

FY2017Q3 Highlights

As I look through this quarter, I am struck by the number of community events we've covered. One of the highlights was the "Win for Quinn" Basketball Fundraiser at LHS. Three basketball teams dedicated their games against rival Belmont High School to honor the memory of eight-year-old Quinn Amsler, who died of cancer last year.

We also covered the Lexington Reads kick-off event at Cary Library. The author of the official Lexington Reads selection, "The Oregon Trail" was on hand to talk about his experience traveling that trail by wagon.

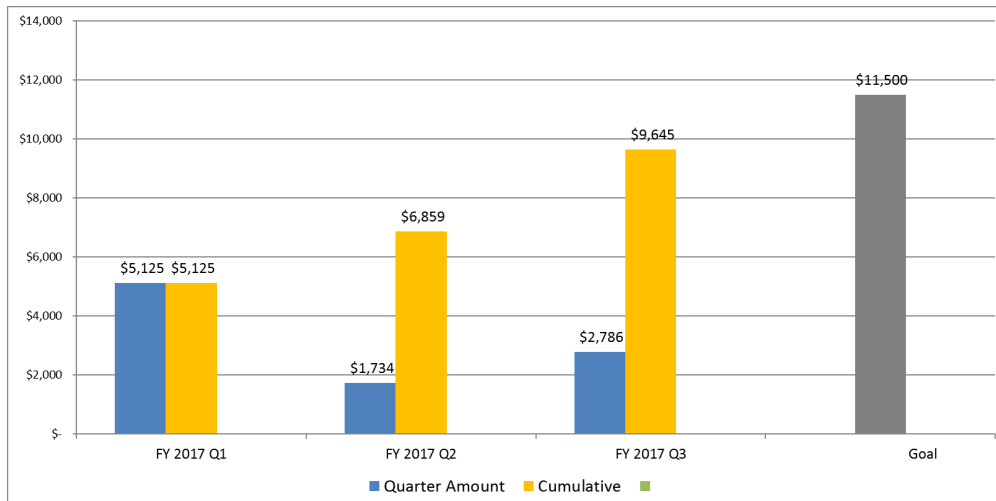
LexMedia also had its own community event. In February we brought together our producers and the general public for the first ever LexMedia Members Film Festival. We watched six films, which were produced with LexMedia equipment and/or support. The filmmakers also took questions from the audience. It was a fun and well attended festival.

Other community events we recorded included: MLK Day, The League of Women Voters Candidate Forum, Sustainable Lexington, Clarke Middle School production of *The Wizard of Oz*, Girl Scout productions, LHS basketball games and the LHS Follies. Our studio productions include: Lexington Remembers, Cooking with Helen Chen and In Conversation with Steve Iverson.

a) Fundraising Targets

LexMedia fundraising target for the year is set at \$11,500. We raised \$2,786 in Q3 and anticipate reaching our target in the next quarter.

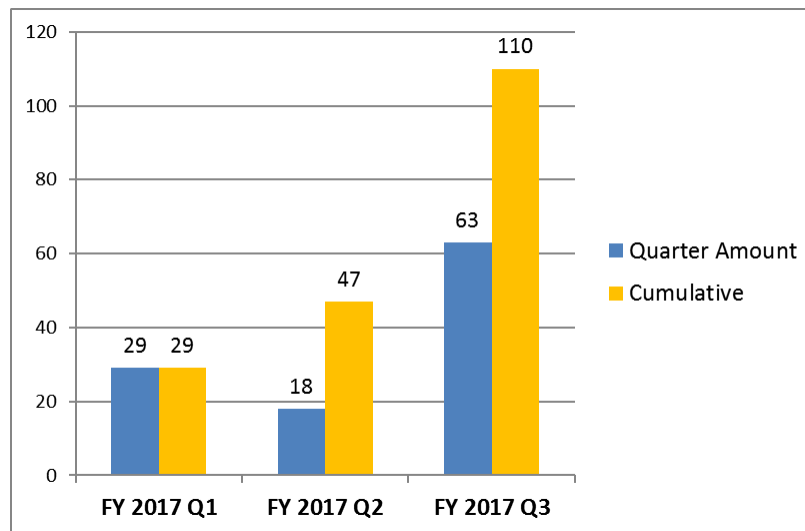
Fundraising Targets FY2017Q3



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

This was an excellent quarter for training. 63 new members were trained in Q3 many from the middle schools, the result of improved teacher involvement with LexMedia. In addition, the Executive Director also worked with the Town Manager’s office to train town employees on presentation and power point skills approximately 12 employees were trained.

FY2017Q3 Volunteer Training



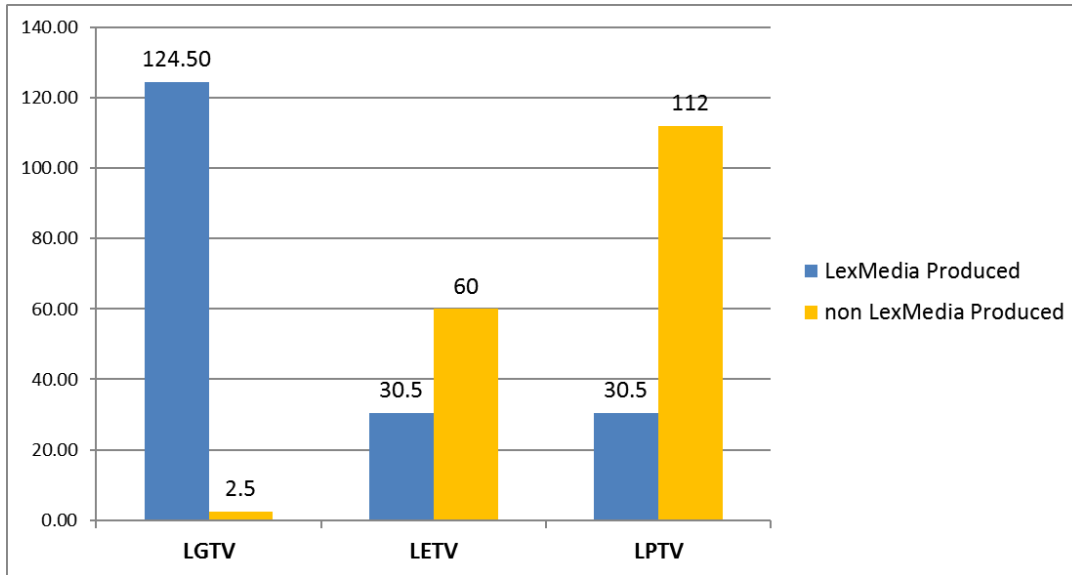
c) Number of Hours by Type of Programming (Public, Education, Government, and LexMedia or non-LexMedia produced programming)

We produced almost 125 hours of government programming this quarter

Programming on the Public and Education channels are in line with past performance. 107.5 hours on the public channel and 61.5 on the education channel.

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.

FY2017Q3 Programming



d) LexMedia required meetings and additional required government meetings. LexMedia covered all required government meetings for a total of 64 meetings. We covered 26 additional required meetings. They have all been indexed and are available for viewing on our Lexmedia.org On Demand service.

Breakdown of required meetings:

Board of Selectmen: 15
 School Committee: 10
 Planning Board: 11
 Town Meeting: 4
 TMMA Info: 3

Breakdown of Additional Required meetings:

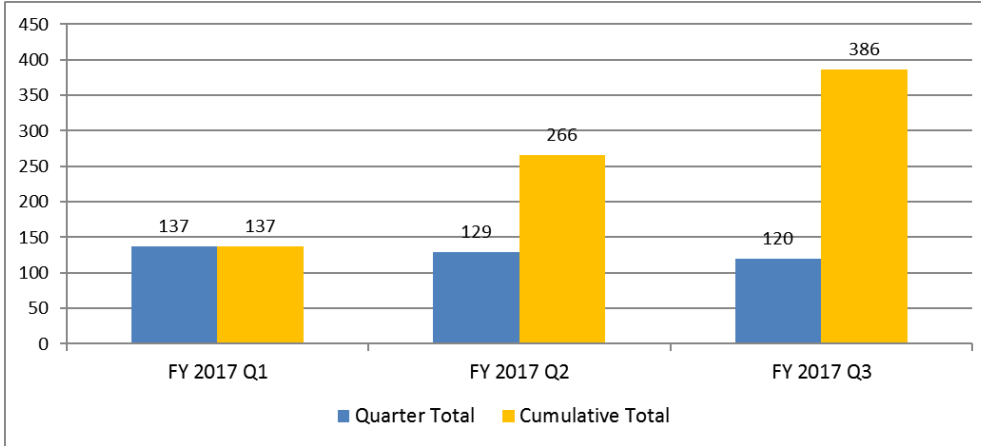
Board of Appeals: 4
 Budget Summit: 1
 Conservation Commission: 7
 Historic Districts: 3
 Historical Commission: 3
 Visitor Spending: 1
 Center Streetscape: 1
 Turning Mill Neighborhood: 1

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**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 120 programs to the On-Demand site for this quarter. We now have 386 programs available for On-Demand this Financial Year.

Total Number of On-Demand Programs



The chart below shows the number of On Demand viewers and hits for the rolling last 13 months.

FY2017Q3 On-Demand Views

<u>Month</u>	<u>Unique Visitors</u>	<u>Hits</u>
<u>Mar-17</u>	<u>225</u>	<u>1112</u>
<u>Feb-17</u>	<u>305</u>	<u>884</u>
<u>Jan-17</u>	<u>290</u>	<u>1032</u>
<u>Dec-16</u>	<u>321</u>	<u>1095</u>
<u>Nov-16</u>	<u>279</u>	<u>1076</u>
<u>Oct-16</u>	<u>268</u>	<u>770</u>
<u>Sep-16</u>	<u>308</u>	<u>1300</u>
<u>Aug-16</u>	<u>214</u>	<u>792</u>
<u>Jul-16</u>	<u>268</u>	<u>1443</u>
<u>Jun-16</u>	<u>540</u>	<u>5890</u>
<u>May 16</u>	<u>357</u>	<u>1549</u>
<u>Apr-16</u>	<u>664</u>	<u>2429</u>
<u>Mar-16</u>	<u>559</u>	<u>2062</u>

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

Date	Capital Item	Cost
1/4/2017	Monitor for studio	\$ 361.23
1/4/2017	2 field tripods \$621 each	\$ 1,242.00
1/4/2017	Sennheiser Shotgun Microphone 4 @ \$329.95 each	\$ 1,319.80
3/1/2017	High definition storage server first payment	\$ 2,000.00
3/22/2017	UPS for archive server	\$ 1,017.99
Total		\$ 5,941.02

g) Complaints Received During the Quarter and Their Dispositions.

The questions and comment log is available at the link below. There were no complaints received this quarter.

<http://www.lexmedia.org/view-questions-and-comments.html>

Additional: LexMedia Operating Expenses

Below is a chart showing LexMedia operating expenses for FY2017Q3.

LexMedia Operation Expenses

	FY 2017 Q1	FY 2017 Q2	FY 2017 Q3	Total
Personnel Expenses	\$ 70,019.84	\$ 68,200.14	\$ 56,343.87	\$ 194,563.85
Employee Benefits	\$ 16,676.51	\$ 12,238.96	\$ 13,954.02	\$ 42,869.49
Outside Services	\$ 2,914.53	\$ 8,457.17	\$ 2,975.44	\$ 14,347.14
Occupancy Expenses	\$ 2,170.82	\$ 2,306.62	\$ 1,978.99	\$ 6,456.43
Studio Operating Expenses	\$ 3,528.30	\$ 1,321.31	\$ 1,693.89	\$ 6,543.50
General	\$ 4,671.88	\$ 4,292.69	\$ 9,925.45	\$ 18,890.02
Total	\$ 99,981.88	\$ 96,816.89	\$ 86,871.66	\$ 283,670.43