

Communications Advisory Committee LexMedia 2017 Performance Evaluation

May 18, 2017

In accordance with the Town's contract with LexMedia, this performance review covers the period from July 1 2014 through June 30 2017, looking in particular at whether the requirements of the agreement detailed in Exhibit A of the contract were met. The Communications Advisory Committee is pleased to report that, in all aspects, LexMedia was satisfactory.

LexMedia has proven an inventive, cooperative, and effective provider of local cable access television to the Town of Lexington.

LexMedia has done an excellent job of providing On Demand programming and of indexing programs to enable searching.

LexMedia has made great outreach efforts by training students and others, including those with internships and co-op opportunities, in filming and editing. They have helped to cover community and ethnic events, events at Cary Hall and Lexington Community Center, as well as the Lexington Veterans' Association.

LexMedia also installed a new studio set, a great enhancement. An enhanced camera was installed at Cary Hall to improve transmission quality. They also installed new cameras for HD programming and continue to work with providers to implement HD broadcasts. RCN already provides HD broadcasts.

LexMedia also created a YouTube channel, but could provide more content for the channel. Additionally, LexMedia should continue to use social media and similar venues to continue to promote events and programming.

The following table addresses specific compliance with each of the 17 requirements of the LexMedia contract.

The CAC's conclusions and recommendation follow the table, below.

Requirement	Section	Evaluation	Comment
Public Programming	1	Satisfactory	LexMedia has held production training, including for town members. The programming, equipment, and facilities are well managed. Programs are promoted as appropriate.
Educational Programming	2	Satisfactory	Review of the programming log and details on internships show that LexMedia has met this requirement.
Governmental Programming	3	Satisfactory	Program log supplied; rebroadcast requirements are being met.
Baseline Programming	4	n/a	No longer applicable.
Bulletin Board	5	Satisfactory	Bulletin Board is present and updated.
Outreach	6	Satisfactory	Website exists; training and classes are offered; program listings are on web site and in Minuteman; other requirements are met.
Policies & Procedures	7	Satisfactory	
Programming Log	8	Satisfactory	Provided to CAC.
Index of Meetings	9	Satisfactory	Requirements are largely being met, and policies appear on web site.
Offsite Storage	10	Satisfactory	Offsite storage exists at Cary Library.
On Demand Video	11	Satisfactory	Available on web site. Upgrade to newer TelVue player is in progress; will offer improved interface.
Facilities & Equipment	12	Satisfactory	Inventory spot-check performed; no problems found.
Reporting Requirements – Quarterly	13a	Satisfactory	Quarterly reports have been submitted.
Reporting Requirements – Annual	13b	Satisfactory	Annual reports have been submitted.
Additional Requirement – Business & Capital Plans	15a	Satisfactory	Documents were provided.
Additional Requirements – Board Membership	15b	Satisfactory	List of board members is available at LexMedia web site.
Emergency Notification	16	Satisfactory	Crawler available.
Streaming of Live Meetings	17	Satisfactory	This requirement is being met.

RECOMMENDATION:

Based on the above, the Communications Advisory (CAC) concludes that LexMedia's performance has been Satisfactory in every area that was considered, and the CAC's recommendation to the Town is that LexMedia's contract be extended for an additional three-year period.