

### **FY2014Q4 Highlights**

The highlights for FY2014 Q4 included several community-building events. We held a premier screening for LHS filmmaker's production of Star Trek, Beyond the Brink. 100+ people joined us in the Avalon auditorium for the screening and afterwards in the studio for refreshments and tours. We also hosted a very popular artist reception for Joan Quinzani with 75-80 people in attendance.

There was the usual rush of activities marking the end of the school year. We were on hand for graduations and awards ceremonies. At Lexington High School we covered the Senior Prom Red Carpet and spring play, "Kiss Me Kate," as well as all the musical performances including three days of the LHS Pops. We continue to sponsor the LHS Film Festival. This year we also worked with Jonas Clarke Middle School to film a special theatrical production of "In The Middle on the Outside." The end of the school year also brought several girl and boys scout troops through the studio for tours.

We covered Patriots' Day events: The Battle on the Green, pancake breakfasts, the youth parade, the road race, DAR Memorial & USS Lexington memorial services, The Hancock Church hand bell concert, Colonial Fife and Drum concert, jazz concert and special performances by The United States Army Old Guard Drill Team and USAF Heritage Band.

We wrapped up our fourth season of LexGo! With Colleen Smith, our first season of Ask Dog Lady with Monica Collins, and another season of Open House with Jay Kaufman. We started a series of new cooking shows called "What's Cooking?" We covered Discovery Day events and recorded all concerts by The Lexington Symphony.

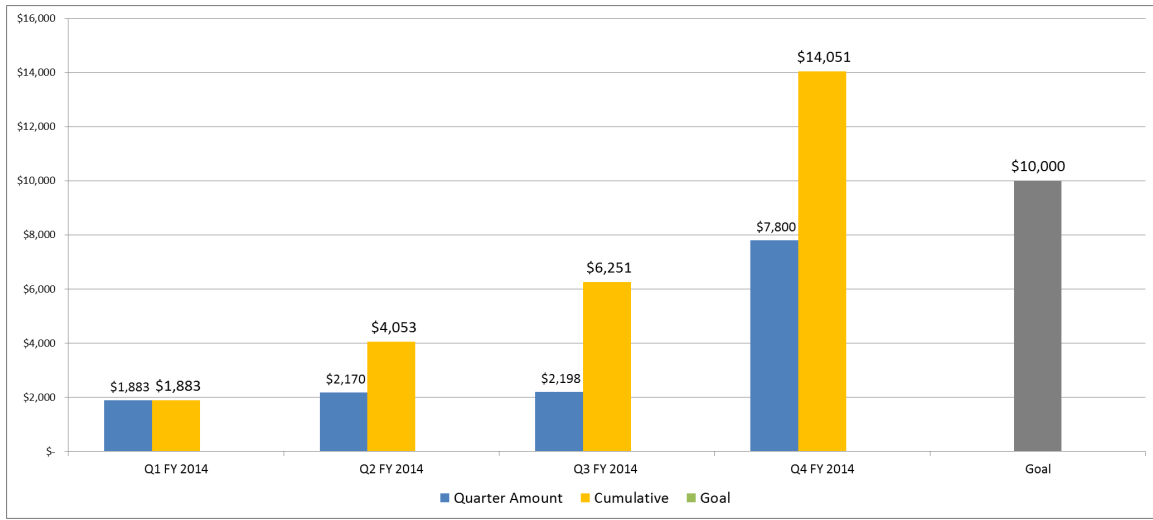
Once again we have met and exceeded our contract obligations for government meeting coverage and indexing.

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**a) Fundraising Targets**

LexMedia fundraising target for the year was set at \$10,000. That goal was reached and exceeded in the fourth quarter. \$7,800 was raised in Q4, a majority of it, \$6500, from DVD sales. There was an additional \$1,100 in rental and a small amount, \$100 in donations.

**FY2014 Q4 Fundraising Target**

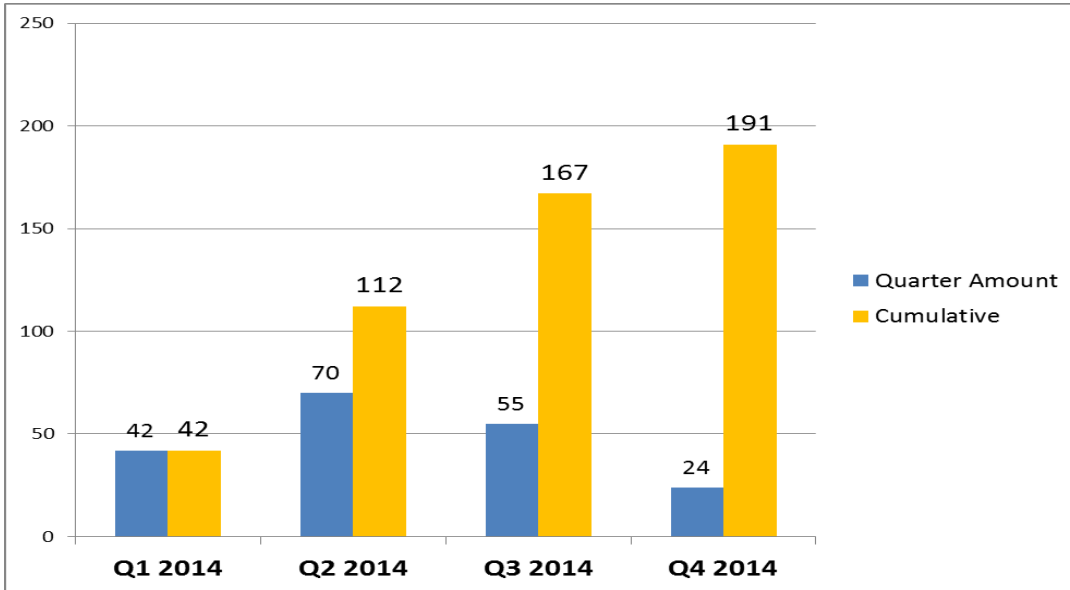


**b) Statistics on Number of Residents Trained, TOWN Board and Committee Members Trained**

The fourth quarter is typically our lightest training period for the year due to production demands at the end of the school year. We trained 24 volunteers this quarter bringing our total for the year to 191. No Town Board and Committee members were trained this quarter. We did continue to work with the Cary Memorial Library staff to facilitate training in the Large Meeting Room.

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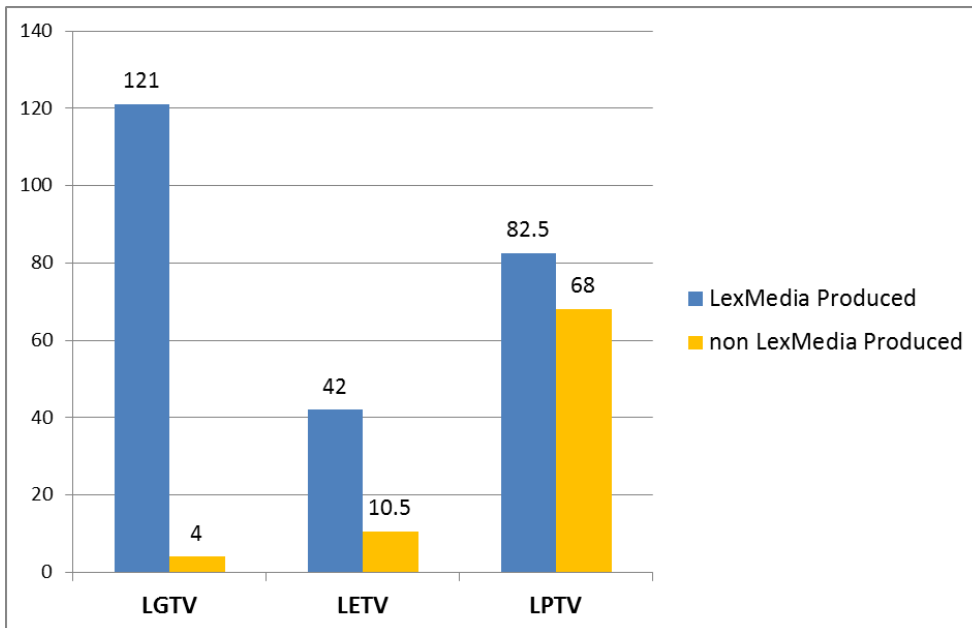
**FY2014 Q4 Volunteer Training**



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

Below is a breakdown of all LexMedia produced and non-LexMedia produced **first run** program hours for each channel. Each program was repeated at least three times as required by our contract.

**FY2014 Q4 Programming**



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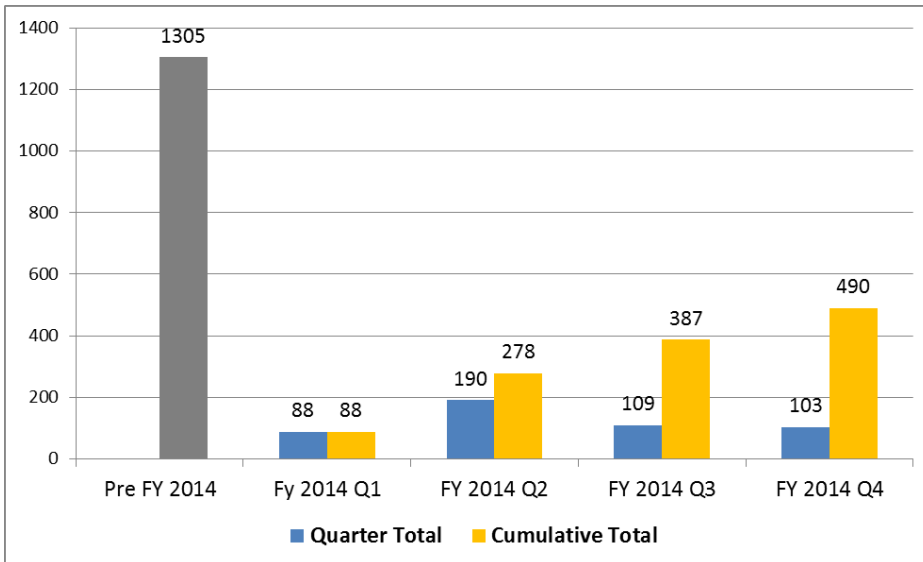
**d) LexMedia required meetings and additional non-required government meetings.**

LexMedia covered all required meetings for the quarter. We also covered an additional 20 meetings in April - June. They have all been indexed and are available for viewing on our Lexmedia.org On Demand site.

**e) The number of On Demand programs available, year to date.  
Numbers of On Demand viewers for the rolling last 13 months.**

LexMedia added a total of 103 programs to the On Demand site for this quarter bringing the total number of programs available for viewing to 490 for the year. Below you will also find the number of On Demand viewers and hits for the past 13 months.

**Total Number of On-Demand Programs**



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**FY2014 Q3 On-Demand Views**

<u>Month</u>	<u>Unique Visitors</u>	<u>Hits</u>
<u>Jun-14</u>	<u>373</u>	<u>1328</u>
<u>May 14</u>	<u>311</u>	<u>1142</u>
<u>Apr-14</u>	<u>344</u>	<u>1326</u>
<u>Mar-14</u>	<u>332</u>	<u>1271</u>
<u>Feb-14</u>	<u>429</u>	<u>1507</u>
<u>Jan-14</u>	<u>482</u>	<u>1377</u>
<u>Dec-13</u>	<u>540</u>	<u>1289</u>
<u>Nov-13</u>	<u>467</u>	<u>1431</u>
<u>Oct-13</u>	<u>406</u>	<u>1105</u>
<u>Sep-13</u>	<u>186</u>	<u>528</u>
<u>Aug-13</u>	<u>165</u>	<u>591</u>
<u>Jul-13</u>	<u>219</u>	<u>864</u>
<u>Jun-13</u>	<u>601</u>	<u>1654</u>

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

Below is the equipment purchased in FY2014 Q4.

<u>Date</u>	<u>Capital Item</u>	<u>Cost</u>
<u>4/16/2014</u>	<u>Studio Ceiling Insulation</u>	<u>\$ 9,300.00</u>
<u>4/16/2014</u>	<u>F M Systems Dual Mono/Stereo Audio</u>	<u>\$ 2,834.30</u>
<u>5/21/2014</u>	<u>Studio Curtains</u>	<u>\$ 1,158.99</u>
<b>Total</b>		<b>\$ 13,293.29</b>

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

There were no complaints logged for this quarter.

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>

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**Additional: LexMedia Operating Expenses**

Below is a chart showing LexMedia operating expenses for FY2014 Q4.

**LexMedia Operation Expenses**

	<b>FY 2014 Q1</b>	<b>FY 2014 Q2</b>	<b>FY 2014 Q3</b>	<b>FY 2014 Q4</b>	<b>Total</b>
<b>Personnel Expenses</b>	\$ 54,890.67	\$ 53,511.51	\$ 57,800.58	\$ 57,234.56	\$ 223,437.32
<b>Employee Benefits</b>	\$ 12,500.84	\$ 10,512.60	\$ 14,883.89	\$ 12,069.32	\$ 49,966.65
<b>Outside Services</b>	\$ 9,148.04	\$ 6,652.39	\$ 5,064.48	\$ 4,881.25	\$ 25,746.16
<b>Occupancy Expenses</b>	\$ 1,533.32	\$ 2,384.16	\$ 580.29	\$ 2,053.33	\$ 6,551.10
<b>Studio Operating Expenses</b>	\$ 2,150.83	\$ 4,184.09	\$ 3,278.04	\$ 2,016.96	\$ 11,629.92
<b>General</b>	\$ 8,987.18	\$ 5,354.75	\$ 5,729.34	\$ 6,757.31	\$ 26,828.58
<b>Total</b>	\$ 89,210.88	\$ 82,599.50	\$ 87,336.62	\$ 85,012.73	\$ 344,159.73