



Board Members Mike Witsch and Maura Carlin hosting The Local Live

**LARCHMONT-MAMARONECK
COMMUNITY TELEVISION, INC.**

ANNUAL REPORT

2014

LARCHMONT - MAMARONECK CABLE TV BOARD OF CONTROL

123 Mamaroneck Avenue
Mamaroneck, NY 10543

Board of Control

Ernest Odierna, *Town of Mamaroneck*
Anne McAndrews, *Village of Larchmont*
Norman Rosenblum, *Village of Mamaroneck*
Richard Slingerland, *Administrator*
Anthony Siligato, *Treasurer*

Advisory Committee

Brad Garfield, *Town of Mamaroneck*
Open position, *Town of Mamaroneck*
Open position, *Village of Larchmont*
Open position, *Village of Larchmont*
Sunny Yeddis Goldberg, *Village of Mamaroneck*
Mike Witsch, *Village of Mamaroneck*

LARCHMONT - MAMARONECK COMMUNITY TELEVISION (LMC-TV)

LMC-TV Headquarters

740 West Boston Post Road
Suite 311
Mamaroneck, NY 10543
381-2002

Television Center

Mamaroneck High School
Palmer Avenue Unit
Mamaroneck, NY 10543
698-6808

Studio II

145 Library Lane
Mamaroneck, NY 10543
381-0131

Board of Directors

Leonard Verrastro, *President*
Alan Peron, *Vice President*
Jack Saraceno, *Treasurer*
Maura Carlin, *Secretary*
Maria Elena Carullo
Michael Charles
Sabrina Fiddelman
Jefferson Meighan
Carolyn Pomeranz
John Verni
Michael Witsch

Staff

Erik Lewis, *Executive Director*
Matt Sullivan, *Associate Director*
Dena Schumacher, *Studio Production Manager*
Christina Carino-Forrest, *Government/Community Production Manager*
Rob Moretti, *Community Sports Producer*
Sharon Mosley, *Community Bulletin Board Manager*
Sheyla Navarro, *News Producer*

BACKGROUND

The Tri-Municipal Larchmont - Mamaroneck Cable TV Board of Control was organized by the Villages of Larchmont and Mamaroneck and the Town of Mamaroneck to administer the franchise agreement (effective Dec. 3, 1980 through Dec. 31, 1993 and extended through Temporary Operating Authorities granted by the New York State Commission on Cable television) with TCI Cable of Westchester (doing business as UA-Columbia Cablevision of Westchester) pursuant to the CATV Sharing Agreement. On September 25, 1996 a new franchise agreement was signed with TCI and on March 3, 1998 Cablevision purchased TCI and became the cable provider for the tri-municipalities on channels 75, 76 and 77. In December, 2007 a franchise agreement was signed with Verizon Corporation to provide cable TV service on Verizon channels 34, 35, and 36, giving the tri-municipal communities a competitive choice of cable providers for the first time. Richard Slingerland, the Administrator for the Board of Control, is the direct liaison with Cablevision and Verizon for the three communities handling all complaints and recommendations.

The Board of Control is responsible for collection and disbursement of franchise fees from Cablevision and Verizon. The franchise fees represent 5% of the gross operation revenues for cable television of Cablevision and Verizon subscribers in the tri-municipal region. The franchise fees support the operations of the Board of Control and provide the primary support for Larchmont - Mamaroneck Community Television, Inc. (LMC-TV). The Board of Control holds the lease agreement with the Mamaroneck Union Free School District and the Rye Neck Union Free School District for the television equipment provided by the franchise agreements and the access center facilities located there. A two-thirds negative vote by the three municipal government boards can overrule any action taken by the Board of Control. The Board of Control is composed of one elected official from each of the three municipalities, an administrator, and a treasurer.

The Advisory Committee of the Board of Control advises the Board on cable matters affecting our communities. This includes technical, legal, programming, financial, subscriber and insurance matters relating to the franchise agreement. The Committee is to report to the Board of Control semi-annually.

The LMC-TV Board of Directors sets policy and is responsible for the operation of the access centers and for programming Cablevision channels 75, 76 & 77 and Verizon Channels 36, 35 & 34 in the community interest. The LMC-TV Board of Directors is composed of members selected from the community by the LMC-TV Board of Directors. The LMC-TV Board submits the annual LMC-TV operating budget to the Board of Control for approval, whose members pass it on to the three municipal boards for their approval.

PHILOSOPHY

Larchmont - Mamaroneck Community Television, Inc. (LMC-TV) is a non-profit membership organization open to all members of the community. LMC-TV programs Cablevision Channels 75, 76 & 77 and Verizon Channels 36, 35 & 34 in the community interest for Larchmont and Mamaroneck, NY. LMC-TV aims to heighten community awareness and increase community participation through the making and viewing of local television, and to encourage programming reflecting the concerns, interests and activities of our community.

OBJECTIVES

1. Operate community access television facilities for the use of the people of the Villages of Larchmont and Mamaroneck and the Town of Mamaroneck.
2. Offer production training classes.
3. Encourage local people to produce and promote their own community television programs.
4. Produce community programs.
5. Cablecast town and village board meetings and school board meetings on Channel 76/35.
6. Cablecast community television programming on channels 75/36, 76/35 and 77/34.
7. Publicize the program schedule and LMC-TV programs and events.
8. Raise funds to support community programming and broaden awareness of the LMC-TV philosophy and programming.
9. Maintain high quality facilities and community-friendly production equipment within an affordable budget (based upon franchise fees and fund-raising income).
10. Provide a community information system in case of emergency.
11. Expand and strengthen ties to existing community organizations.
12. Be available to the Board of Control to report and comment on matters of cable TV regulations and utilization and participate in cable franchise negotiations.

GOALS

- To continue to bring new people and community groups into the LMC-TV fold.
- To continue to develop a strong identity throughout the three communities in which we serve.
- To maintain programming hours in order to serve all facets of the community.
- To increase the membership base.
- To continue and strengthen the relationships between LMC-TV and the Mamaroneck & Rye Neck School Districts, the Mamaroneck and Larchmont Libraries and the Emelin Theatre for the Performing Arts.
- To explore emerging communications technologies in order to determine what role LMC-TV might assume.
- To maintain our services to the community, to the best of our abilities.

President's Report 2014

As President of the LMC-TV Board of Directors, I would first like to compliment the staff, volunteers and Board members for their dedication in making our community television the best it can be and working toward making it even better for many future years.

We continue to look at consolidating our facilities and have still been working on the possibility of this being done in the former Mamaroneck Village Hook and Ladder Firehouse. We should know in 2015 if this will be feasible from a financial standpoint and be able to proceed. Another alternative being considered is to rent additional space on the 3rd floor of the Town Center.

We have continued to upgrade our equipment, as needed and will continue to do so in 2015. The Board and staff believe very strongly that the equipment must keep up with the latest technology if we are to remain an important community resource.

This year we again had a very successful membership drive and going forward we will need to reach out for increased community support and increase our efforts in fund raising, memberships and sponsorships for our programming. This will continue to be a priority in the coming years especially not knowing what the future will be for franchise fees after our current agreements with Cablevision and Verizon expire.

Our coverage of Municipal and School Board meetings, sports programming and community events has been continually expanded and is available by streaming and on demand via our website (www.lmc-tv.org). We have completely redesigned our website and always welcome suggestions to improve it.

Our new local news programming, "The Local Live" has been well received by our viewers and we are always looking for volunteers to help us to expand our coverage. I want to thank the Larchmont-Mamaroneck Cable TV Board of Control for agreeing to allocate additional funding for this program in 2015.

I would like to welcome Mike Witsch, an original Board member, as a new member of our Board and look forward to working with him for many years. Mike has a wealth of knowledge regarding community television and together with fellow Board member Maura Carlin has pioneered our news show.

I want to thank Erik Lewis, our Executive Director for the tireless job he and his staff do in keeping LMC-TV running smoothly. Erik wears many different hats during the year in making sure that all the staff and bills are paid, organizing the Board meetings, meeting with our bookkeeper and accountant, drafting a workable budget, looking at new programming, etc.

I would also like to thank the Board of Control members, Mayor Norman Rosenblum, Mayor Anne McAndrews and Councilman Ernest Odierna for their continued support and cooperation, without which LMC-TV would not be able to exist.

LMC-TV is dedicated to its mission of serving and keeping our community informed and to continue its value as our "Community Connection."

Respectfully submitted,
Leonard M. Verrastro, President
LMC-TV Board of Directors

Executive Director's Report 2014

This year, 2014, LMCTV has seen the evolution and growth of our flagship hyper-local news show - The Local Live - and the continuing robust production of our varsity sports program and coverage of numerous community events by both volunteers and LMCTV personnel.

Last year The Local Live produced 46 LIVE news shows on a variety of community issues including "Meet the Mayor," bike friendly community, common core curriculum and veterans affairs. Led by senior producer Sheyla Navarro and LMCTV Board members Maura Carlin and Mike Witsch, more than 30 interns and volunteers from Purchase College, Iona College, other colleges and the community were trained in broadcast journalism by The Local Live.

Our varsity sports program, led by Rob Moretti, covered 80 sports events from Mamaroneck and Rye Neck school districts and followed the Rye Neck Baseball team to the state championships where they lost in the finals and also followed the Mamaroneck Girls Field Hockey team to the state finals where they were victorious!

Under the leadership of Government and Community Production Manager Christina Carino-Forrest, LMCTV's after school clubs expanded to include Daniel Warren Elementary School in the Rye Neck School District, bringing to six the number of k-5 schools where LMCTV teaches in a fun way the basics of TV production and journalism. Christina also managed the coverage of more than 120 municipal and school board meetings, organizing and training a cadre of 15 part-time videographers.

Studio Production Manager Dena Schumacher ran Summer Filmmaking Workshops for 20 young filmmakers, teaching basic and advanced filmmaking and documentary skills. The results included two short dramas and two "making of" documentaries. Dena also oversaw and led the production of over 230 community studio shows, developed new set designs and mastered the new Tricaster studio production module. Furthermore, Dena has taken leadership in re-working LMCTV's "policy bible" - our Policies and Procedures Manual - to bring it up to date for 21st century production technology.

LMCTV's website underwent a complete re-design thanks to the efforts of Associate Director Matt Sullivan in collaboration with volunteer Louis Simons. The new site, which features a modern and polished look, includes rotating story banners, live streaming of all three LMCTV channels, live Facebook and Twitter feeds, as well as a re-worked, easier to navigate video-on-demand listing. The website was launched in September of 2014 after months of programming and input from several focus groups, which identified areas of concern with the prior website. Matt displayed leadership abilities when he filled in as Acting Executive Director while I was away for the month of March. Additionally, Matt has taken on an increased leadership role at LMCTV, developing and organizing LMCTV's presence in the community at social functions, parades and various community engagements. He has been at the forefront of equipment purchase research, co-heading the Equipment Committee with Dena Schumacher. On an independent note, Matt and Dena's short independent film *Sobrevivo* has played in several film festivals throughout the year and was awarded Best Zombie Film at the New York Scary Film Awards.

Office and bulletin Board Manager, Sharon Mosley created 528 Bulletin Boards in 2014. In addition, she taught the Larchmont Public Library to create their own event bulletins and Sharon added Tweeting as an enhanced benefit of using the LMCTV Community Bulletin Board. As result LMCTV Twitter followers have increased dramatically. Mrs. Mosley also developed a new finance tracking system to report new and existing revenue streams, including Paypal tracker and enhanced deposit system and she continues to produce her show "As You Are" about persons dealing with challenges, producing four new episodes in 2014.

The annual membership drive raised \$18,717 in 2014 thanks to the Board of Directors efforts led by Sabrina Fiddelman of the Membership Committee.

LMCTV is poised to solve the question of where the company locates to consolidate its operation. Mamaroneck Town Center and the Old Hooks Firehouse are two locations being seriously considered as spaces for LMCTV's consolidation. The coming year holds great promise for resolving this issue as two serious proposals have been presented for these locations. Consolidation will enable LMCTV to serve the community both more efficiently and with more and expanded programs. The future is bright.

Respectfully submitted,

Erik Lewis
Executive Director, LMCTV

LMC-TV PROGRAMS 2005 TO 2014 FROM FACIL DATABASE

	Imports	Location	Sports	Muni-Meeting Tapes/Media	Studio	TOTAL
2005	431	308		119	269	1127
2006	484	276		149	252	1208
2007	513	284		181*	247	1225
2008	568	203		195*	194	1160
2009	519	287		250*	253	1299
2010	407	271		144	210	1032
2011	295	240**	65	140	166	906
2012	330	215	74	141	228	988
2013	297	249	72	133	241	992
2014	223	207	81	148	244	903

*counts the number of tapes/DVDs used to shoot meeting, actual number of meetings is lower.

**In years prior to 2011, sports programs were included in location shows. In 2011 a separate Sports Category was tracked. In 2011 there were 240 Location shows and 65 Varsity Sports Shows for the total of 305.

SHOWS PLAYED AND NEW SHOWS FROM TIGHTROPE DATABASE

	2013 Show/Runs	2013 New Shows	2014 Show Runs	2014 New Shows
Channel 75/36 – Public	472/14,652	418	442/12,976	381
Channel 76/35 – Municipal	176/4,396	162	107/3,870	91
Channel 77/34 – Educational/Import	441/2,262	371	375/2,260	327
TOTAL	1089/21,310	951	924/19,106	799

How to read the Cablecast Playback Report:

Show/Runs: A Show is a unique Show. A run is how many times the total of unique shows were run. Show/Runs reports on **Scheduled** shows, shows that were scheduled to play in year.

NewShows refers to how many unique shows were added to our playback inventory in year. They may or may not have been scheduled to play in that year.

LMC-TV Financials

Fiscal Year 2014

Larchmont Mamaroneck Community Television Inc.				
Budget vs. Actual				
January through December 2014				
		YTD	2014 Budget	Difference
Income				
	BOC Operating Funds	530,000.00	530,000.00	-
	Grant Management Fees	-	100.00	(100)
	Awards Show/Video Fest	1,000.00	4,000.00	(3,000)
	Dinner/Event	125.00	12,000.00	(11,875)
	Corporate Underwriting	300.00	4,000.00	(3,700)
	Interest Income	40.31	107.00	(67)
	Media Copying (Tapes/Dubs)	2,134.00	4,500.00	(2,366)
	Membership Dues	18,717.00	15,000.00	3,717
	Other Income	2,847.84	25,446.00	(22,598)
	Production/Program Srvc Income	2,048.13	3,000.00	(952)
	Workshops	28,488.50	35,000.00	(6,512)
Total Income		585,700.78	633,153.00	(47,452)
Gross Profit		585,700.78	633,153.00	
Expense				
	Advertising/Promotion	2,216.90	1,000.00	1,217
	Audit/Accountant	3,500.00	3,600.00	(100)
	Dental Benefits	2,540.00	3,300.00	(760)
	Equipment Consultant	-	4,000.00	(4,000)
	Equipment Expenses	9,159.98	6,000.00	3,160
	Expense Account (misc.)	1,063.04	1,000.00	63
	Facilities Maintenance	1,333.61	1,500.00	(166)
	Fees	567.30	300.00	267
	Fund Event Awards Show	1,721.36	4,000.00	(2,279)
	Fund Event Dinner	-	6,000.00	(6,000)
	Fund Event Journal Ads	-	-	-
	Fund Event Other	-	-	-
	Grant Management Expense	-	-	-
	Independent Contractors (1099)			-
	Bookkeeping	1,632.65	2,000.00	(367)
	OS - cleaning	2,250.00	2,500.00	(250)
	OS - Technical	8,749.30	3,000.00	5,749
	Production Consultant	-	-	-
Total Independent Contractors (1099)		12,631.95	7,500.00	5,131.95
Insurance				-
	Directors & Officers	4,504.00	5,000.00	(496.00)
	Errors & Omissions	-	4,000.00	(4,000.00)
	Liability & Umbrella	11,622.56	7,000.00	4,622.56
Total Insurance		16,126.56	16,000.00	126.56
	Internet/Computer	4,746.90	4,500.00	247
	Legal Fees	-	500.00	(500)

		YTD	2014 Budget	Difference
	Medical Benefits	46,815.00	42,732.00	4,083
	Membership Drive Expense	1,174.96	2,000.00	(825)
	Office Supplies	3,476.43	3,000.00	476
	Other Exp (cc to categorize)	-	-	-
	Payroll			-
	100 - FT Staff	229,334.58	231,042.00	(1,707)
	200 - Regular Part time	26,091.45	33,540.00	(7,449)
	300 - Irreg part-time	25,837.50	25,000.00	838
	400 - Community Project	35,224.34	19,231.00	15,993
	500 - Fee for Svc. Prod. Svcs	2,505.00	2,000.00	505
	600 - Workshop Instr	15,841.25	14,000.00	1,841
	800 - Maintenance Project	1,150.50	2,000.00	(850)
	900 - Sports Program	54,671.71	55,388.00	(716)
	NYS Disability Insurance	676.75	1,700.00	(1,023)
	Payroll Processing	3,239.93	2,500.00	740
	Payroll Taxes			-
	FICA/MED	29,781.06	27,000.00	2,781
	FUTA and SUI	4,203.36	5,500.00	(1,296.64)
	Total Payroll Taxes	33,984.42	32,500.00	1,484.42
	Work Comp Insurance	2,949.46	2,500.00	449.46
	Total Payroll	431,506.89	421,401.00	10,105.89
	Postage and Delivery	876.29	2,500.00	(1,624)
	Printing	1,482.32	500.00	982
	Professional Societies Dues	750.00	900.00	(150)
	Program Production Expense		-	-
	Sports	1,211.97	0.00	1,212
	Workshops	543.06	0.00	543
	News	1,330.00	0.00	1,330
	Program Production Expense - Other	4,684.29	-	4,684.29
	Total Program Production Expense	7,769.32	5,000.00	2,769.32
	Service contracts	15,849.00	19,320.00	(3,471)
	Studio II -Alarm System	1,104.54	1,200.00	(95)
	Studio II -Rent	29,565.12	28,480.00	1,085
	Studio II -Utilities	4,736.22	6,000.00	(1,264)
	Town Center- Rent	25,150.08	25,170.00	(20)
	Subscriptions	-	250.00	(250)
	Travel	1,266.21	2,000.00	(734)
	Utility Telephone	6,332.93	6,000.00	333
	Videotape purchase	1,276.36	3,500.00	(2,224)
	Worker Training	2,006.44	4,000.00	(1,994)
	Uncategorized Expenses	-	-	-
	Total Expense	636,745.71	633,153.00	3,593

COMMUNITY SUPPORT OF LMC-TV 2014

DONORS & CONTRIBUTORS TO \$99

90 Persons, Organizations or Families

DONORS & CONTRIBUTORS \$100-\$249

55 Persons, Organizations or Families

DONORS & CONTRIBUTORS \$250-\$499

17 Persons, Organizations or Families

American Legion Post 90, Jeannette Bogart, Coxe & Graziano, Miriam and Thomas Curnin, Nancy Goodman, Lori and Robert Gordon, Jayne Lipman, Gretchen and Paul Massey, Michael Murphy, Dee Owen, Richard and Amy Slingerland, Maura Sternklar, Swagit, Trustco Bank, Linnet Tse, Leonard Verrastro, Vincent's Garage

DONORS & CONTRIBUTORS \$500-\$999

12 Persons, Organizations or Families

Janet and Stephen Bear, Maura and Glenn Carlin, Sabrina Fiddelman, Laurie and Steve Girsky, Sunny and Brad Goldberg, Eugene and Emily Grant, Luann and Matthew Jacobs, Joanne R. Jensen, Murphy Brothers Contracting, Nu-Way Heating and Air Conditioning, South East Consortium, Eugenie S. Wright Foundation

CORPORATE UNDERWRITERS 2014

Murphy Brothers Contracting
Nu-Way Heating and Air Conditioning
Trustco Bank

LMC-TV BANK ACCOUNT BALANCES AS OF 12/31/14

Checking Account—\$35,260.61

Money Market Account—\$30,711.84

Project Fiscal Sponsor Escrow Fund Account-\$5,569.80

Winners of the Twenty Fourth Annual Awards Night - June 10, 2014

BEST COMMUNITY EVENT COVERAGE:

Sound Water's Boat Tour shot by Steven Briante

BEST COMMUNITY EVENT EDITING

"Town of Mamaroneck Fire Department Open House" edited by Philippa Wharton

BEST NEWS PACKAGE

"Larchmont Food Pantry" Reported by Jogene Castillo

BEST SINGLE PROGRAM

"Kids for World Health" - Produced by Kay Kobbe and Emily Wharton

BEST NEW SERIES

"Word of Mouth" produced by Lee Stringer

BEST SERIES

"The Way to Go" produced by Alan Bendich

THE VAL ESTABROOK AWARD FOR OUTSTANDING WORK IN SCHOOL VIDEO

Andrey Gordon

THE JOSEPH P. FRAIOLI VOLUNTEER OF THE YEAR AWARD

Xavier Campo

PAUL GALLANTER SPECIAL RECOGNITION AWARD FOR OUTSTANDING SERVICE TO COMMUNITY TELEVISION

Caridad Schwarz

THE MARY ANNE SULLIVAN AWARD FOR OVERALL ACHIEVEMENT IN COMMUNITY TELEVISION

Janet Bear

