

Executive Director

Florence DelSanto

Board of Directors

February 8, 2015

David Ilsley
Chair

James Shaw
Vice-Chair

Tim Counihan
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Secretary

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Steve Isenberg

Fred Johnson

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Peter Lee

Jeffrey Leonard

Betsy Reynolds

Sue Rockwell

Ephraim Weiss

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 FY2016Q2.

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

FY2016Q2 Highlights

LexMedia held its Annual Members Meeting in November. I'm happy to report all members of the board of directors will serve another term, which assures stable leadership and oversight for the next several years.

This quarter coincides with the start of the academic year and LexMedia was on hand to cover many of the fall and winter events and sports: field hockey, football, soccer, cross-country track, and basketball, as well as seasonal concerts and performances. We were at the Lexington Trivia Bee and Dance Around the World. In addition we taught an after school lighting workshop for the LHS Film and Video Club. It was very well attended and has resulted in an increase in high school volunteers.

Around town, we've been helping to create interest in the new community center. We covered the full day of events for the grand opening, and invited Reggie O'Hare to the LexMedia studio to record the poem he wrote for the dedication. We are planning to produce a special program drawing from the footage we've been collecting since the planning stage of the center. We've also been using the cozy seating areas as background sets for LexMedia productions: Steve Iverson's show "In Conversation" and Steve Isenberg's and Evie Tse's ongoing series "What's" ... (as in What is it.) We were downtown for the Retailer's Association Halloween celebration, and at the East Village Fair. We celebrated and filmed Diwalia with the Indian American of Lexington and we recorded and broadcast holiday greetings from many local stores and community groups. We're always at the Lexington Symphony concerts and Cary and Cronin Lectures.

LexMedia partnered with Spectacle Management to cover the Livingston Taylor concert for the grand reopening of Cary Memorial Hall. Through Spectacle we also secured permission to broadcast two Christmas Shows at Cary Hall, A Celtic Christmas and A Christmas Carol. This is a partnership we hope to nurture for many years.

As for in-studio productions, LexMedia is the new home of the regional news magazine show, Local Focus, which is recorded every two week. Colleen Smith has become one of the anchors for the show. The Lexington Veteran's Association started a new series, called Veterans Update. We have been filming and hosting cooking classes in partnership with Lexington Community Ed: French Cooking for Kids, Italian Cooking, Tasty Soups and Stews, Beer Micro-brewing and The Art of Asian Noodles.

We are still testing the new on-line reservation system for classes and equipment. We plan to embed it on our website and implement use in Q3.

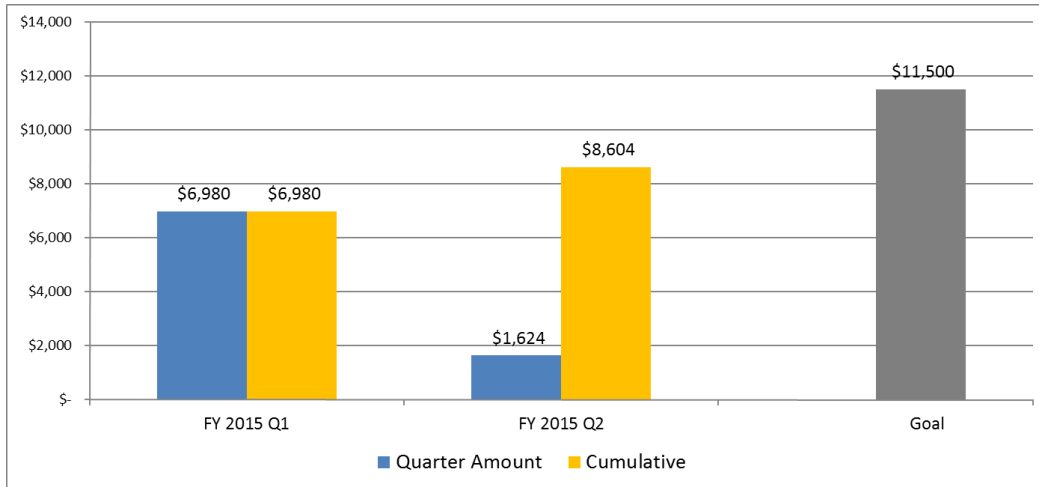
I can also report that we have fulfilled our contract obligations for coverage of government meeting, and there has been a ton of them!

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a) Fundraising Targets

LexMedia’s fundraising target for the year is set at \$11,500. We raised \$1624 in Q2 and we are on target to meet the goal for FY2016.

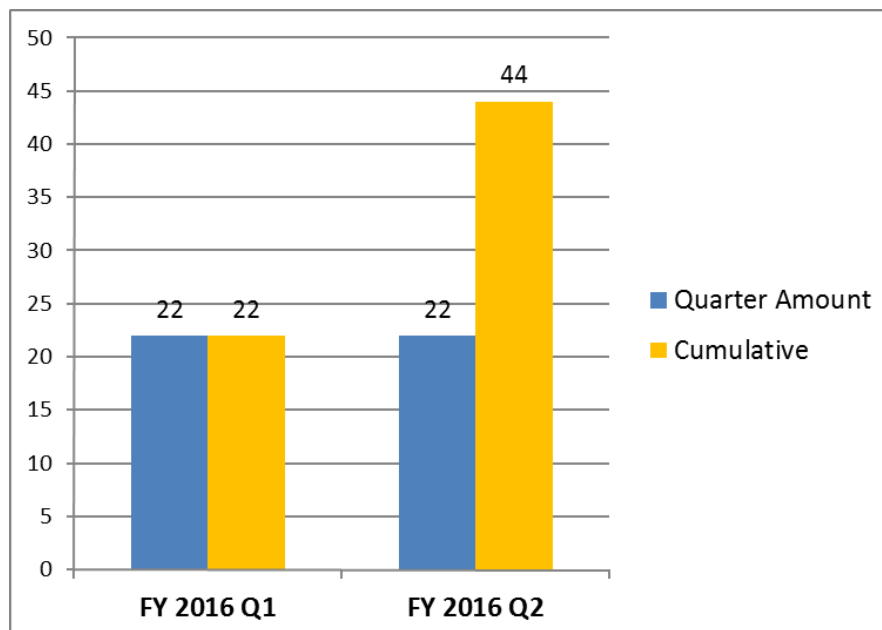
FY2016 Q2 Fundraising Target



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

LexMedia trained 22 volunteers in this quarter, which is constant with the number of volunteer trainings Q1. There was no training for Town Board and Committee members in Q2FY2016. We have offered the town training for the emergency crawl system and expect action in Q3.

FY2016 Q2 Volunteer Training



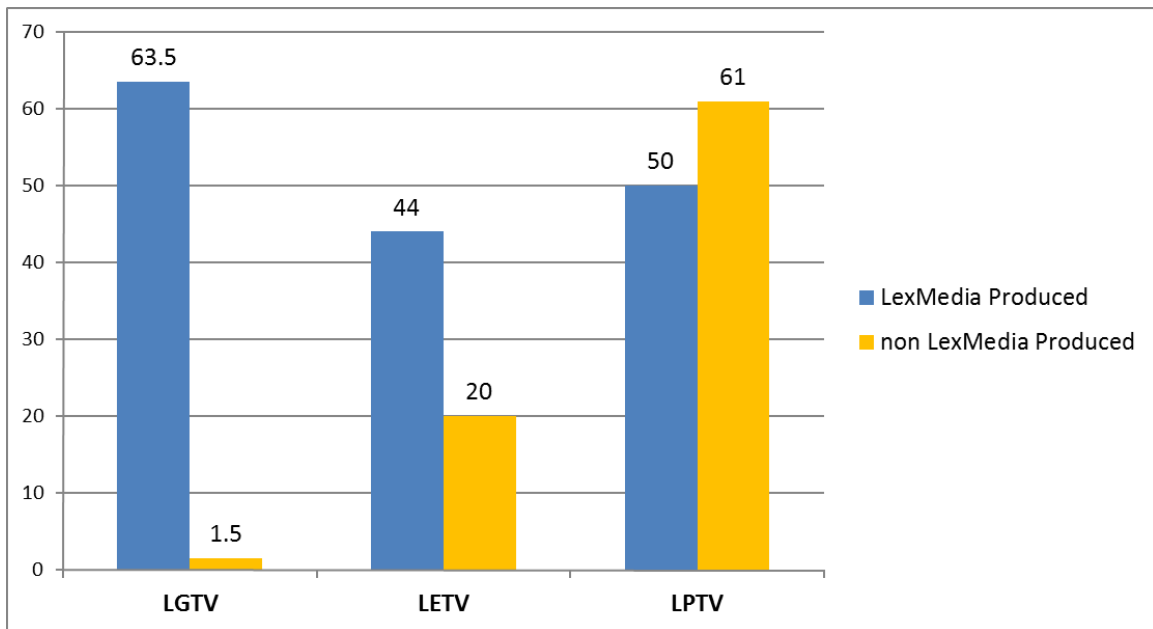
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c) Number of Hours by Type of Programming (Public, Education, Government, and LexMedia or non-LexMedia produced programming)

LexMedia programming continues to be stable with almost 70 hours or programs on the Government Channel this quarter, over 60 hours on the Education Channel and over 110 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 Q2 Programming



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

LexMedia covered all required government meetings for the quarter was a total of 30 We also covered an additional 28 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 12
School Committee 11

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Planning Board	6
TMMA Info	1

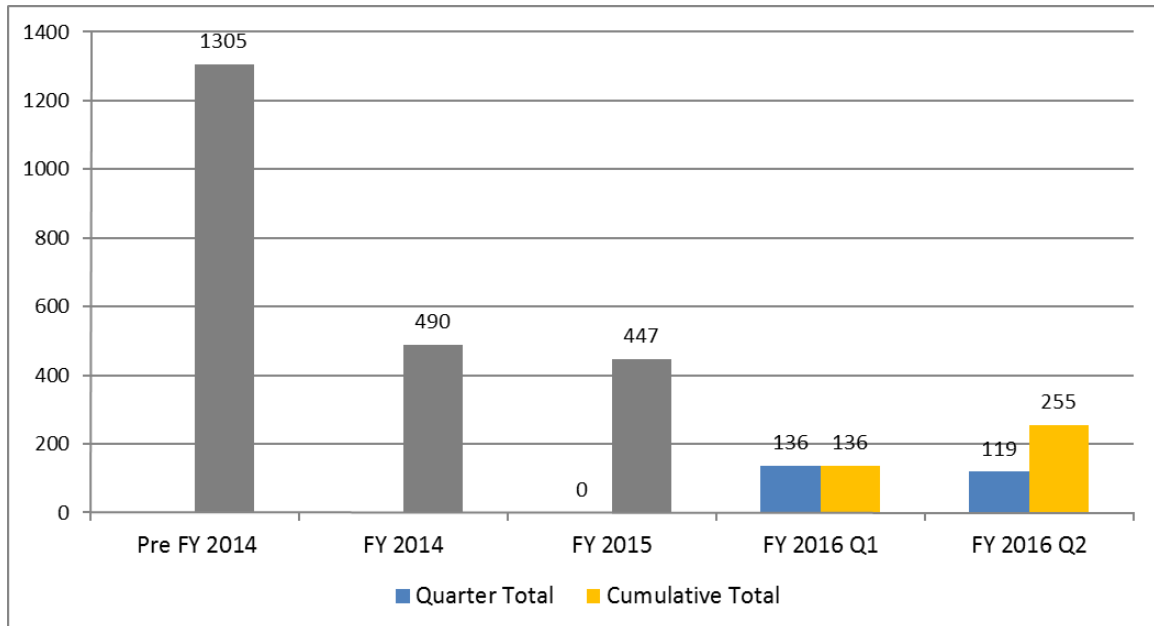
Here is the breakdown of non-required meetings:

Board of Appeals	4
Budget Summit	3
Conservation Com.	6
Historic Districts	3
Historical Com.	3
Minuteman Statue	2
Planning Board RPC	3
Street Improvement	2
Town Budget	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 119 programs to the On Demand site for this quarter. We now have added 225 programs available for On-Demand for this FY.

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.

FY2016 Q1 On-Demand Views

<u>Month</u>	<u>Unique Visitors</u>	<u>Hits</u>
<u>Dec-15</u>	<u>333</u>	<u>2054</u>
<u>Nov-15</u>	<u>366</u>	<u>2058</u>
<u>Oct-15</u>	<u>337</u>	<u>1170</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>

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

It was a light quarter for capital spending. Below are the capital and equipment purchased in FY2016 Q2

<u>Date</u>	<u>Capital Item</u>	<u>Cost</u>
11/18/2015	Alzate Electric-Facility Improvements	\$ 647.50
12/14/2015	3 Sanken Lavalier Mics	\$ 1,407.00
12/14/2015	Gitzo Tripod	\$ 949.88
Total		\$ 3,004.38

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g) Complaints Received During the Quarter and Their Dispositions.

The questions and comment log is available at the link below. I personally call or email people who log questions or complaints on this site. For this quarter there were some requests/suggestions for programming.

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

Additional: LexMedia Operating Expenses

Below is a chart showing LexMedia operating expenses for FY2016Q2.

LexMedia Operation Expenses

	FY 2016 Q1	FY 2016 Q2	Total
Personnel Expenses	\$66,810.61	\$67,669.95	\$ 134,480.56
Employee Benefits	\$17,165.84	\$13,480.08	\$ 30,645.92
Outside Services	\$ 6,708.32	\$ 6,102.22	\$ 12,810.54
Occupancy Expenses	\$ 1,557.75	\$ 1,355.80	\$ 2,913.55
Studio Operating Expenses	\$ 1,940.44	\$ 1,909.53	\$ 3,849.97
General	\$10,615.94	\$ 3,883.91	\$ 14,499.85
Total	\$104,798.90	\$94,401.49	\$ 199,200.39