

FY2013 Q1 CAC REPORT

July-Sept, 2012

The highlight for this quarter was the production for the Opening Celebration of for300th Anniversary. It was technically the most challenging program LexMedia has undertaken, a live multi-camera broadcast from two different locations, The Margery Batten Hall in the Cary Memorial Building and Lexington High School Auditorium, complete with feedback to each location of sound and picture of the other location.

In the process of making this complex production happen, LexMedia and the Town Public Works Department has improved the infrastructure to now support broadcasting events live from the Lexington High School Auditorium. The permanently installed cameras and switching equipment in the auditorium, not to mention the direct feed to the LexMedia studio from the LHS Auditorium are a major improvement to the Town's Public Access TV infrastructure, a desire that has existed for many years.

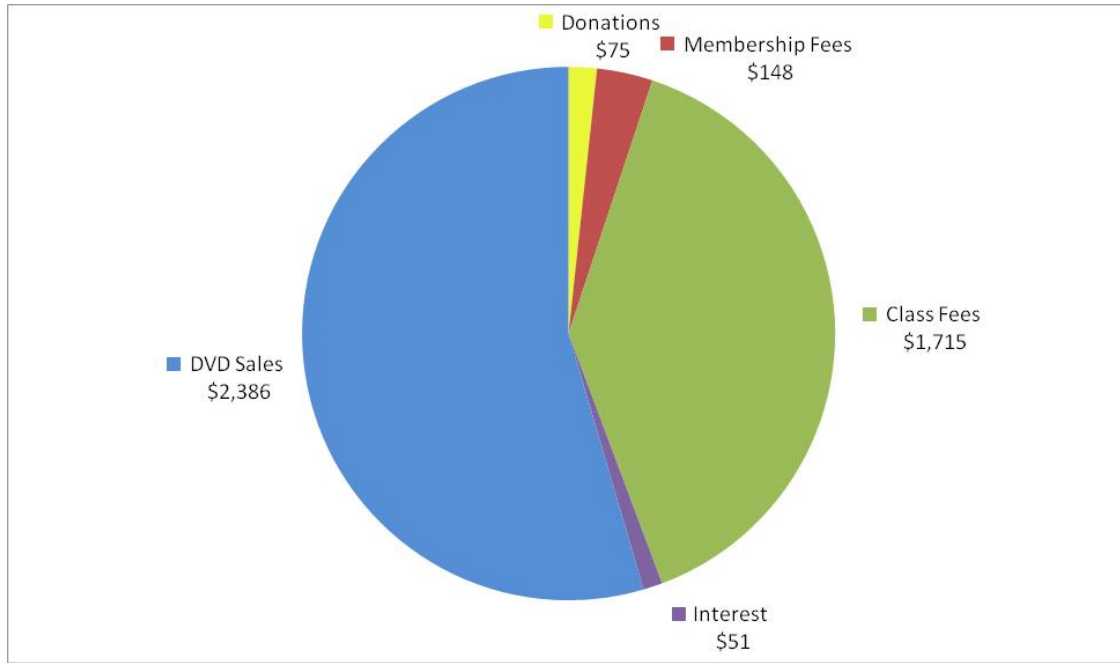
LexMedia recruited and trained a crew of 20 people for the morning's opening ceremonies and had additional crew members working throughout the day to cover The Country Fair and The Race Through Time. It was a great example of what community television can be.

a) Results of Fundraising and Tracking to Fundraising Targets

LexMedia cash fundraising for this quarter totaled \$4,375 that included funds from donations, DVD sales, rentals and interest. The \$1715 of class fees are the result of our summer kids classes. \$2386 from DVD sales, which is the result of our programming efforts. We are on track to reach our 2013 fundraising target.

FY2013Q1 Fundraising

FY2013Q1CACReport



FY2013Q1 Fundraising Target

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

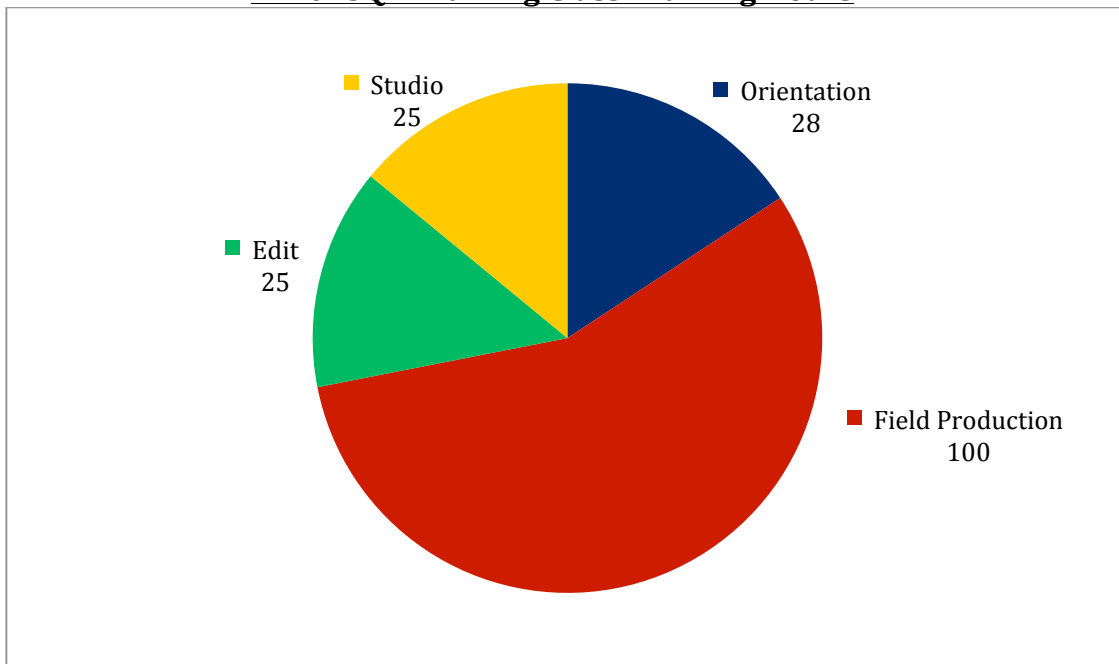
FY2013Q1CACReport

We trained approximately 110 volunteers in this quarter. This translates to approximately 180 hours of class-based training. The vast majority of the class training this quarter was devoted to field production. There was some additional training given to members of the 300th Anniversary Committee in preparation for the September opening celebrations.

The graph below illustrates class training for LexMedia volunteers and does not reflect training for the 300th Anniversary Committee.

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

FY2013Q1 Training Class Training Hours



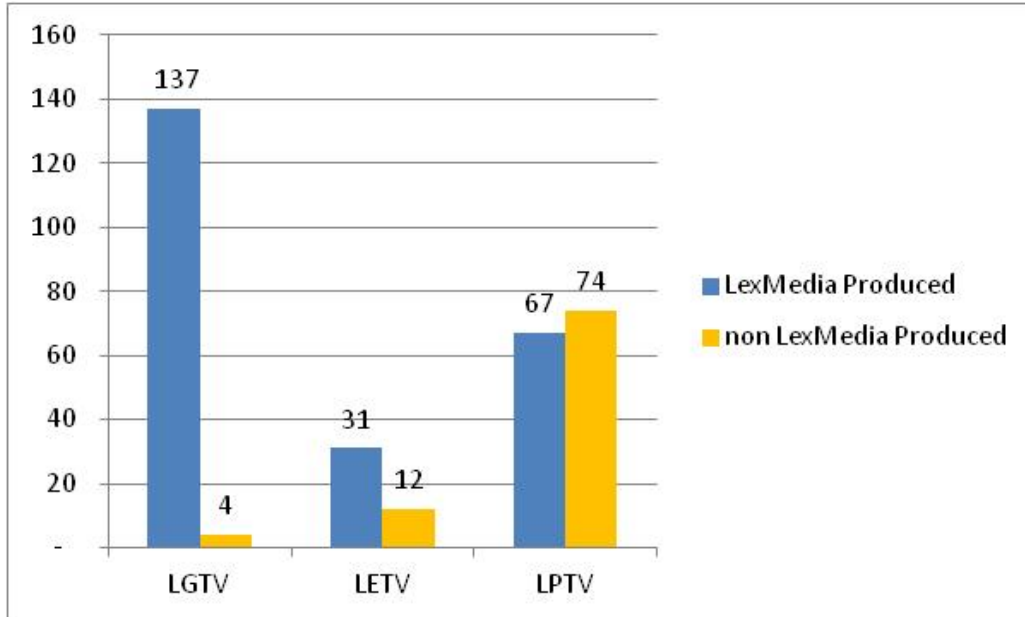
c) Number of Hours by Type of Programming (Public, Education, Government, and LexMedia or non-LexMedia produced programming)

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-

FY2013Q1CACReport

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.

Indexed Meetings

	#Meetings	#Indexed
Selectmen	5	4
School Committee	4	4
Planning Board	5	4
Conservation Commission	8	8
Historic District	3	3
Historical Commission	2	2
Board of Appeals	6	6

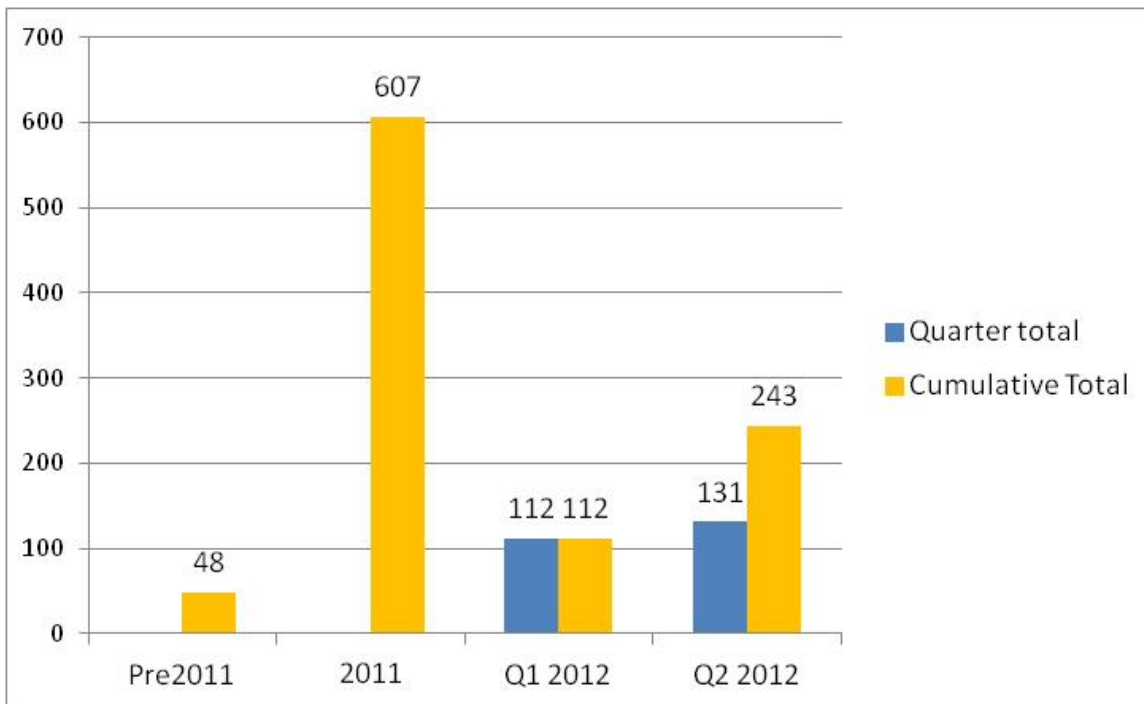
d) Update on Offsite Storage Capabilities

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



Monthly History of On Demand Visits

Month	Unique Vistors	Hits
Jul-12	135	530
Aug-12	125	522
Sep-12	256	1,042

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 FY2013Q1:

Date	Capital Item	Cost
8/15/2012	LED panel for control room	\$ 4,137
8/15/2012	Emergency Overlay	\$ 2,369
9/12/2012	NVIDIA Quadro 400 for Mac	\$ 806
9/19/2012	(3) Streaming Encoders	\$ 5,007
	Total	\$ 12,318

g) Complaints Received During the Quarter and Their Dispositions.

The compliment & complaint log has been updated on lexmedia.org. 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 2012. The increase in our studio expenses reflects the purchase of equipment

FY2013Q1CACReport

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	Total
Personnel Expenses	50,542.67	50,542.67
Employee Benefits	11,233.82	11,233.82
Outside Services	10,336.51	10,336.51
Occupancy Expenses	1,027.69	1,027.69
Studio Operating Expenses	6,085.49	6,085.49
General	5,984.42	5,984.42
Total	\$ 85,210.60	\$ 85,210.60