fundraising from donations and membership fees. We believe this is appropriate, given that residents are already making a contribution through the PEG access fees in their cable bills.

- E) Number of hours by type of programming planned for the next year**
The total number of programming hours for FY2014 was 1182 hours. The breakdown of categories is: 424 of government programming, 191 hours of education programs, and 568 hours of public programming.

Locally produced original programming made up 828 of those 1182 hours across all three categories.

Next year we project that we will produce roughly the same 800 hours of programming: 50% government, 30% public, and 20% education.

- F) Plans for expanding existing services and adding new services for the next year, and planned sources of funding for this expansion.**
Working within the approved budget we plan to make additional use of our studio to host programs for the Special Town elections. We also plan to continue working with, and encouraging, community groups who want to produce their own shows in the studio. The League of Women Voters has expressed interest. Lexington High school students have also planned shows on the subjects of 1) sports and 2) technology reviews.

Upgrades to our HD program server will provide easier access to the emergency notification system on all four channels. We plan to provide town departments with direct links to the server. This will allow them to make town-wide notifications without the need for LexMedia oversight.

We also plan to explore the possibility of adding cost effective technology for close - captioning service to some government programming. This will only be possible with an outside source of funding. Possible sources include the Town PEG Access fund, business or corporate underwriting and grant awards.

As plans for the new community center come to fruition we will also investigate and pursue the ability to broadcast using Internet protocol from that location.

G) Plans for equipment upgrades for the next year

1) Facilities Upgrades:

Air-conditioning for the edit room and master control - \$10,000

New Inventory/ Check-out Management System \$5,000

2) Broadcast Equipment Upgrades

Broadcast Server - \$50,000

3) Field Recording Upgrades

Two new (members) field cameras - \$6,000

4) Studio Upgrades

IFB In-Ear monitors - \$2,000

H) Plans for expanding training capabilities for the next year.

We will continue targeting our training to the needs of the community. Emphasis will be placed on improved lighting and audio training to take full advantage of our HD channel and equipment. We have plans to work more with teachers at the Diamond and Clarke middle schools. We are developing a student journalism training program at Diamond and at Clarke we have partnered with the drama department to train them in documentary production.

Additional:

Updated List of LexMedia Board Members

DAVID ILSLEY, Chairman

JAMES SHAW, Vice Chairman

COLLEEN SMITH , Secretary

TIMOTHY COUNIHAN, Treasurer

WILLIAM KOEFED

EPHRAIM WEISS

SUSAN ROCKWELL

STEVE ISENBERG
BETSY REYNOLDS
JEFFERY LEONARD
KATHLEEN BELL
FREDRICK JOHNSON

Attachments:

Independent Auditor's Report

Business and Capital Plan FY2015-17, Approved June 2014