

Executive Director

Florence DelSanto

Board of Directors

November 2, 2015

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Carl F. Valente, Town Manager
Town of Lexington
1625 Mass Ave
Lexington, MA 02420

Dear Carl:

Pursuant to Exhibit A Section 13:Reporting Requirements of the contract between the Town of Lexington and LexMedia for the period July 1, 2014 to June 30, 2017, please find attached LexMedia Report for FY2016Q1.

Please do not hesitate to contact me if you have any questions and thank you for your continued support.

Sincerely,



Florence DelSanto
Executive Director, LexMedia

FY2016Q1 Highlights

Things slow down in the summer at LexMedia as they do in Lexington overall. Volunteers and viewers leaves town, so this quarter typically has the lowest number of government meetings and community events. We take advantage of the time for housekeeping. This summer we conducted a search and hired a new government coordinator to replace our former coordinator, who went on to law school. Rick Dorrington, the new employee, has a degree from Massachusetts College of Art and Design, and has experience working for Bedford Community Television. We're very happy to welcome Rick, his production values already show on LexMedia programs.

In the LexMedia facility, we improved house lighting in the offices, kitchen and master control room. We also improved the lighting on our art displays space. The first exhibit to benefit from the improvement is the member's photography exhibit, which is currently on display. Housekeeping also included preparing files for a new on-line equipment and class reservation system. We plan to streamline reservations by hosting the new system on our website. This project required a very extensive audit of our membership going back seven years.

In-studio productions included recording eight episodes of a new art talk show series that features Lexington artists demonstrating and talking about their craft. This series is currently in production and we'll roll it out when the editing is completed. We've also begun recording a regional news show in the LexMedia studio. We have been contributing news stories to the show, Local Focus, for about a year and have expanded our involvement by using LexMedia talent and facilities to record the anchor segments of the show.

We spent some time with the new superintendent of schools this summer. She is very enthusiastic about the LexMedia facilities and worked with us to produce two programs helping to introduce her to the community. In the first show we recorded an in-depth interview with her. The other was a more playful look at Dr. Mary. Cameras followed her on the first day of school as she boarded buses to meet students and parents. We're very optimistic about increasing LexMedia's profile in the schools as a result of this new partnership.

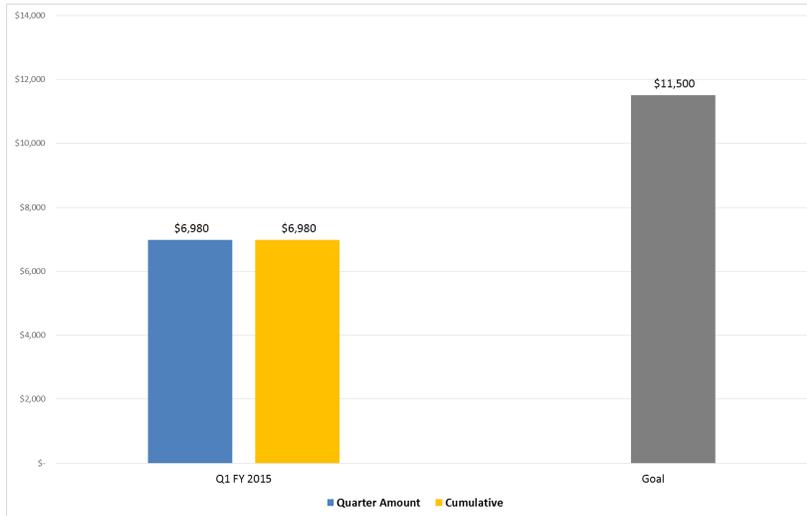
Again this summer we took on four interns, three of them from Lexington High School and one from Minuteman Career and Technical High School. The students helped with all aspects of studio and field productions: creating content, operating cameras, designing graphics and editing. We also held our popular summer youth film class for 10 students who conceptualized and produced their own movie in just five days. That movie has already been edited and has run on the education channel.

FY2016
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a) Fundraising Targets

LexMedia’s fundraising target for the year is set at \$11,500. We raised over \$6,900 in the first quarter and we are on target to meet the goal for FY2016.

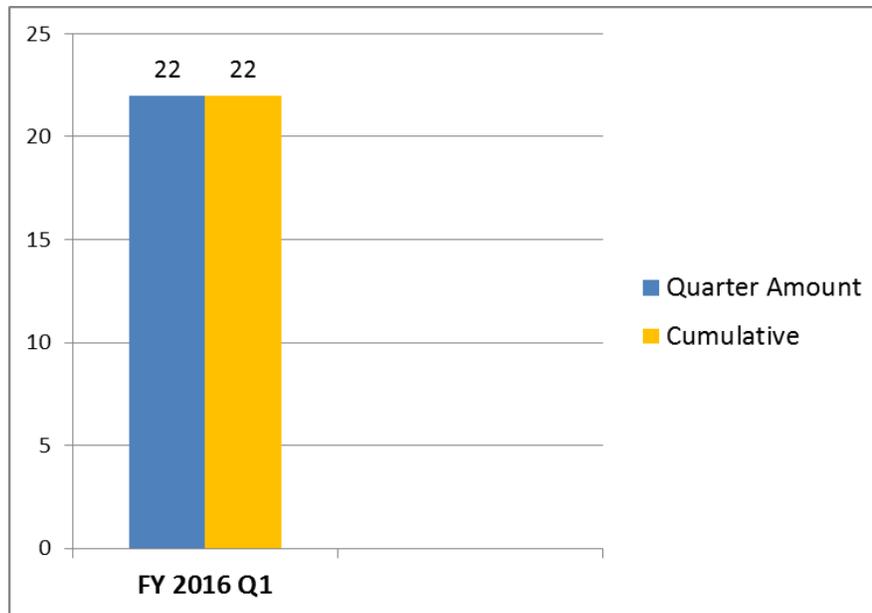
FY2016 Q1 Fundraising Target



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

LexMedia trained 22 volunteers in this quarter. The majority of them are students. There was no training for Town Board and Committee members in Q1FY2016.

FY2016 Q1 Volunteer Training



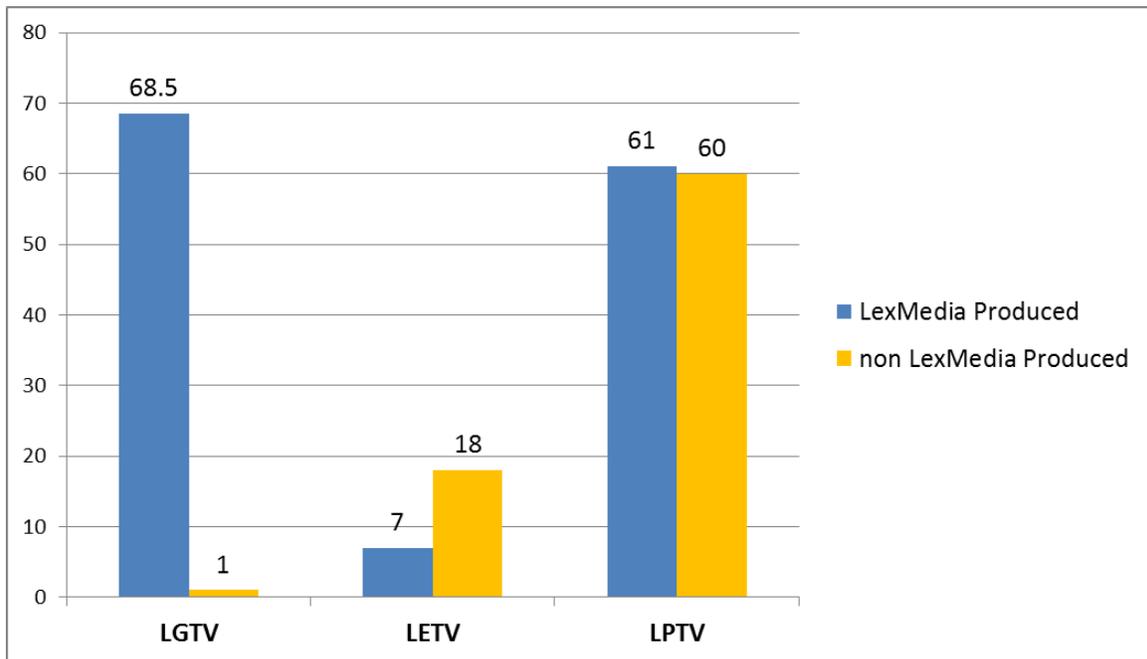
FY2016
Q1CACReport

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

LexMedia produced almost 70 hours or programs on the Government Channel this quarter, 25 hours on the Education Channel and 120 hours on the Public 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 contract.

FY2016 Q1 Programming



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

LexMedia covered all required government meetings for the quarter was a total of 20. We also covered an additional 22 meetings from July - September. They have all been indexed and are available for viewing on our Lexmedia.org On Demand service.

Here is the breakdown of required meetings:

Board of Selectmen 6
School Committee 7
Planning Board 7

FY2016
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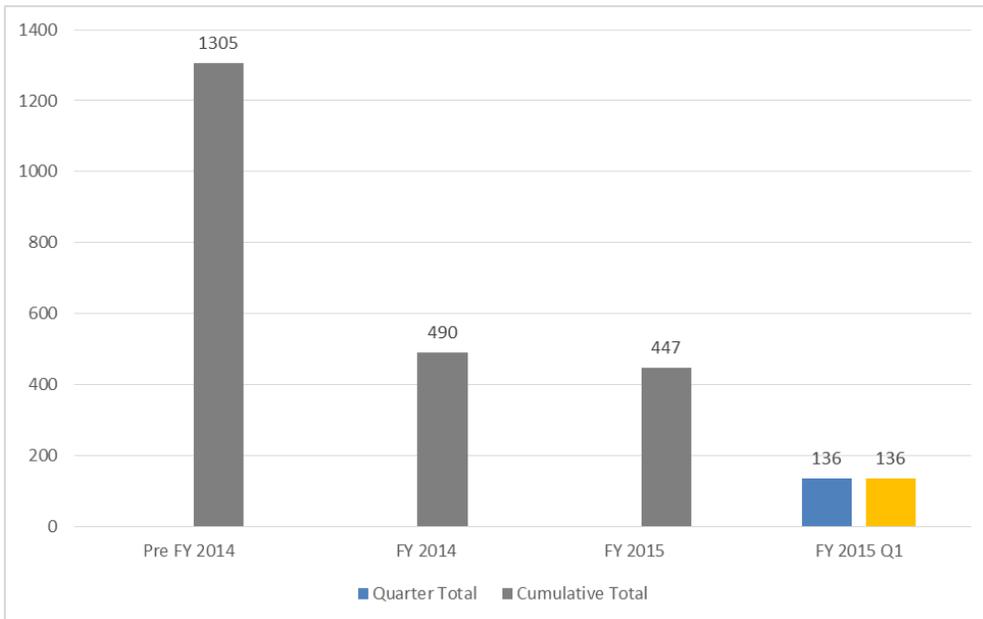
Here is the breakdown of non-required meetings:

Board of Appeals	4
Budget Summit	3
Conservation Com.	7
Historic Districts	4
Historical Com.	3
Minuteman Statue	1

**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 136 programs to the On Demand site for this quarter. We now have over 2,300 programs available for On-Demand viewing.

Total Number of On-Demand Programs



FY2016
Q1CACReport

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

FY2016 Q1 On-Demand Views

<u>Month</u>	<u>Unique Visitors</u>	<u>Hits</u>
<u>Sep-15</u>	<u>518</u>	<u>1708</u>
<u>Aug-15</u>	<u>187</u>	<u>1651</u>
<u>Jul-15</u>	<u>215</u>	<u>786</u>
<u>Jun-15</u>	<u>503</u>	<u>786</u>
<u>May 15</u>	<u>230</u>	<u>1119</u>
<u>Apr-15</u>	<u>226</u>	<u>923</u>
<u>Mar-15</u>	<u>390</u>	<u>1997</u>
<u>Feb-15</u>	<u>394</u>	<u>1571</u>
<u>Jan-15</u>	<u>525</u>	<u>2047</u>
<u>Dec-14</u>	<u>368</u>	<u>3175</u>
<u>Nov-14</u>	<u>336</u>	<u>2320</u>
<u>Oct-14</u>	<u>400</u>	<u>1796</u>
<u>Sep-14</u>	<u>284</u>	<u>1570</u>

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

Below are the capital and equipment purchased in FY2016 Q1.

FY 2016 Q1

Date	Capital Item	Cost
8/7/2015	Westcott Co. Daylight kit 2@ \$399.90 each	\$ 799.80
8/7/2015	Apple Store, laptop	\$ 2,557.00
9/30/2015	Facility Improvements--Lights	\$ 2,282.00
Total		\$ 5,638.80

g) Complaints Received During the Quarter and Their Dispositions.

The questions and comment log is available at the link below. It contains questions about LexMedia programming, no complaints, all of which have been addressed by phone or email.

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

FY2016
Q1CACReport

Additional: LexMedia Operating Expenses

Below is a chart showing LexMedia operating expenses for FY2016Q1.

LexMedia Operation Expenses

	FY 2016 Q1	Total
Personnel Expenses	\$ 66,810.61	\$ 66,810.61
Employee Benefits	\$ 17,165.84	\$ 17,165.84
Outside Services	\$ 6,708.32	\$ 6,708.32
Occupancy Expenses	\$ 1,557.75	\$ 1,557.75
Studio Operating Expenses	\$ 1,940.44	\$ 1,940.44
General	\$ 10,615.94	\$ 10,615.94
Total	\$ 104,798.90	\$ 104,798.90