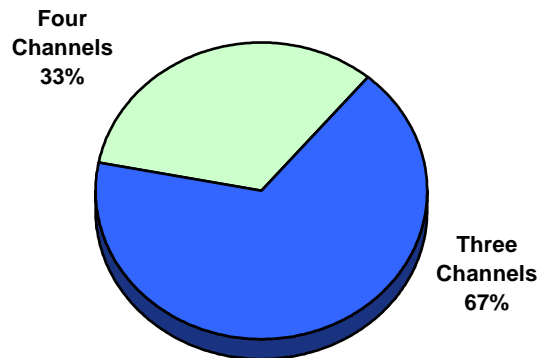
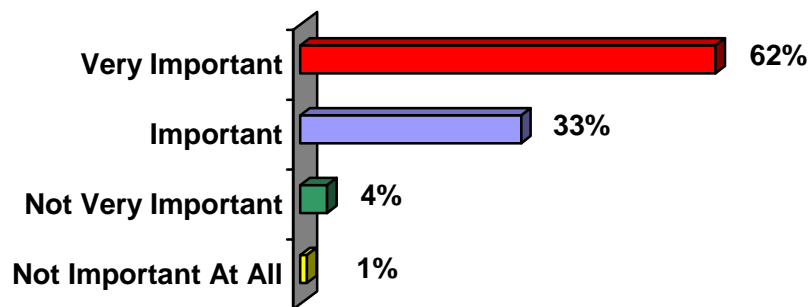


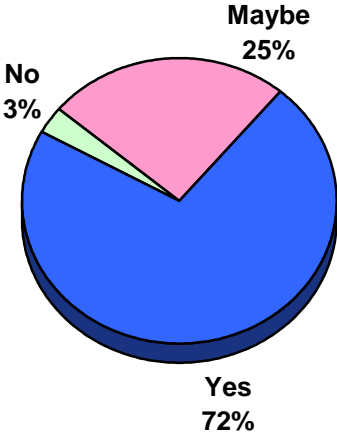
Those respondents who indicated that they did not think that the current number of channels should be retained for local use under the new contract were asked **how many channels, between 0 and 5, should be set aside for this purpose instead.** As shown in the chart below, *sixty-seven percent (67%) of these respondents said that three (3) channels should be set aside, and the remaining thirty-three percent (33%) of the respondents said that four (4) channels should be set aside.*



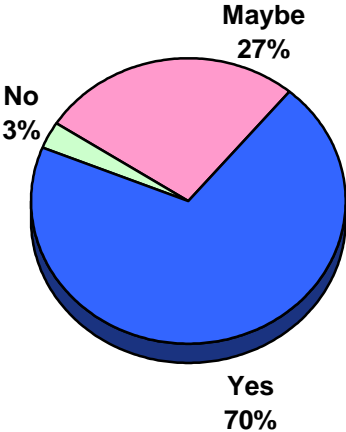
All respondents were then asked the following question: **“How important do you feel it is to have a non-profit organization (a “Community Media Center”) whose responsibility it is to see that programming is scheduled and shown simultaneously on both cable systems in the Town of Lexington?”** *Nearly all (95%) responded either “Important” (33%) or “Very Important” (62%), as illustrated below.*



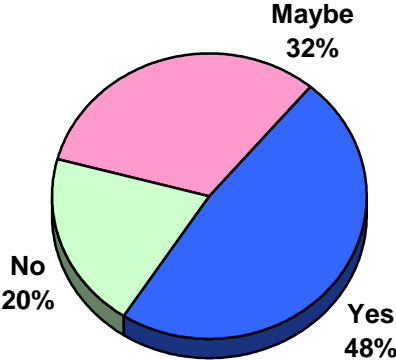
All of the focus groups questionnaire respondents were asked next if they felt that the **Town of Lexington should create a non-profit Community Media Center to assist local organizations and residents with access to training, production equipment, distribution and technical expertise to improve understanding of local issues and general communications in the Town of Lexington.** As the chart below indicates, *only three (3%) of the respondents said “No”. A majority (72%) replied “Yes” with a quarter (25%) indicated being undecided by responding “Maybe” to this question.*



Next, the respondents were asked if **such a Community Media Center were to be created in Lexington, would they and/or their organizations use its services and resources.** *Again, only 3% indicated “No”, with a majority of the respondents (70%) answering “Yes,” and a little over a quarter (27%) undecided, as illustrated below.*



Finally, all of the focus group questionnaire respondents were asked, **“Would you be interested in learning how to make programs for presentation on a local cable TV channel, using equipment provided free of charge?”** *With eighty percent (80%) of the respondents expressing some interest, nearly half (48%) of them answered “Yes,” and thirty-two percent (32%) answered “Maybe,”* as illustrated by the chart below.



C. SUMMARY OF DISCUSSIONS AND BRAINSTORMING DURING COMMUNITY FOCUS GROUP SESSIONS.

As mentioned earlier in this report, a portion of each of the nine focus group sessions was set aside to allow participants to engage in a brainstorming process. During this time, participants were presented a series of questions for discussion. Those questions included:

- *What are the key issues facing the Town of Lexington?*
- *What are key challenges or barriers faced by public sector agencies, community organizations, and schools in communicating with their constituencies?*
- *What are some of the ways in which you (or your "organization") could use cable or PEG Access to communicate?*
- *What would make it easier to use PEG Access or the cable system?*

The information presented below is an analysis and synthesis of the information gathered through the brainstorming process. It is the result of a detailed review of the responses to each brainstorming question discussed during each community focus group meeting. Consequently, the consultant was able to identify common community needs, interests, and concerns. The areas of agreement and groupings of responses to each question are presented in the analysis that follows. A list of the notes, compiled from all of the sessions, for each of these questions is included as Appendix 2 to this report.

It is important to note that neither the consultant nor the Town generated the recommendations and thoughts that evolved from these brainstorming sessions. These thoughts and suggestions were developed by members of the community, from diverse areas of interest, throughout the Town of Lexington.

Input Gathered During Focus Group Workshop Brainstorming Sessions

Question #1: What are the key Issues facing the Town of Lexington?

Primary Issues Identified

- **Town Issues and Concerns** (budget, governance, civic participation, image, communications, growth and development, aging population, land use)
- **Technology / Communications** (delivery of information to community, connectivity, effective uses of technology, public discourse, and better communications)
- **Growth / Economic Development / Cost of Living** (land use, affordable housing – real estate costs, business development, tourism, mansionization)
- **Education and Services for Youth / Seniors** (teen issues, youth programs, aging population in need of services, senior and youth centers)
- **Health & Health Services** (spiraling medical costs, services for elderly, youth programs and family support services, health issues)
- **Environment** (land use and open space protection, recreation facilities development, recycling and trash disposal, noise from 128, Town aesthetics)
- **Infrastructure / Traffic / Transportation** (Hanscom Air Field expansion, traffic, parking, public transportation, road maintenance management,)
- **Demographic Changes / Civic unity** (aging population, diversity, economic stratification, real or perceived income gap, polarization of different groups)

The participants in the focus group sessions identified the areas listed above in bold print as the key issues facing the Town of Lexington. The issues are listed in the order of frequency in which related topics were mentioned. The wording in parentheses represents a sampling of their comments and concerns that fall within each area. The lists of brainstorming comments, prior to being summarized, for each of these categories are presented in Appendix 2 of this report.

Question #2: What are the Key Challenges or Barriers Faced by Public Sector Agencies, Community Organizations, and Schools in Communicating with their Constituencies?

An analysis of the input received through the focus group discussions resulted in the identification of seven primary areas of difficulty for public sector agencies, community organizations and schools. Concerns that fell within four of these primary areas were the most frequently mentioned by the participants: (1) *lack of equipment, infrastructure and centralized management of resources*; (2) *better oversight and planning needed for effective use of media*; and (3) *lack of time, attention, knowledge, and collaboration* (4) *lack of effective media outlets*. Other challenges that were brought up related to *affordability and costs, training and education, current programming and related problems*.

The most commonly stated concerns (shown in the order of how often a similar concern was mentioned by the focus group participants) that fall within each of these primary areas of difficulty are provided below and on the following pages.

□ **Key Challenge #1: Lack of equipment, infrastructure and centralized management of resources**

1. *Lack of equipment*
2. *Lack of centralized management of resources*
3. *Lack of quality signal on local channels*
4. *Lack of I-Net connectivity for all to use*
5. *Lack of coordination between RCN and AT&T*
6. *Lack of live capacity at Town Hall and other places in town*
7. *Lack of training, coordination and assistance*

□ **Key Challenge #2: Better Oversight and Planning Needed for Effective Use of Media**

1. *Lack of leadership*
2. *Lack of staffing support – need assistance to use media*
3. *Lack of training on all levels of media use*

4. *Need for centralized management of resources*
5. *Lack of awareness of existing resources*

□ **Key Challenge #3 Lack of time, attention, knowledge, and collaboration**

1. *Lack of time – busy schedules*
2. *Lack of knowledge about how to create and a get message out*
3. *Lack of volunteers*
4. *Lack of collaboration among organizations*
5. *Competition for people's attention*
6. *Lack of interest – information overload*

□ **Key Challenge #4 Lack of effective media outlets**

1. *Lack of centralized information and expertise on media outlets*
2. *Lack of Community Media Center and equipment*
3. *Lack of effective coordination of existing resources*
4. *Newspapers do meet community needs*
5. *Lack of Information about existing outlets and list serves*
6. *Lack of Bandwidth, channels and media distribution*
7. *Lack of perceived value of local programming*

□ **Key Challenge #5 Problems with Existing Programming**

1. *Lack of coverage of important town activities / events*
2. *Lack of good production values and signal quality*
3. *Lack of information / schedules*
4. *Lack of information coordination from community organizations*
5. *Two cable systems, problem in delivery of local programming on both*
6. *Lack of capacity for LIVE programming from locations throughout Town*

7. *Lack of information / schedule / no local programming on RCN*

□ **Key Challenge #6 Training and education**

1. *Lack of production training for producers*
2. *Lack of outreach and community involvement*
3. *Lack of effective integration of media with community objectives*
4. *Lack of training for volunteers*
5. *Lack of after school or summer programs for youth involvement*
6. *Mentoring/volunteer coordinators*

□ **Key Challenge #7 Affordability and costs**

1. *Lack of money / Financial limitation of agencies*
2. *High cost to create message*
3. *High cost to distribute message*

Question #3: *What are Some of the Ways in Which You (or your “organization”) Could Use Cable or PEG Access to Communicate?*

The diverse participants in the nine focus group workshop sessions identified a very large number of programming ideas and communication applications. The responses to this question fell into two categories of uses: 1) programming ideas, and 2) ways to use cable system and/or the PEG Access channels for general communications applications. The following are lists of each of those categories. The list of responses in the order they were given in each of the focus group sessions is provided in Appendix 2 of this Report.

1) Programming Ideas

- “How to Use” PEG Access
- All kinds of music
- All major town committee meetings covered
- Art – high school students dance performance
- Art summer programs/ Show & Tell
- Art talks
- Art talks by artist
- Artists in studio
- Arts programming for all ages
- Awards recognition
- Basket ball, hockey coverage
- Cable book club
- Cable cooking
- Cable programs for youth
- Capacity for environmental video with fixed camera on town
- Celebrating arts and cultures
- Celebrating diversity
- Community Bulletin Board which reflects programming, events and coverage of events
- Coverage of “older men’s teams”

- Coverage of activities at senior center – health, exercise program, social and political forums, information on daycare and home care
- Coverage of more town meetings, specific agendas and posting of scheduled meetings
- Cultural/information programs
- Disabled programs on resources
- Diversity explored through programming
- Education about facilities and services in town
- Elder issues programs
- Exercise programs for aging population
- Explanation of resources
- Exposure for performing arts, local programs and schedules
- Find ways to market image of Lexington
- Fitness show
- Game of the week – hockey and all other sports – youth sports, high school, elder exercise/sports
- Government information packaged/produced so that viewers will watch, listen and learn
- Groups of local businesses, forums
- Historical – on demand programming on Lexington history
- History of Lexington
- History programs
- How to run for office
- How to use system
- In home learning – arts and crafts
- Information about town services and resources
- Information and programs on resources for disabled
- Information for newcomers to town about resources
- Information on studies/discussion of works like Lexington 2020 Vision – forums on town planning initiatives

- Interactive information on application for programs on channels and on Town web
- Language capability for multilingual communities
- Leadership programs and Town meetings on TV
- Lexington Garden Club – wildflowers, trees of Lexington
- Lexington historical society, coverage of activities
- Live coverage of local meetings (Planning, Selectmen, Board of Education, etc.)
- Live coverage of Selectmen's, sports, town meetings
- Live coverage of sports
- Live town meetings over both systems (RCN and AT&T)
- Local analysis of national issues
- Local events (i.e. Bicentennial Band)
- Local programs put onto both systems (RCN and AT&T)
- Long term care – profiles and issues
- Lots of repeats to reach people with easy schedules
- Media literacy
- More cultural programs, religious activities and services
- More foreign language programming
- Museum exhibitions, programs to include, for example, ballet, music, exhibits coverage
- Music, local bands
- Nationally produced programs for disabled
- News, local forums and discussions
- Outreach, coverage about Town services
- Parades and town events (I-Net drops in Town)
- Patriot's day parade
- Planning board live
- Profile new businesses and technology in town

- Profiles from other towns on what a senior center could be (what works and what does not)
- Profiles of human service organizations and social service resources
- Profiles of recreation “hidden gems” – bike paths, etc.
- Programs at a “youth park” skate boarding coverage and competitions to engage youth
- Programs for shut-ins
- Promotion – preview of “Great Meadows, i.e. cross country skiing on golf course – and other seasonal uses of public spaces
- Promotion of Lexington special events – parking planning, etc., for participants
- Public affairs programming – teens, seniors, cross population, multiple cultures
- Raising awareness about traffic and street issues, and other things that people may not know about
- Recreational possibilities for local business employees -- what’s local for people who commute (to Lexington to) work
- Reenactment/historical events
- Reenactments of Battle of Lexington
- Road races in town coverage
- School band-type events at community media center
- School committee live
- School events
- School events live and taped
- School events/activities
- Selectmen/School Education Board/Planning meetings – good quality signal, live coverage
- Senior programs
- Show community – faces and programs of artists
- Sporting events live
- Sports listing

- Sports youth
- Student, “kid” programs in other languages
- Taping of meetings with interactivity by technology, across distance participation, and customized experience
- Tourism and Lexington highlights need special visibility
- Tourism in Lexington
- Track meets, etc. are not so easy to cover because the need for special production equipment
- Training and production with resources in new senior center
- Visuals of Lexington on channels
- Who’s who at Town Hall
- Wireless contact to information center for sports schedules and cancellations

2) Communications Applications

- Access to town information
- Accommodations for the deaf
- Advertising of “try out” schedules to expand access for others to information about programs with limited enrollment space; (now, those who know get in, those who are new to town or kids just coming of age don’t get information to compete for enrollments)
- Build good community relations between school and local media entities
- Capability of I-Net drop
- Capacity for environmental video with fixed camera on town (buildings, views of town)
- Centralized calendar of town activities and events
- Collaborations with school music at community media center
- Committee and meeting schedules
- Communication for seniors

- Community Bulletin Board which reflects programming, events and coverage of events
- Community calendar/bulletin board
- Coordinated communication to provide information to all residents in the same manner
- Database retrieval
- Education about facilities and services in town
- Emails on programs for feedback
- Explanation of resources
- Government information packaged so that viewers will watch, listen and learn
- Information about town services and resources
- Information and programs on resources for disabled
- Information for newcomers to town about resources
- Interactive information re application for programs on channels on Town web
- Language capability for multilingual communities
- Last minute choices and opportunities for cancellation
- Local telephone numbers
- Phone banks for taking and understanding community feedback
- Public comment through email and calls
- Publicity needed that reaches youth (specifically)
- Schedule that directs viewers to local programming
- Sports listing
- Taping of meetings with interactivity by technology, across distance participation, and customized experience
- Visuals of Lexington on channels
- Who's who at Town Hall
- Wireless contact to information center for sports schedules and cancellations

Question #4: What Would Make It Easier to Use PEG Access or the Cable System?

Hundreds of suggestions were made of were made by the focus group participants with respect to improvements and ways to make it easier to use PEG Access or the cable system. They fall into seven primary categories of concern, which are: (1) PEG Access Equipment, Facilities and Channels; (2) PEG Access Staffing, Policies & Procedures, and Funding; (3) Bandwidth, Infrastructure & System Design; (4) Training; (5) Customer and Community Relations; (6) Regulatory Issues; and (7) Outreach and Promotion. These categories, with the suggestions that fall within them, are listed below and on the following pages.

The most commonly stated concerns (shown in the order of how often a similar concern was mentioned by the focus group participants) that fall within each of these seven primary categories of concern are provided below and on the following pages. The full listings of concerns for each category, before being summarized, are provided in Appendix #2 of this Report.

Category #1 PEG Access Equipment, Facilities and Channels

1. *Better PEG Access equipment*
2. *Community Media Center*
3. *PEG Access channel / Spectrum set aside*
4. *Replacement fund for equipment for life of contract*
5. *Mobile production van*
6. *LIVE capacity throughout Town*
7. *Web casting capability (Bandwidth)*
8. *Video library / archive*

Category # 2 PEG Access Staffing, Policies & Procedures

1. *Adequate funding for PEG Access support (e.g. 5% of gross revenues, PEG Access funds as externalized cost added to subscriber bills for modest monthly cost, Town support of a local programming center)*