

### **FY2015Q2 Highlights**

One of the highlights of this quarter was our work covering the special November election for The Board of Selectmen and the School Committee. We worked with The League of Woman Voters to host its candidate's night in the LexMedia studio instead of at Clarke Middle School. There was a studio audience of 40+ and we designed a set and graphics for the League. The program was carried live complete with email questions from the home audience. LexMedia also hosted it's own debate for candidates in cooperation with The Colonial Times and Lexington Minuteman at Cary Memorial Library.

We continued covering the many fall and winter sports: football, soccer, cross-county track and basketball. We also covered the Thanksgiving Day game between Lexington and Burlington. We covered holiday concerts and performances of various community groups. We were in the center for the Halloween parade and recorded holiday greeting for Lexington businesses. We worked with LEF to cover the Trivia Bee with a host and live interviews from Lexington High School. We have covered The Cary Lecture Series and have started covering OWLL programs sponsored by the Council on Aging.

In the studio, we started an African cooking show and produced the first episode of Mandarin language show featuring local news and events. We are working with a group of high school students to produce a weekly local sports show. There are two documentaries in production, one on the history of the METCO program and the other on St Nicholas Greek Orthodox Church. We also continue to contribute stories for the regional news show, "Local Focus."

We have started the process of upgrading to the new video play-out server. This is the server that was purchased for the HD channel. We will begin using it for SD programming as well. We feel fortunate that the current server has lasted 7+ years.

I'm happy to report that we have fulfilled our contract obligations for coverage of government meetings and problems with the on-line complaint/comments link have been resolved.

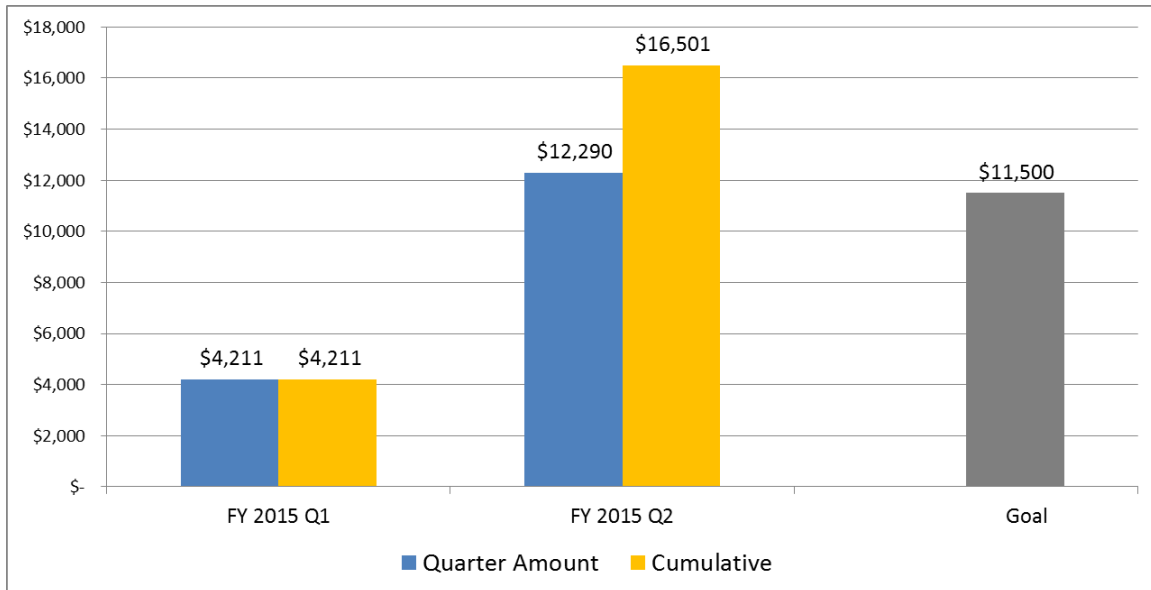
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#### **a) Fundraising Targets**

This quarter we processed an order for \$12,000 in DVD sales. As a result, we have reached our fundraising goals for the year.

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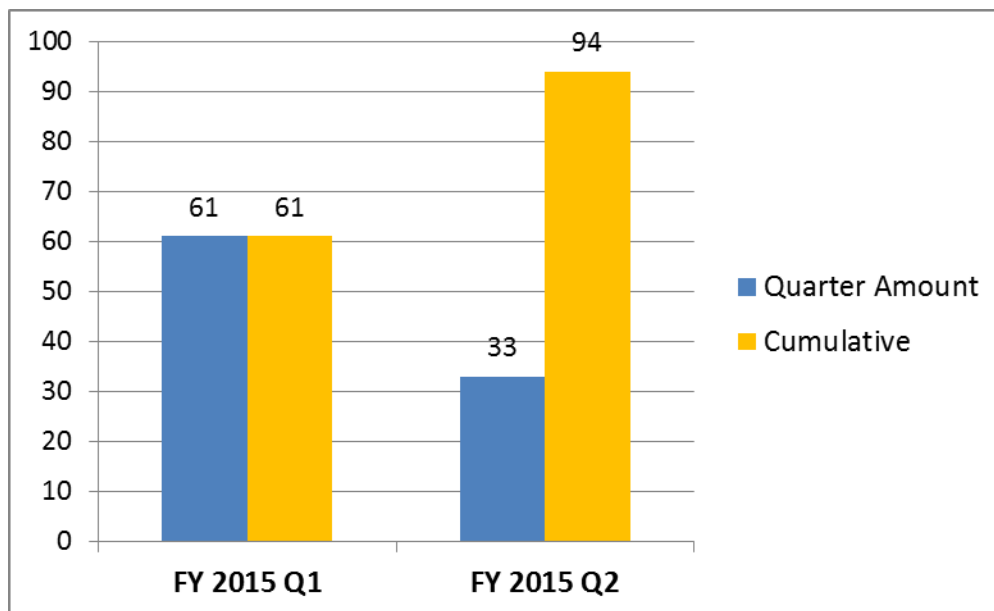
**FY2015 Q2 Fundraising Target**



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

LexMedia trained 33 volunteers in this quarter. There was no training for Town Board and Committee members in Q2FY2015.

**FY2015 Q2 Volunteer Training**



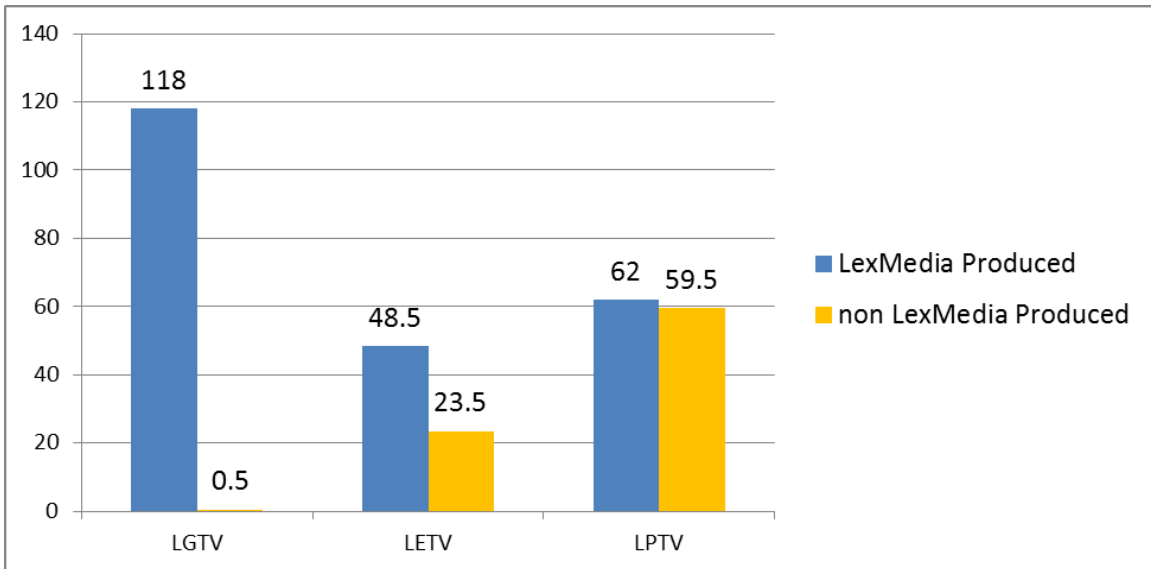
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**c) Number of Hours by Type of Programming (Public, Education, Government, and LexMedia or non-LexMedia produced programming)**

LexMedia hours of programming continue to be stable. We average 100 hours of programming per quarter on the Government channel, 130 hours on the Public channel and 35 hours on the Education channel. We are slightly low on the Education channel this quarter, due to the break in school activities and other community sponsored events over the summer. Programs that were filmed in the summer are still in productions so they are not counted in Q2 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.

**FY2015 Q2 Programming**



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

LexMedia covered all required government meetings for the quarter a total of 31. We also covered an additional 21 meetings from October-December. They have all been indexed and are available for viewing on our Lexmedia.org On Demand site.

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**Here is the breakdown of required meetings:**

Board of Selectmen	10
School Committee	16
Planning Board	5

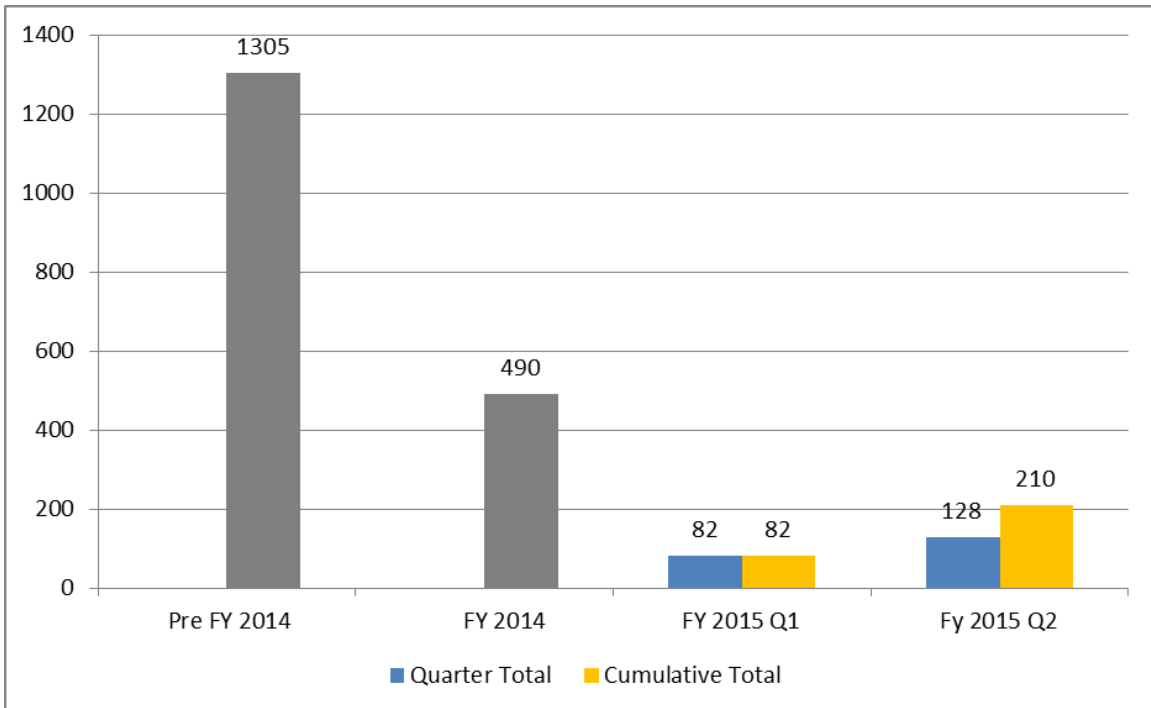
**Here is the breakdown of non-required meetings:**

Board of Appeals	4
Conservation Com.	6
Historic Districts	3
Historical Com.	3
Budget Summit	3
Special Ed Parent	
Action Committee	2

**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 128 programs to the On Demand site for this quarter bringing our total to 210 for the financial year.

**Total Number of On-Demand Programs**



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

**FY2015 Q2 On-Demand Views**

	<u>Month</u>	<u>Unique Visitors</u>	<u>Hits</u>
<u>1</u>	<u>Dec-14</u>	<u>368</u>	<u>3175</u>
<u>2</u>	<u>Nov-14</u>	<u>336</u>	<u>2320</u>
<u>3</u>	<u>Oct-14</u>	<u>400</u>	<u>1796</u>
<u>4</u>	<u>Sep-14</u>	<u>284</u>	<u>1570</u>
<u>5</u>	<u>Aug-14</u>	<u>568</u>	<u>5526</u>
<u>6</u>	<u>Jul-14</u>	<u>327</u>	<u>1647</u>
<u>7</u>	<u>Jun-14</u>	<u>373</u>	<u>1328</u>
<u>8</u>	<u>May 14</u>	<u>311</u>	<u>1142</u>
<u>9</u>	<u>Apr-14</u>	<u>344</u>	<u>1326</u>
<u>10</u>	<u>Mar-14</u>	<u>332</u>	<u>1271</u>
<u>11</u>	<u>Feb-14</u>	<u>429</u>	<u>1507</u>
<u>12</u>	<u>Jan-14</u>	<u>482</u>	<u>1377</u>
<u>13</u>	<u>Dec-13</u>	<u>540</u>	<u>1289</u>

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

Below are the capital and equipment purchased in FY2015Q2.

**FY2015 Q2**

<u>Date</u>	<u>Capital Item</u>	<u>Cost</u>
<b>10/23/2014</b>	<b>Hard drive and upgrade Mac laptop</b>	<b>310.08</b>
<b>11/5/2014</b>	<b>DVD Duplicator</b>	<b>1,990.00</b>
<b>11/12/2014</b>	<b>Digital Juice Editing Software</b>	<b>499.00</b>
<b>11/12/2014</b>	<b>Gaffer Gun</b>	<b>273.19</b>
<b>12/9/2014</b>	<b>Laser Printer</b>	<b>295.44</b>
<b>12/31/2014</b>	<b>TelVue Server Upgrade (down payment)</b>	<b>28,665.83</b>
<b>Total</b>		<b>\$ 32,033.54</b>

**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:

[-Questions & Comments-](#)

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**Additional: LexMedia Operating Expenses**

Below is a chart showing LexMedia operating expenses for FY2015Q2.

**LexMedia Operation Expenses**

	<b>FY 2015 Q1</b>	<b>FY 2015 Q2</b>	<b>Total</b>
<b>Personnel Expenses</b>	\$ 57,897.42	\$ 53,062.28	\$ 110,959.70
<b>Employee Benefits</b>	\$ 12,508.89	\$ 11,278.71	\$ 23,787.60
<b>Outside Services</b>	\$ 3,601.79	\$ 13,120.38	\$ 16,722.17
<b>Occupancy Expenses</b>	\$ 2,379.74	\$ 953.20	\$ 3,332.94
<b>Studio Operating Expenses</b>	\$ 2,553.43	\$ 2,319.41	\$ 4,872.84
<b>General</b>	\$ 17,907.77	\$ 8,082.55	\$ 25,990.32
<b>Total</b>	\$ 96,849.04	\$ 88,816.53	\$ 185,665.57