

## 2012Q2 CAC REPORT

---

April- June, 2012

LexMedia had a productive quarter from April – June 2012. That time of year is typically busy for the studio. The number of training hours, amount of fundraising and total number of programming hours proved this to be true again. We continue to serve the town by increasing and improving programming.

The highlights of this quarter include coverage of end of school activities including: The Senior Prom Red Carpet, high school and middle school graduations, spring sports including play-off games, Patriot's Day celebrations; Paul Revere's Midnight Ride, The Battle on the Green, pancake breakfast in various locations, the youth parade, the road race, DAR Memorial decoration, USS Lexington Memorial Ceremonies, The Hancock Church Hand bell Choir *LIVE*, Dan Fenn's talk, "What Really Happened That Day," and culminating with *LIVE* coverage of the Patriot's Day Parade.

We completed the second season of our signature show, *LexGo*, hosted by Colleen Smith and another season of our monthly show, *Open House with Jay Kaufman*. We wrapped up production of another series of Italian cooking and language classes, *Munroe Saturday Nights* performances, *Eat Speak Laugh*; a Chinese Cooking and Language program, Non Profit Net lectures, and *Meg Landers Photography*.

Community events for this quarter included: hosting a popular table at Discovery Day, sponsoring the LHS film festival, and hosting numerous Girl Scout and Cub Scout troops in our studio.

We met and exceeded our new contract obligations and expanded our government meeting coverage and indexing,

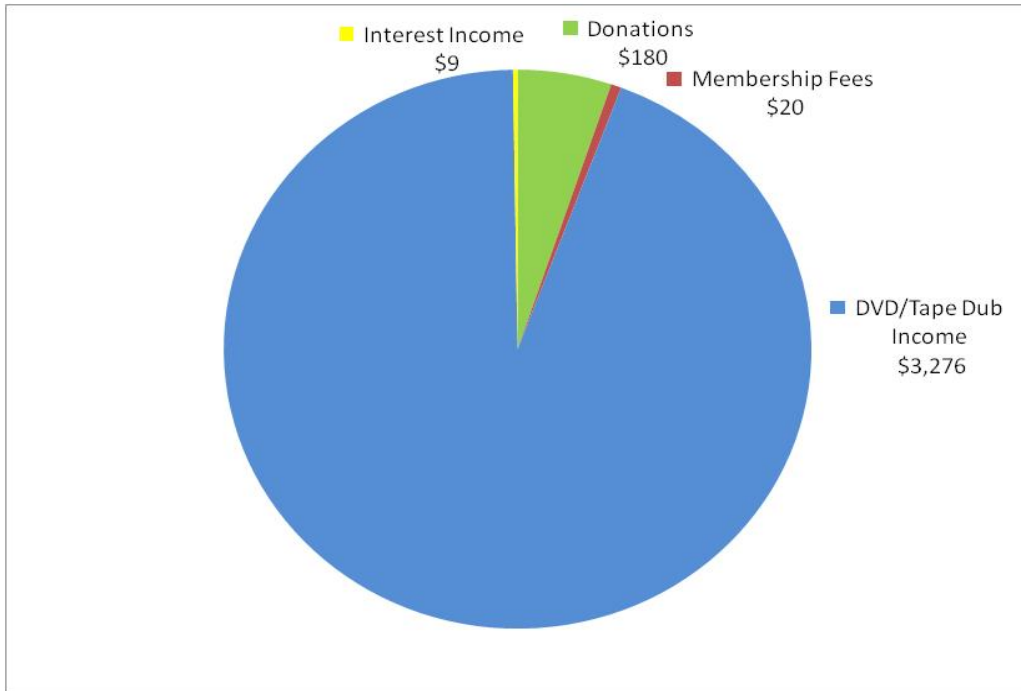
LexMedia also received its first national award for programming. We were recognized by the Alliance of Community Media with a National Hometown Award for educational programming. The program honored was the French Film Festival produced in partnership with Lexington High School.

### **a) Results of Fundraising and Tracking to Fundraising Targets**

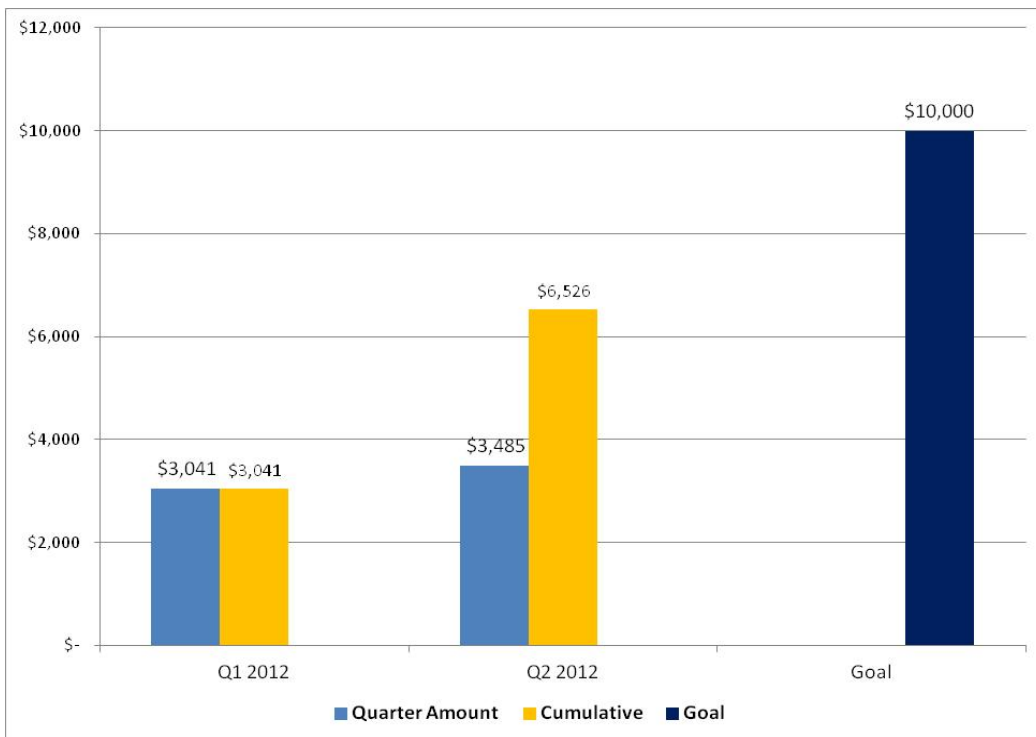
LexMedia cash fundraising for this quarter totaled \$3,485, which included funds from donations, DVD sales, rentals and interest. In this quarter almost all of our fundraising came from DVD sales, which is the result of our programming efforts. We are on track to reach our 2012 fundraising target.

# 2012Q2 CAC REPORT

## Q2 Fundraising



## Q2 Fundraising Target



## 2012Q2 CAC REPORT

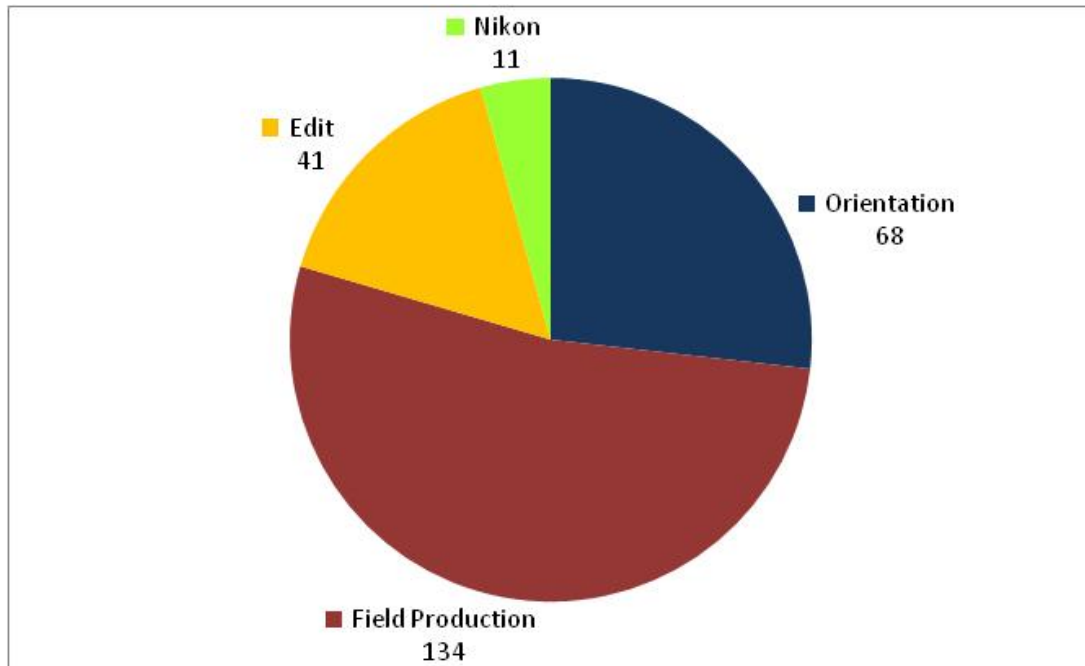
### **b) Statistics on Number of Residents Trained, TOWN Board and Committee Members Trained**

We trained approximately 120 people in this quarter. This translates to approximately 260 hours of class-based training. LexMedia also assisted at LHS in training students who participated in the annual LHS film festival.

The graph below illustrates class training for LexMedia volunteers with no in-class training given to Town Board or committee members.

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

#### **Q2 Training Class Training Hours**

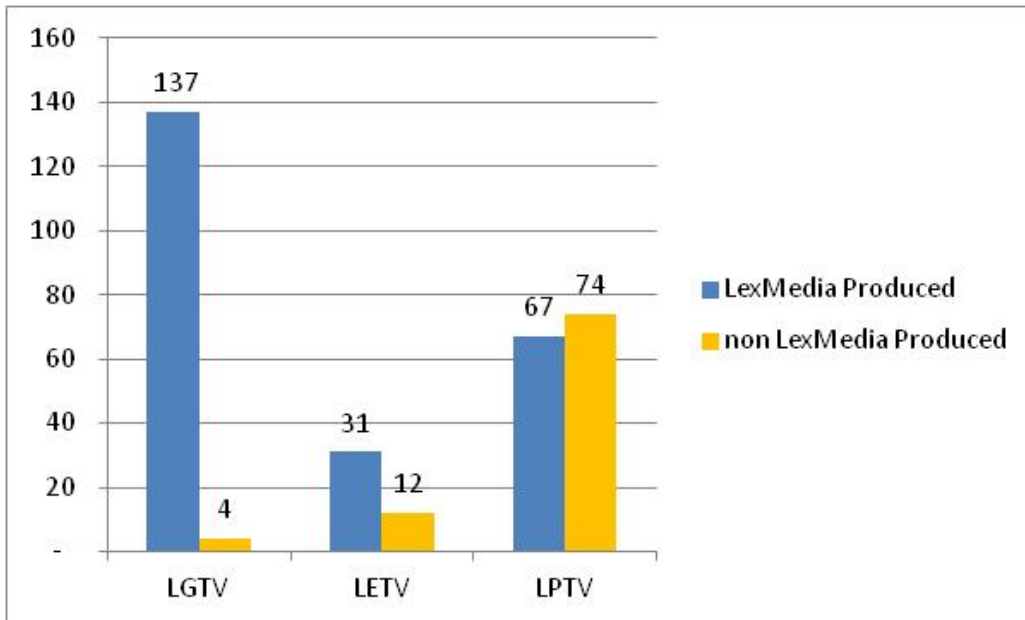


2012Q2 CAC REPORT

**c) Number of Hours by Type of Programming (Public, Education, Government, and LexMedia or non-LexMedia produced programming)**

LexMedia programming shows an increase in programming hours on the government channel and stable programming hours on the education and public channels. 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.

**Hours of Programming**



Below is a break down of the government meetings covered and indexed by LexMedia this quarter.

	#Meetings	#Indexed
Selectmen	15	13
School Committee	9	7
Planning Board	10	9
Town Meeting	7	2
Conservation Commission	8	6
Historic District	4	4
Historical Commission	2	1
Board of Appeals	5	3
Mass DOT Info Meeting	1	0

## 2012Q2 CAC REPORT

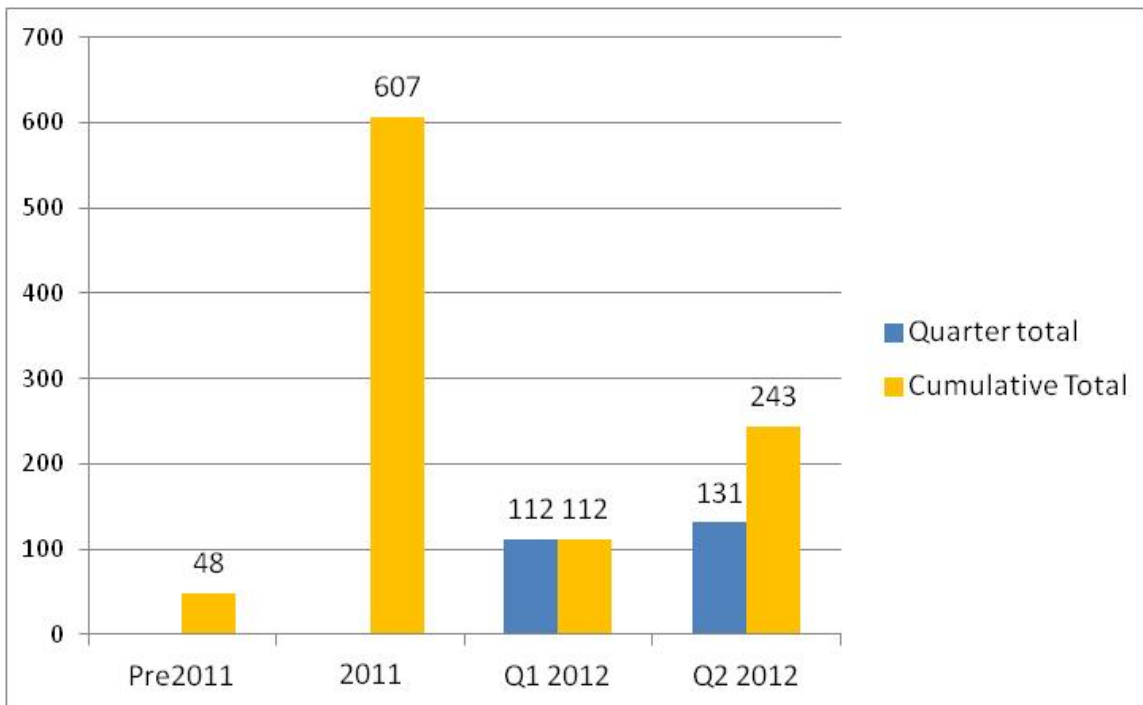
### d) Update on Offsite Storage Capabilities

We have been working with Dorinda Goodman, Director of Town IT/MIS and Pat Goddard, Director of Public Facilities to find a suitable location to house the 30TB archive server, which we purchased from TelVue Corporation in December 2010. It has been determined that the booth in Cary Hall does not have sufficient climate control to house the unit. Those involved are now researching the possibility of storing the serving in the Town server facility.

### e) Update of On Demand and Indexed Programming Including; Identifying Available Programs

We've added an additional 112 programs to our VOD site this quarter for a total of 243 in this calendar year. We have established a process of ingesting shows into the VOD site at the same time we ingest them into our program server.

#### Total Number of 2012 On-Demand Programs



## 2012Q2 CAC REPORT

### Monthly History of On Demand Visits

Month	Unique Vistors	Hits
<b>Apr-12</b>	<b>297</b>	<b>1,041</b>
<b>May-12</b>	<b>250</b>	<b>1,095</b>
<b>Jun-12</b>	<b>238</b>	<b>869</b>

### f) Equipment Purchased During the Quarter and Cost of Each Item

We made improvements to our Kitchen studio and our edit systems. An additional field camera was purchased this quarter. Below is the equipment purchased in Q2:

Date		
4/4/2012	B&H: Sony HXR-NX70 HD Compact Camera	\$2,695.00
4/4/2012	Unique Scientific: On Site engineering	\$ 400.00
4/27/2012	Go-Pro	\$ 280.97
5/2/2012	Adobe Premier Pro	\$ 319.99
5/2/2012	Adobe Premier Pro	\$ 533.49
5/10/2012	Lauren Milligan, Kitchen Renovations	\$ 934.60
5/21/2012	Other World Computing: Memory MAC Pro	\$2,155.98
6/6/2012	B&H Photo, 2 converter boxes	\$ 862.75
6/29/2012	B&H Black Magic Mini Converter	\$ 667.70
<b>Total</b>		<b>\$8,850.48</b>

### g) Complaints Received During the Quarter and Their Dispositions.

The compliment & complaint log has been updated on [lexmedia.org](http://www.lexmedia.org). The link to the compliment and complaints page on our website is below:

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

## 2012Q2 CAC REPORT

### **Additional: LexMedia Operating Expenses**

Below is a chart showing LexMedia operating expenses for the second quarter of 2012. The increase in our studio expenses reflects the purchase of equipment made at the end of the fiscal year. This includes the purchase of our Newtek TriCaster portable studio, which will be used to replace the mobile production truck.

### **LexMedia Operation Expenses**

	2012 Q1	2012 Q2	Total
<b>Personnel Expenses</b>	<b>46,317.15</b>	<b>49,814.40</b>	<b>96,131.55</b>
<b>Employee Benefits</b>	<b>12,085.34</b>	<b>8,307.64</b>	<b>20,392.98</b>
<b>Outside Services</b>	<b>9,350.35</b>	<b>9,643.11</b>	<b>18,993.46</b>
<b>Occupancy Expenses</b>	<b>1,839.41</b>	<b>1,150.40</b>	<b>2,989.81</b>
<b>Studio Operating Expenses</b>	<b>1,533.67</b>	<b>24,053.82</b>	<b>25,587.49</b>
<b>General</b>	<b>1,473.54</b>	<b>12,387.77</b>	<b>13,861.31</b>
<b>Total</b>	<b>\$ 72,599.46</b>	<b>\$ 105,357.14</b>	<b>\$ 177,956.60</b>