

FYI 5-18-15

# LexMedia

CHANNELING THE VISION

1001 Main Campus Drive, Lexington MA 02421, 781-862-5388

## Executive Director

Florence DelSanto

## Board of Directors

David Ilsley  
Chair

April 30, 2015

James Shaw  
Vice-Chair

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

Tim Counihan  
Treasurer

Lexington, MA 02420

Colleen Smith  
Secretary

Dear Carl:

John Cini

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 FY2015Q3.

Steve Isenberg

Fred Johnson

Please do not hesitate to contact me if you have any questions.

William Kofoed

Peter Lee

Sincerely,

Jeffrey Leonard

Betsy Reynolds



Sue Rockwell

Florence DelSanto  
Executive Director, LexMedia

Ephraim Weiss

### **FY2015Q3 Highlights**

We survived the winter! The conference room is a little worse for wear, but all of the equipment is undamaged. We have filed and received a claim from our insurance company to repair the conference room wall and clean the carpets.

The transition to the new server is now complete and HD encoders have been installed at all town sites where we have remote cameras: SMR, LHS, Cary Library and Hancock Church. Programming schedule for all channels including the RCN HD channel is available on our website. We also moved the archive server to Cary Library, which allows us to use the fiber line to back-up our files. It is much faster.

Staff and volunteers covered many events for the community this quarter. In sports we covered the LHS boys and girls basketball teams. Our high school volunteers produced and edited bi-weekly episodes of their sport talk show, Minuteman Sports Hub. Another high school student produced a technology review show called Sahil's Tech Show. He reviewed the Microsoft watch and The Fitbit. Volunteers also produced a special program at the Ride Studio Café on winter cycling. Colleen Smith hosted and produced a program featuring three Non-Profits in Lexington that provide funding for people in need. Jim Shaw of the Colonial Times and Caitlyn Kelleher of the Lexington Minuteman interviewed candidates for another edition of Coffee With The Candidates.

We continue to strengthen our relationship with the middle schools. At Clark we covered their school play, The Chronicles of Jane and at Diamond we covered their rendition of Grease. We continue to participate in the journalism class at Diamond, helping students conduct on-camera interviews. We also covered the Mock Town Meeting for middle school students.

We completed two series of programs of the OWLL program for the Council on Aging: From Page to Play was a three part series and a five part series on Neurobiology. We covered a parenting program sponsored by LEF on Finding Resilience. In the kitchen studio we produced another series of Italian Cooking Classes and a series on One Pot Cooking.

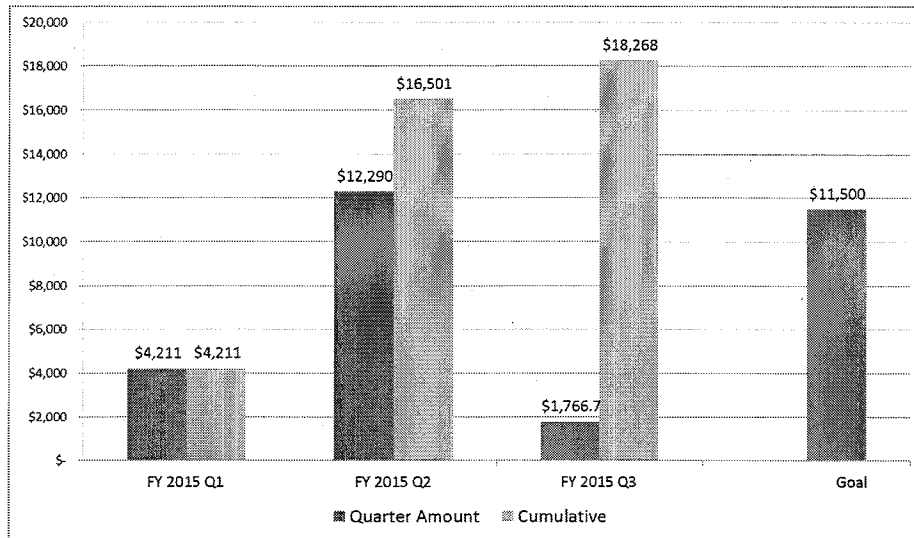
In January we hosted two events: a Dim Sum Brunch for our members and an open house and reception for the artist displaying in our studio. In February we held a special PSA day for non-profits so they could produce public service announcements for their own use.

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**a) Fundraising Targets**

This quarter we raised \$1766 in DVD sales pushing our total for the year to over \$18,000. We have reached and exceeded our fundraising goals.

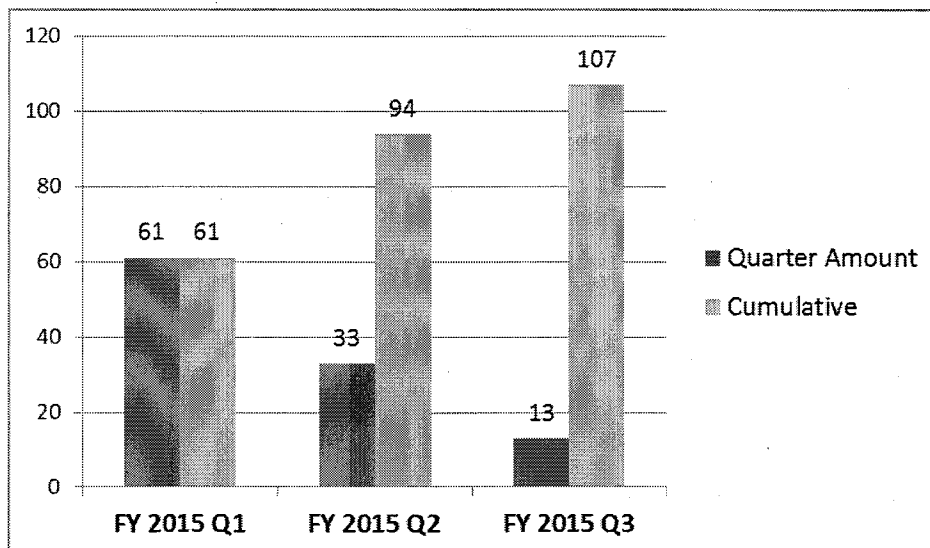
**FY2015 Q3 Fundraising Target**



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

LexMedia trained 13 volunteers in this quarter. There was no training for Town Board and Committee members in Q3FY2015. We have offered training on the new emergency notification crawl on our channels to Town officials; we hope to schedule training in Q4.

**FY2015 Q3 Volunteer Training**



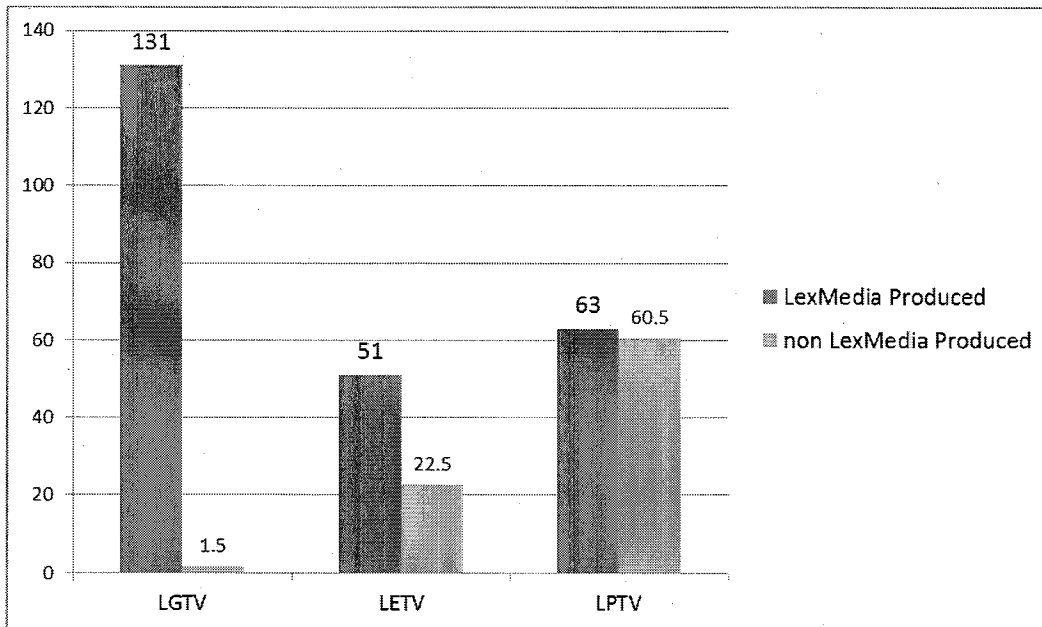
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**c) Number of Hours by Type of Programming (Public, Education, Government, and LexMedia or non-LexMedia produced programming)**

LexMedia hours of programming continue to be stable. We produced 131 hours of programming per quarter on the Government channel, 123.5 hours on the Public channel and 73.5 hours 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.

**FY2015 Q3 Programming**



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

LexMedia covered all required government meetings for the quarter, a total of 35. We also covered an additional 23 meetings from Jan-Mar. They have all been indexed and are available for viewing On-Demand.

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

Board of Selectmen	10
School Committee	12
Planning Board	7
Town Meeting Info	3
Town Meeting	3

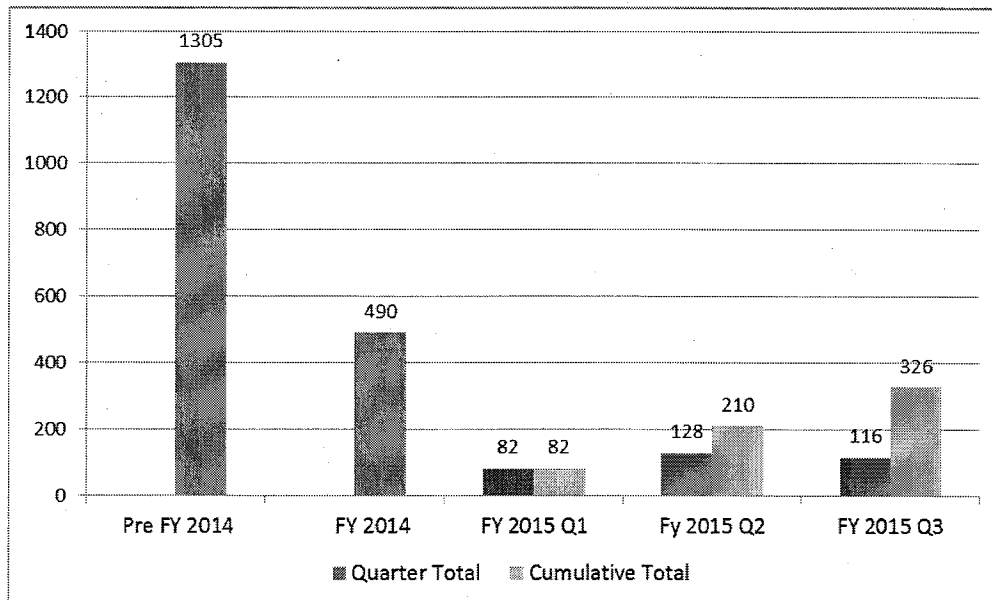
**Here is the breakdown of non-required meetings:**

Board of Appeals	4
Conservation Com.	6
Historic Districts	3
Historical Com.	3
Budget Summit	4
Special Ed Parent	
Action Committee	1
Sidewalk Committee	1
Board of Health	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 116 programs to the On-Demand site for this quarter bringing our total to 326 for the 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 Q3 On-Demand Views**

	<u>Month</u>	<u>Unique Visitors</u>	<u>Hits</u>
<u>1</u>	<u>Mar-15</u>	<u>390</u>	<u>1997</u>
<u>2</u>	<u>Feb-15</u>	<u>394</u>	<u>1571</u>
<u>3</u>	<u>Jan-15</u>	<u>525</u>	<u>2047</u>
<u>4</u>	<u>Dec-14</u>	<u>368</u>	<u>3175</u>
<u>5</u>	<u>Nov-14</u>	<u>336</u>	<u>2320</u>
<u>6</u>	<u>Oct-14</u>	<u>400</u>	<u>1796</u>
<u>7</u>	<u>Sep-14</u>	<u>284</u>	<u>1570</u>
<u>8</u>	<u>Aug-14</u>	<u>568</u>	<u>5526</u>
<u>9</u>	<u>Jul-14</u>	<u>327</u>	<u>1647</u>
<u>10</u>	<u>Jun-14</u>	<u>373</u>	<u>1328</u>
<u>11</u>	<u>May 14</u>	<u>311</u>	<u>1142</u>
<u>12</u>	<u>Apr-14</u>	<u>344</u>	<u>1326</u>
<u>13</u>	<u>Mar-14</u>	<u>332</u>	<u>1271</u>

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

Below are the capital and equipment purchased in FY2015Q3.

**FY2015 Q3**

<u>Date</u>	<u>Capital Item</u>	<u>Cost</u>
<u>1/14/2015</u>	<u>eSATA Expansion ports for Mac Pro</u>	<u>\$ 836.50</u>
<u>1/14/2015</u>	<u>DIY Upgrade Bundle</u>	<u>\$ 399.00</u>
<u>3/11/2015</u>	<u>TelVue Server Upgrade (2nd down payment)</u>	<u>\$ 20,000.00</u>
<b><u>Total</u></b>		<b><u>\$ 21,235.50</u></b>

**g) Complaints Received During the Quarter and Their Dispositions.**

There were no complaints received this quarter.

The compliment & complaint log has been updated on [lexmedia.org](http://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 FY2015Q3.

**LexMedia Operation Expenses**

	<b>FY 2015 Q1</b>	<b>FY 2015 Q2</b>	<b>FY 2015 Q3</b>	<b>Total</b>
<b>Personnel Expenses</b>	\$ 57,897.42	\$ 53,062.28	\$ 60,383.66	\$ 171,343.36
<b>Employee Benefits</b>	\$ 12,508.89	\$ 1,278.71	\$ 14,264.08	\$ 38,051.68
<b>Outside Services</b>	\$ 3,601.79	\$ 13,120.38	\$ 5,206.03	\$ 21,928.20
<b>Occupancy Expenses</b>	\$ 2,379.74	\$ 953.20	\$ 2,021.75	\$ 5,354.69
<b>Studio Operating Expenses</b>	\$ 2,553.43	\$ 2,319.41	\$ 1,544.91	\$ 6,417.75
<b>General</b>	\$ 17,907.77	\$ 8,082.55	\$ 4,135.63	\$ 30,125.95
<b>Total</b>	\$ 96,849.04	\$ 88,816.53	\$ 87,556.06	\$ 273,221.63

