

## FY2014 Q2 CAC REPORT

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Oct - Dec 2013

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LexMedia held its annual members meeting on November 18, approximately 50 members attended. Fred Johnson was elected to the board, and Kay Bell was elected for another term. Our current Board Members are: David Ilsley, Chairman, James Shaw, Vice-Chairman Colleen Smith, Secretary, Timothy Counihan, Treasurer, Kay Bell, Steve Isenberg, Fred Johnson, Bill Kofoed, Alan Lazarus, Jeff Leonard, Betsy Reynolds, Susan Rockwell and Ephraim Weiss.

LexMedia thanks our retiring Board Members: Harry Forsdick and Straker Coniglio.

During the meeting we highlighted accomplishments of the past year including: the launch of the HD channel, system upgrades in Lexington High School and The Cary Memorial Library, various 300th Anniversary events and productions and an increase in the number of members and volunteers.

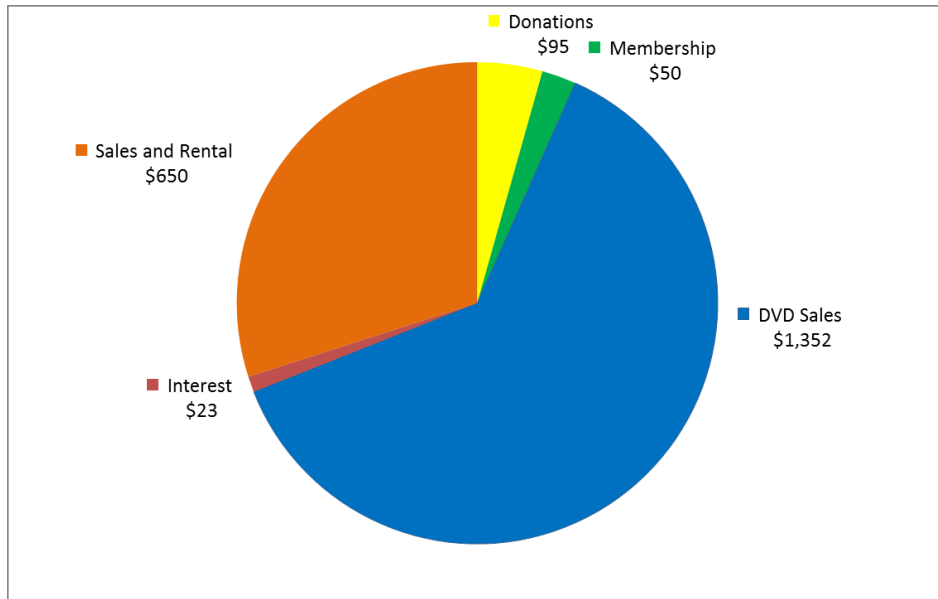
The fall production schedule included school events, community lectures, government meetings and the LEF Trivia Bee. We continued our cooking series in partnership with Lexington Community Education. Again this year we recorded holiday greetings for town departments and businesses. The greetings played on our channels and the community bulletin board. We did the same for the Halloween parade sponsored by the Lexington Retails Association. We also started some new partnerships. Cooking From Scratch with Joe Gatto rents our kitchen studio space for private cooking classes and works with LexMedia to produce his original and highly entertaining show. We have also partnered with the Clarke Middle School to produce a “behind the scenes” documentary on their stage production of Willy Wonka Jr. We’re working with a high school group to help them produce a narrative film called “Star Trek Beyond the Brink” and we’re working with a team who are producing a documentary on the history of the METCO program.

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

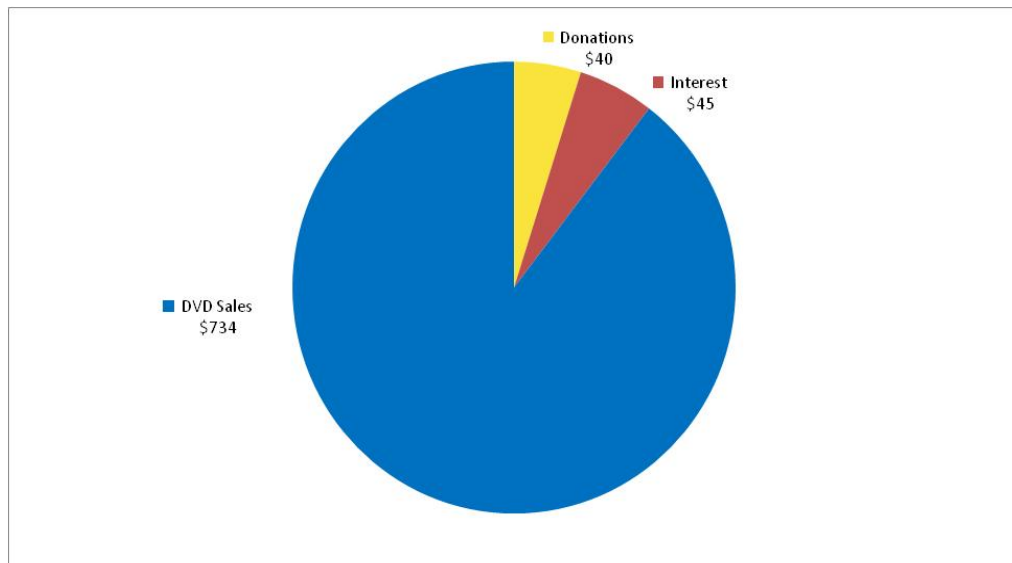
LexMedia cash fundraising for this quarter totaled \$2,170 including funds from donations, DVD sales, rentals and interest. The funds for this quarter came almost entirely from DVD sales and studio rental. The graphic below shows that our fundraising is up from the same quarter last year. We are on track to meet our annual fundraising target.

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**FY2014 Q2 Fundraising**

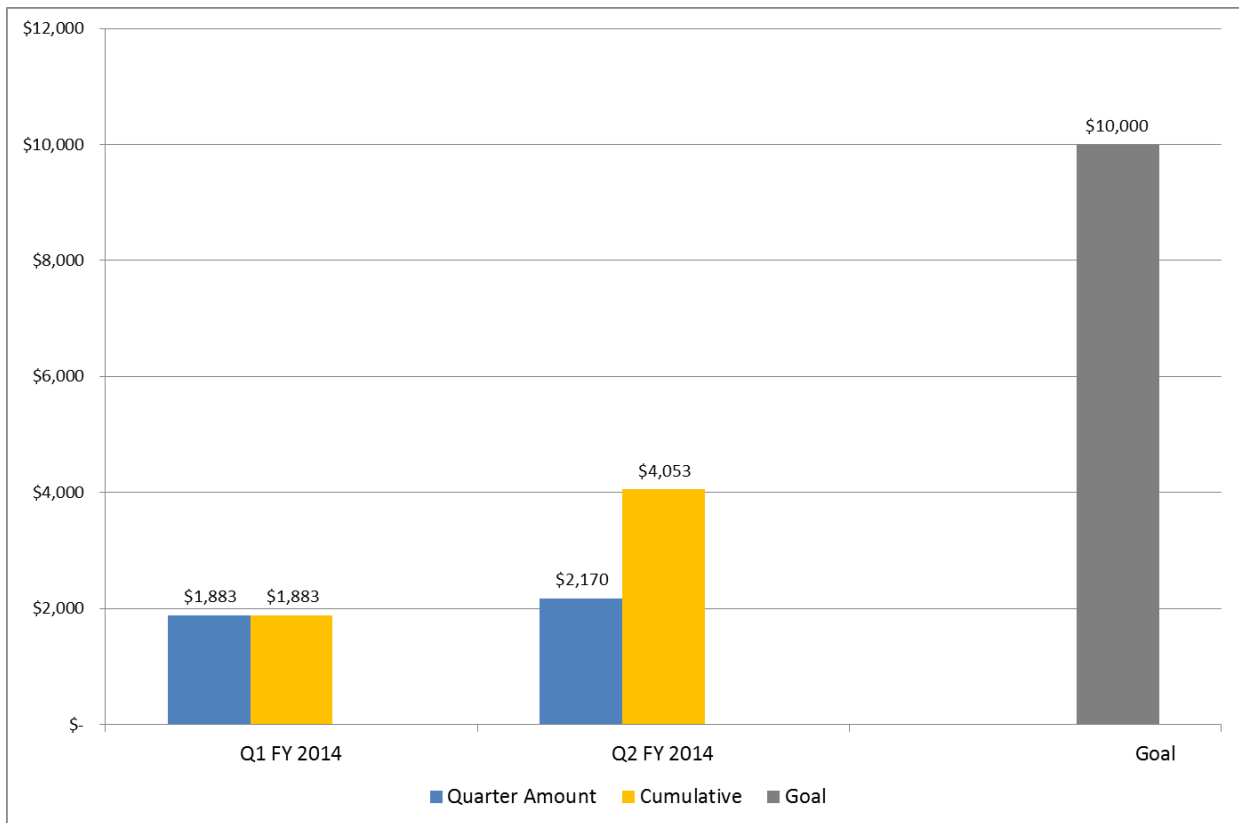


**FY2013 Q2 Fundraising**



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**FY2014 Q2 Fundraising Target**



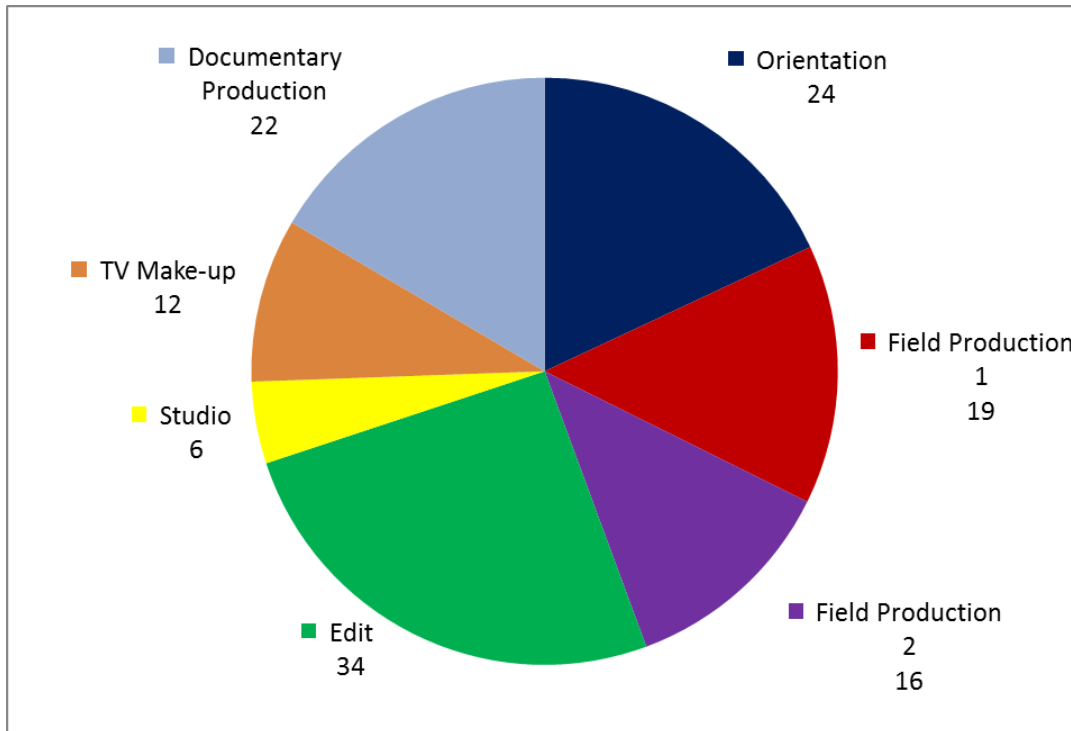
**b) Statistics on Number of Residents Trained, TOWN Board and Committee Members Trained**

We trained approximately 70 volunteers in this quarter. This translates to approximately 133 hours of class-based training. Most of the class training this quarter was devoted to field production; about a third of that was for the Clarke Middle School documentary group working on the Willy Wonka Jr. show.

The graph below illustrates a break down in the class training hours and does not reflect 1:1 training for volunteers involved in production or editing of individual programs.

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**FY2014 Q2 Training Class Training Hours**

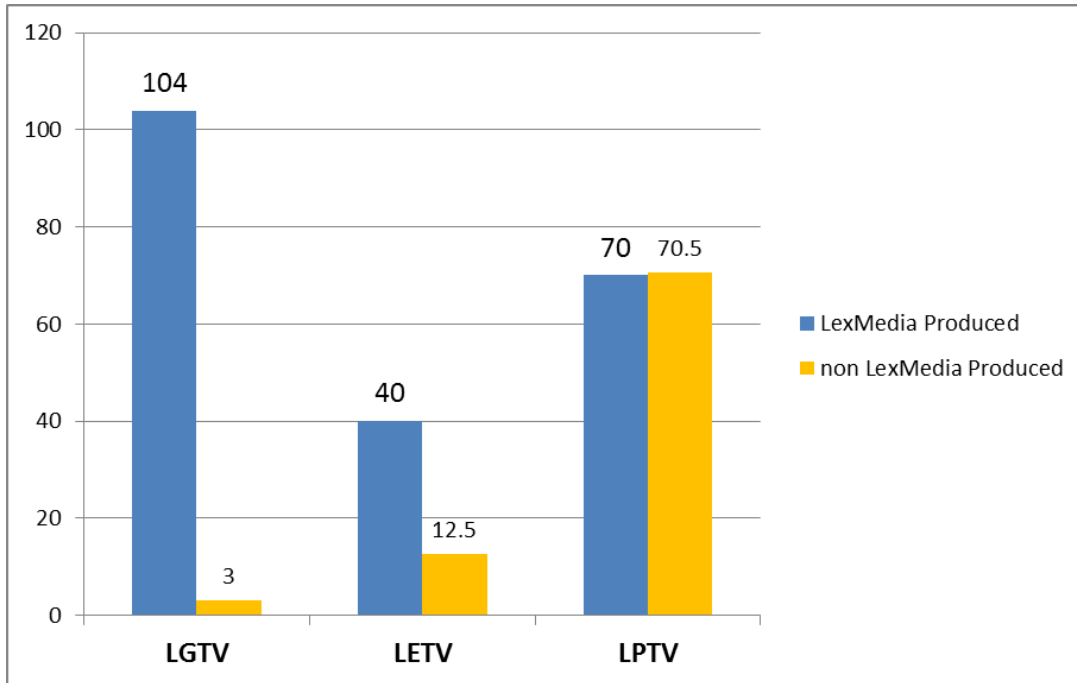


**c) Number of Hours by Type of Programming (Public, Education, Government, and LexMedia or non-LexMedia produced programming)**

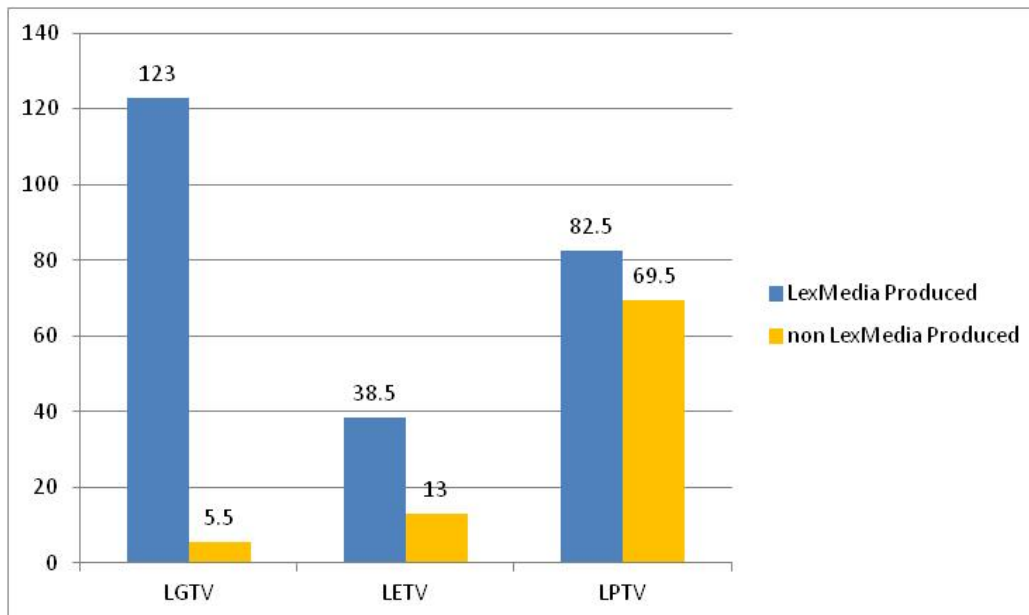
LexMedia programming shows very little fluxuation from quarter to quarter or year to year. The slight increase in shows in FY2013 is most likely due to the 300th Anniversary productions. Below is a breakdown of all LexMedia produced and non-LexMedia produced **first run** program hours for each channel. We have not included the total number of hours these programs were repeated through the quarter. Each program was repeated at least three times as required in our contract.

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**Hours of Programming FY2014 Q2**



**Hours of Programming FY2013 Q2**



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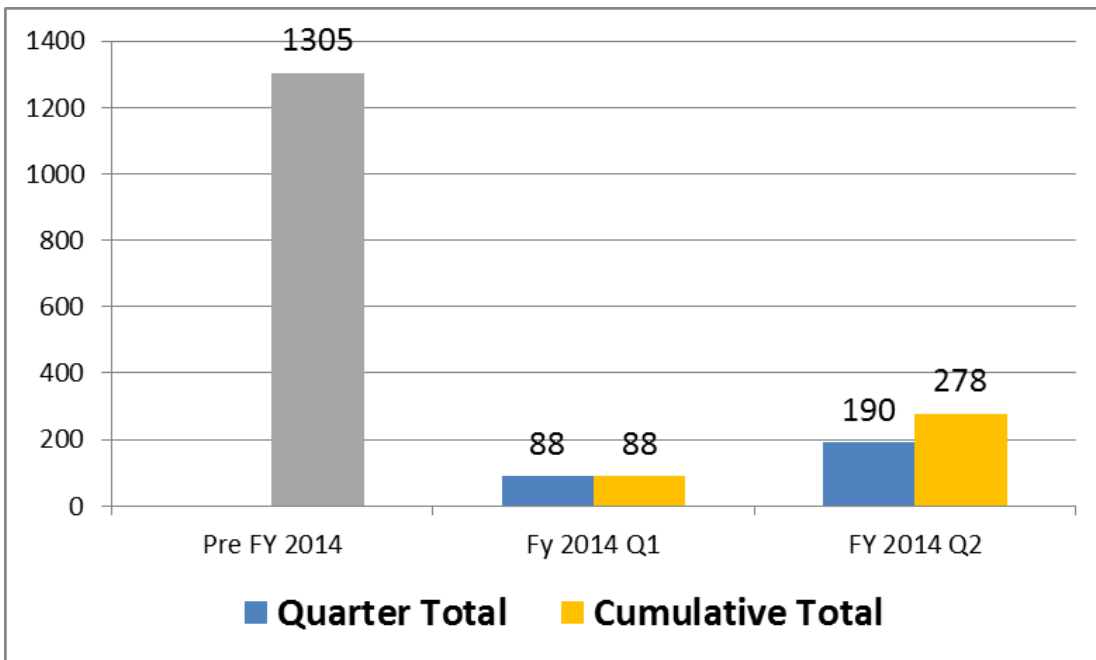
**d) Update on Offsite Storage Capabilities**

We have the location, we have the provider, now we need to wait until the ground thaws before RCN can install the cable lines to carry broadband service for the archive server. We continue to back up all original produced programs at our Kline Hall location.

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

We added an additional 190 programs to our VOD site this quarter for a total of 278 in this fiscal year. We have established a process of ingesting shows into the VOD site at the same time we ingest them into our program server. Our turn around time for making programs available for on-demand viewing is very fast.

**Total Number of On-Demand Programs**



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On-demand service continues to grow in popularity. The total number of visitors for this quarter in 2012 was 828. It has grown to 1398 for the same period in 2013. A break down of the month-to-month numbers is seen below.

**Total Number of On-Demand Views Oct-Dec 2013**

<u>Month</u>	<u>Unique Visitors</u>	<u>Hits</u>
<u>Oct-12</u>	<u>395</u>	<u>1066</u>
<u>Nov-12</u>	<u>463</u>	<u>1423</u>
<u>Dec-12</u>	<u>540</u>	<u>1289</u>

**Total Number of On-Demand Views Oct-Dec 2012**

<u>Month</u>	<u>Unique Visitors</u>	<u>Hits</u>
<u>Oct-11</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>

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

**Indexed Meetings Oct-Dec 2013**

	<u>#Meetings</u>	<u>#Indexed</u>
Selectmen	7	7
Selectmen Budget	3	3
School Committee	7	7
Planning Board	5	5
Town Meeting	1	0
Town Meeting Info	1	0
Budget Summit	3	0
Crime Prevention	1	0
Conservation Commission	6	6
Historic District	3	3
Historical Commission	3	3
Board of Appeals	4	4
Community Center Committee	7	0
Center Committee Parking	1	0

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

Below is the equipment purchased in FY2014 Q2. The HD-SDI switcher is used to increase the number of cameras used in field productions with the portable Tricaster.

Date	Capital Item	Cost
10/16/2013	4 x 1 HD-SDI Switcher	\$ 586.00
11/13/2013	Apple IMAC Computer	\$ 2,230.19
Total		\$ 2,816.19

**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 FY2014 Q2.

**LexMedia Operation Expenses**

	FY 2014 Q1	FY 2014 Q2	Total
<b>Personnel Expenses</b>	\$ 54,890.67	\$ 53,511.51	\$ 108,402.18
<b>Employee Benefits</b>	\$ 12,500.84	\$ 10,512.60	\$ 23,013.44
<b>Outside Services</b>	\$ 9,148.04	\$ 6,652.39	\$ 15,800.43
<b>Occupancy Expenses</b>	\$ 1,533.32	\$ 2,384.16	3917..48
<b>Studio Operating Expenses</b>	\$ 2,150.83	\$ 4,184.09	\$ 6,334.92
<b>General</b>	\$ 8,987.18	\$ 5,354.75	\$ 14,341.93
<b>Total</b>	\$ 89,210.88	\$ 82,599.50	\$ 171,810.38