

FY2013 Q2 CAC REPORT

Oct - Dec 2012

LexMedia held its annual members meeting in November, approximately 50 members attended. Three new board members were elected and five board members retired. Our Board Members are: David Ilsley, Chairman, James Shaw, Vice-Chairman Colleen Smith, Secretary, Timothy Counihan, Treasurer, Kathleen Bell, Straker Coniglio, Harry Forsdick, Bill Kofoed, Alan Lazarus, Jeff Leonard, Betsy Reynolds, Susan Rockwel and Ephraim Weiss.

LexMedia thanks our retiring Board Members: Marilyn Rea Beyer, Zhilla Breakstone, Shelby Kashket, John Hayward and Ernest Van B. Seasholes.

One of the highlights of the meeting was the introduction and demonstration of the new LexMedia mobile app. LexMedia has been working with Civic Media Technologies to develop a cross platform mobile app. It is now available for iPhones and iPads, it will also be available for Android phones. The app allows users to watch live streaming video of all three channels, on-demand videos and community bulletin board announcements.

In November LexMedia also hosted a reception for Sirarpi Heghinian Walzer, whose artwork is on display in the studio. In December we hosted a meeting of the LHS movie club.

The fall production schedule was busy with school events, community lectures, government meetings and the LEF Trivia Bee. We continued our cooking series in partnership with Lexington Community Education. We recorded holiday greetings for town departments and businesses. The greetings played on our channels and the community bulletin board. Special holiday productions included The Lexington School of Ballet's Nutcracker, Dan Fenn's reading of A Christmas Carol and Christopher Bing's Christmas Carol production in Cary Hall.

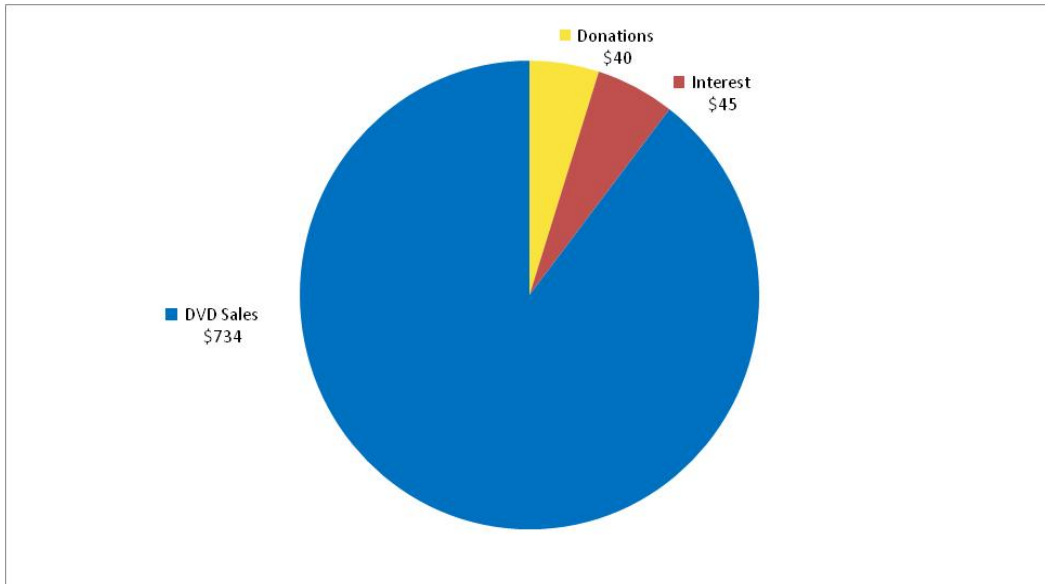
With the approval of the Town Manager, we sold our production truck to offset the cost of a new HD mobile switcher. The truck was sold to Athol-Orange Community Television. We were gifted a SUV to use for remote productions.

a) Results of Fundraising and Tracking to Fundraising Targets

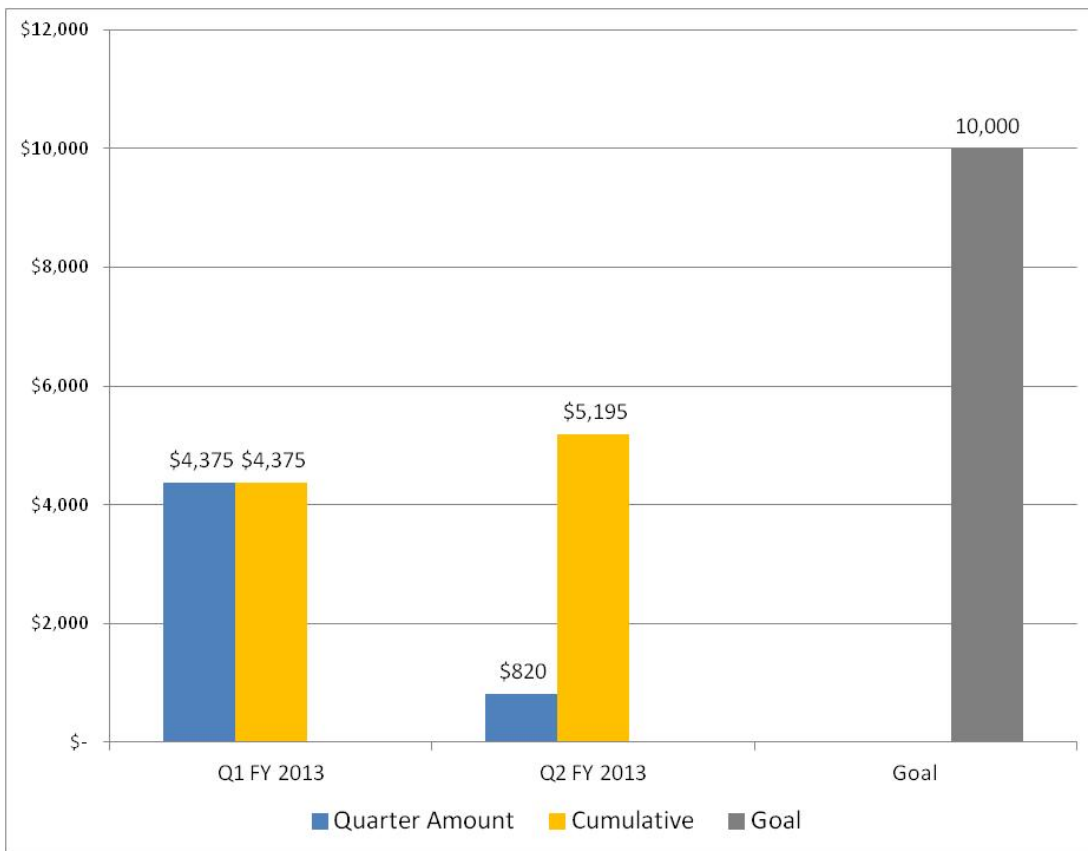
LexMedia cash fundraising for this quarter totaled \$820 including funds from donations, DVD sales, rentals and interest. Funds for this quarter came almost entirely from DVD sales of holiday and 300th Anniversary videos. We are on track to meet our annual fundraising target.

FY2013Q2CACReport

FY2013 Q2 Fundraising



FY2013 Q2 Fundraising Target



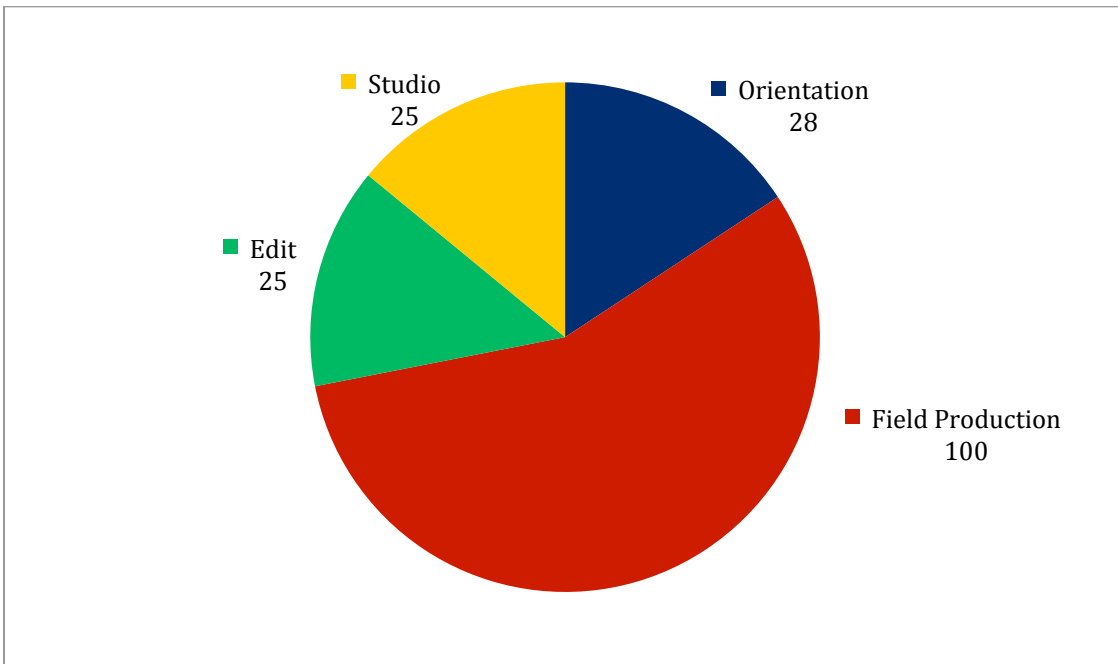
b) Statistics on Number of Residents Trained, TOWN Board and Committee Members Trained

We trained approximately 70 volunteers in this quarter. This translates to approximately 175 hours of class-based training. The vast majority of the class training this quarter was devoted to field production. Additionally we worked with the police chief to film officer training for the police department.

The graph below illustrates class training for LexMedia volunteers and does not reflect training for the police department.

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

FY2013 Q2 Training Class Training Hours



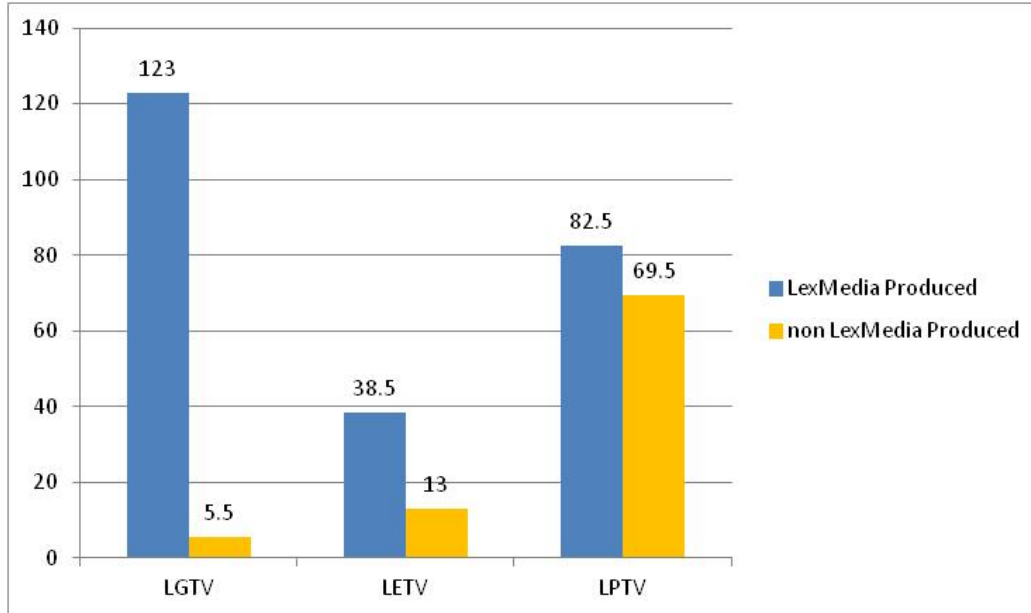
c) Number of Hours by Type of Programming (Public, Education, Government, and LexMedia or non-LexMedia produced programming)

LexMedia programming shows an increase in programming hours on the public channel from a year ago and relatively stable programming hours on the government and education channels. Below is a breakdown of all LexMedia produced and non-LexMedia produced **first run** program hours for each channel. We have not

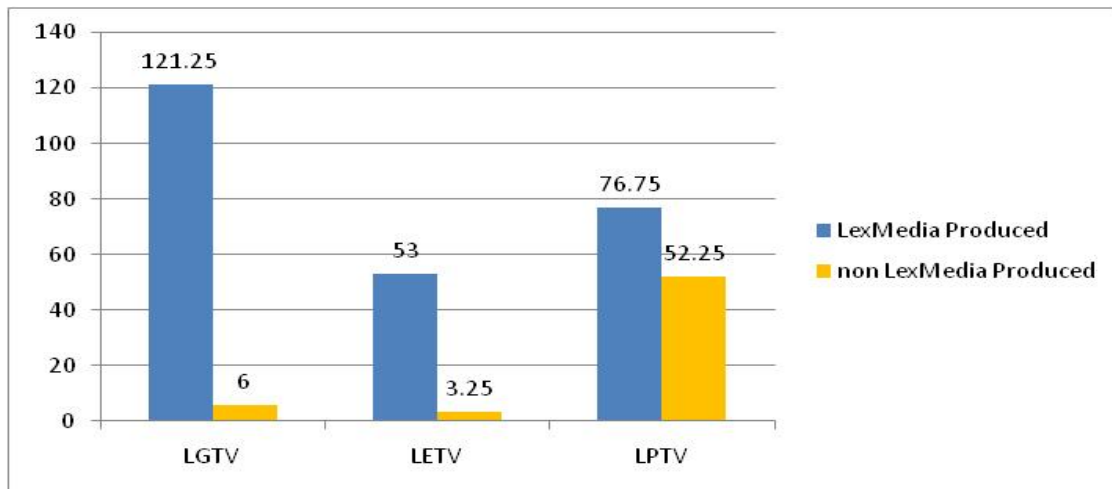
FY2013Q2CACReport

included the total number of hours these programs were repeated through the quarter. Each program was repeated at least three times as required in our contract.

Hours of Programming Oct-Dec 2012



Hours of Programming Oct-Dec 2011



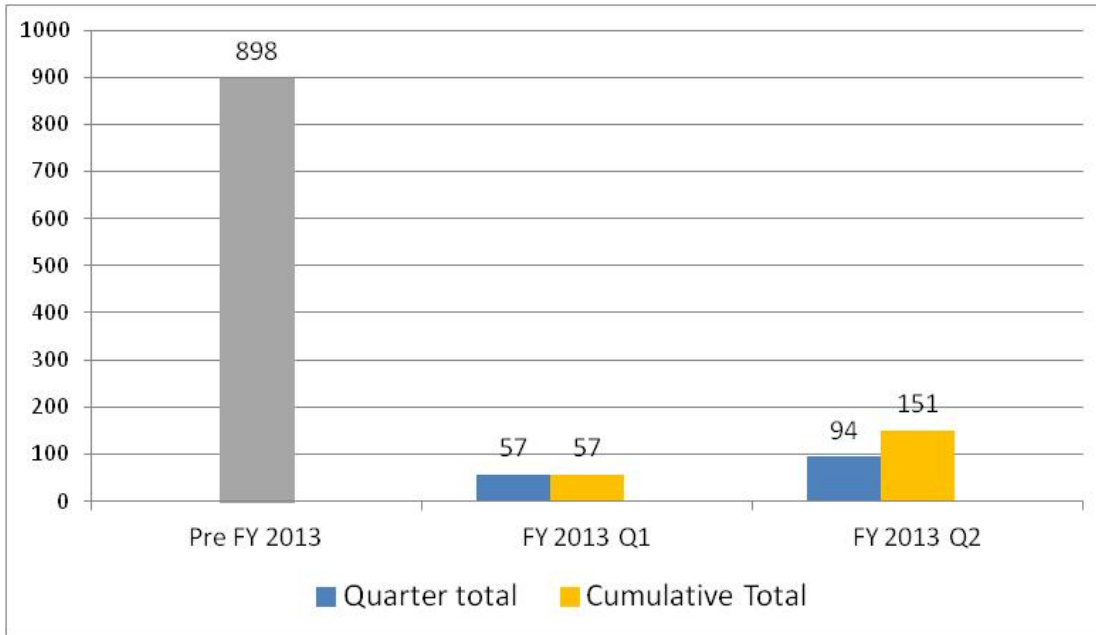
d) Update on Offsite Storage Capabilities

We are very close to having a location for an offsite location for the archive server. Working with Dorinda Goodman, Director of Town IT/MIS and Pat Goddard, Director of Public Facilities a location has been identified, The Liberty Mutual Building on Bedford Street, which houses the town servers. The town is researching the possibility of establishing an account with one of the cable providers for broadband space to transmit data from our Kline Hall location rather than using the town internet.

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

We added an additional 94 programs to our VOD site this quarter for a total of 151 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 On-Demand Programs



Our on-demand service has grown in popularity. The total number of visitors for this quarter in 2011 was 689. It has grown to 828 for the same period in 2012, as seen in the chart below:

Total Number of On-Demand Views Oct-Dec 2012

<u>Month</u>	<u>Unique Vistors</u>	<u>Hits</u>
<u>Oct-12</u>	<u>332</u>	<u>1018</u>
<u>Nov-12</u>	<u>207</u>	<u>832</u>
<u>Dec-12</u>	<u>289</u>	<u>816</u>

Total Number of On-Demand Views Oct-Dec 2011

<u>Month</u>	<u>Unique Vistors</u>	<u>Hits</u>
<u>Oct-11</u>	<u>220</u>	<u>839</u>
<u>Nov-12</u>	<u>229</u>	<u>737</u>
<u>Dec-12</u>	<u>240</u>	<u>907</u>

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

Indexed Meetings Oct-Dec 2012

	<u>#Meetings</u>	<u>#Indexed</u>
Selectmen	12	11
School Committee	8	8
Planning Board	6	6
Town Meeting	1	0
Town Meeting Info	1	1
Budget Summit	3	2
Community Preservation	2	2
Conservation Commission	7	7
Historic District	4	4
Historical Commission	2	2
Board of Appeals	3	3

FY2013Q2CACReport

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

Below is the equipment purchased in FY2013 Q2. The largest expense is for the new TriCaster HD video switcher for the control room. The \$12,625 is the amount of deposit for the work and does not reflect the entire amount of the control room work. Additional capital for that work will be reported in the Q3.

Date	Capital Item	Cost
10/31/2012	Miniature Digital down-converter	\$ 839.00
10/31/2012	TriCaster deposit	\$ 3,787.50
11/08/2012	TriCaster deposit (additional)	\$ 8,837.50
Total		\$ 13,464.00

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 FY2013 Q2. The General Expense line reflects an insurance adjustment received for overpayment of past payroll taxes.

LexMedia Operation Expenses

	FY 2013 Q1	FY 2013 Q2	Total
Personnel Expenses	\$ 50,542.67	\$ 42,389.49	\$ 92,932.16
Employee Benefits	\$ 11,233.82	\$ 10,696.03	\$ 21,929.85
Outside Services	\$ 10,336.51	\$ 15,191.81	\$ 25,528.32
Occupancy Expenses	\$ 1,027.69	\$ 822.13	\$ 1,849.82
Studio Operating Expenses	\$ 6,085.49	\$ 4,672.46	\$ 10,757.95
General	\$ 5,984.42	\$ (3,059.73)	\$ 2,924.69
Total	\$ 85,210.60	\$ 70,712.19	\$ 155,922.79