



LMCTV crew covering the 2015 Mamaroneck Firemen's Parade

**LARCHMONT-MAMARONECK
COMMUNITY TELEVISION, INC.
ANNUAL REPORT
2015**

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, INC.
(LMCTV)**

LMCTV 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

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

Staff

Erik Lewis, *Chief Executive Officer*
Matt Sullivan, *Chief Operating Officer*
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 cable TV 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 & 77. In December, 2007 a franchise agreement was signed with Verizon Corporation to provide cable TV service on Verizon channels 36, 35, & 34 (corresponding to Cablevision's 75, 76 & 77), giving the municipalities 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 the administration of the franchise agreements, including the collection and disbursement of franchise fees from Cablevision and Verizon. The franchise fees—paid by subscribers as part of their monthly bills for cable TV—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. (LMCTV). 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 LMCTV 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 LMCTV Board of Directors is composed of members selected from the community by the LMCTV Board of Directors. The LMCTV Board of Directors submits the annual LMCTV operating budget to the Board of Control for approval.

PHILOSOPHY

LMCTV is a non-profit membership organization open to all members of the community. LMCTV programs Cablevision Channels 75, 76 & 77 and Verizon Channels 36, 35 & 34 in the community interest for Larchmont and Mamaroneck, NY. LMCTV 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

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

GOALS

- Bring new people and community groups into LMCTV.
- Expand and enhance LMCTV's identity throughout the three communities in which we serve.
- Expand and enhance programming in order to serve all facets of the community.
- Increase the membership base.
- Strengthen the relationships between LMCTV and the Mamaroneck and Rye Neck School Districts, the Mamaroneck and Larchmont Libraries and the Emelin Theatre for the Performing Arts.
- Explore emerging communication technologies in order to better serve the community.
- Expand all our services to the community to the best of our ability.

President's Report 2015

I have now completed my first full year as President of the LMCTV Board of Directors. I am thankful for the groundwork provided by my predecessor, Leonard Verrastro, who, because of his knowledge of our organization and his financial skills, has agreed to continue as a Board member and hold the Office of Treasurer. We cannot thank him enough.

One of our primary goals has been to improve our product and to make ourselves more “visible” to the three municipalities we serve. Our shining beacon continues to be our Thursday night “The Local Live” news/interview program. We are now working on our second 100 shows. Obvious kudos to co-hosts and fellow Board members, Maura Carlin and Michael Witsch. It is difficult, hard work to produce a weekly live show and we would not be able to do it without the effort of Senior News producer, Sheyla Navarro, and the weekly crew of volunteer interns, Dena Schumacher our Studio Production Manager and new Board member Louis Simons, providing technical support.

During the year we made an important organizational change. Instead of having one Executive Director we created the office of Chief Executive Officer which continues Erik Lewis’s role as “chief”. Much of the day-to-day operations are now headed by longtime staffer, Matt Sullivan, with the position of Chief Operating Officer. This new structure has worked extremely well and provided new energy with Matt, and a fresh global outlook with Erik.

Our Space Committee, with Board member John Verni providing the lead, along with myself, Erik, Matt, Mike Witsch, Carolyn Pomeranz and Al Peron have met endlessly with the two Village Boards and the Town Council to convince them and the Board of Control to approve and consent to the consolidation of facilities into a rehabilitated Hook & Ladder Firehouse on Mamaroneck Avenue. We see light at the end of the tunnel.

We continue to upgrade our equipment and systems and thank the following members of the 2015 Board of Control: Ernie Odierna for the Town, Norm Rosenblum for Mamaroneck Village and Anne McAndrews, who, after many years of public service has decided to step down as Mayor of Larchmont. We will miss her valuable insight. Also, Ernie Odierna has recently stepped down and Tom Murphy has taken over for the town. Thank you Ernie for your expertise and welcome Tom, we look forward to working with you.

We also continue our coverage of numerous public meetings and other community wide organizations such as The Larchmont-Mamaroneck Summit.

I want to thank Erik and Matt and the entire staff for continuing to operate at a high level under the trying conditions of our split facilities.

With the Board Members and staff I sense a new energy, revitalization and a passion about making LMCTV the most important, visible organization serving the three communities.

Respectfully submitted,
Jefferson D. Meighan, President
LMCTV Board of Directors

Management Report 2015

2015 was marked by a successful partial reorganization of LMCTV management; significant progress toward our goal of consolidating in the Hook and Ladder Firehouse in Mamaroneck; regional recognition for and expansion of The Local Live - our local news show; coverage of state championships in Binghamton, NY by our Community Varsity Sports Program; continued success with our k-6 Afterschool Video Clubs and Summer Teen Filmmaking Workshop and contracting to upgrade our playback system to full HD capability.

Partial Management Reorganization. In a reorganization designed to strengthen LMCTV management, the Executive Director position held by Erik Lewis was eliminated and replaced with a Chief Executive Officer position and a Chief Operating Officer position held respectively by Erik Lewis and Matt Sullivan (former Associate Director). The CEO is responsible for fundraising leadership, strategic planning and oversight of the news show; the COO is responsible for the day-to-day running of the station, outreach and liaison to community organizations.

Consolidation. A broad-stroke outline of terms of a lease for the Hook and Ladder Firehouse with the Village of Mamaroneck was agreed upon by LMCTV and the Village of Mamaroneck, thus taking LMCTV one step closer to consolidating our operation. The Town of Mamaroneck has also offered a draft lease agreement for the third floor in Town Center, but the LMCTV Board has determined that the Firehouse offers greater possibilities for community recognition and service in the Firehouse and is pursuing that option as the lead option. Currently, the Board of Control is evaluating the financial feasibility of LMCTV consolidating in the Firehouse, so resolution of this question should be forthcoming.

The Local Live (TLL). Under the leadership of Senior Producer Sheyla Navarro and volunteer producer/board members Maura Carlin and Michael Witsch, The Local Live - our flagship community news show offering live viewership interaction - produced 49 shows in 2015. The Local Live was also recognized through its participation in the Alliance for Community Media's Northeast Regional Conference. In Hartford, Connecticut Sheyla Navarro showcased The Local Live to a standing-room only crowd, in which she explained the news gathering process and how to work with community volunteers to produce a news program. We are also proud to highlight that TLL alumnae in 2015 moved on to professional journalism jobs, in part as a result both of their talent and their resumes which included their TLL productions. Alina Surriel is now working as a production assistant at NY1, Sibylla Chipaziwa is a reporter for The Mamaroneck Review, and Anthony Carlo landed a job as a reporter for News Channel 12.

Community Varsity Sports. The Community Varsity Sports program under the leadership of Community Sports Producer Rob Moretti produced 79 local sports contests. Additionally, LMCTV Varsity Sports went to Binghamton twice to cover historic state championship wins by Mamaroneck High School's baseball and field hockey teams. Of special note, LMCTV was the only media outlet with a video crew on site when the field hockey team won a thrilling state championship game on an overtime goal. Rob also recruited several new crew members to replace our talented videographers and commentators who have moved on to college or full time employment elsewhere.

Community, Government and Afterschool Clubs. Under the leadership of Community and Government Production Manager Christina Carino-Forrest, LMCTV covered 186 community events and conducted 8 afterschool video clubs teaching 74 grade-schoolers the joy of media creation. Additionally, Christina managed the schedule for 135 municipal and school board meetings, employing a crew of 15 local youths and freelancers.

Studio, special classes and filmmaking workshop. Under the leadership of Studio Production Manager Dena Schumacher, last year we produced 225 studio productions. Dena also pioneered a stop-motion workshop featuring Lego animation with 16 year old community producer Andrey Gordon. Their production of "Motions in History of the Sound Shore" won First Prize in the "Children's Programs" category of the Alliance for Community Media national video contest. Dena also taught two sessions of the Summer Teen Filmmaking Workshop involving 19 young persons who produced two dramas, "Choose Dare" and "Super Soaked," which can be seen on our website and two "making of" documentaries.

New Playback System. Under the leadership of COO Matt Sullivan, LMCTV researched and then purchased a much-needed upgraded playback system giving us full HD broadcast capability. We now stream live and have video-on-demand in HD and the only thing preventing us from cablecasting in HD is the provision of HD technology by Verizon and Cablevision. With this upgrade, LMCTV has joined the twenty-first century of TV broadcasting. LMCTV has also hired Stephen Aluisa as its on-air programmer.

Community Bulletin Board. Community Bulletin Board Manager and Office Manager Sharon Mosley created over 700 informative community bulletins and encouraged Larchmont Library to create and submit their own. Sharon has also taken the initiative in enhancing our social media presence, increasing LMCTV's Twitter following to 502 followers and tweeting important highlights of our coverage and programming. Sharon also created a new invoice system for production services and introduced Twitter and Facebook analytics to enable us to judge the effectiveness of our social media outreach. Of particular note, Shevaun Mosley, Sharon's daughter, a 4-year veteran of LMCTV Summer Teen Filmmaking Workshop, graduated from high school in 2015 and was admitted to Westchester Community College where she is a film studies major.

Fundraising. Thanks to the zeal and personalization of letters by the Board, our Membership Drive in 2015 brought in a record \$24,131 in donations and for the first time utilized an online solicitation in conjunction with the traditional direct mail appeal. Award Night ads totaled \$3402 and Corporate Underwriting came in at \$1500.

In closing, even more so than last year, LMCTV is poised to move forward in our drive to consolidate our operation and we look forward to 2016 as a year in which this long-awaited goal can be achieved.

Respectfully submitted,

Erik Lewis, Chief Executive Officer

Matt Sullivan, Chief Operating Officer

LMCTV PROGRAMS 2006 TO 2015 FROM FACIL DATABASE

Year	Imports	Location	Sports	Muni-Meeting Tapes/Media	Studio	TOTAL
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
2015	287	219	79	135	225	945

*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

	2014 Show Runs	2014 New Shows	2015 Show Runs	2015 New Shows
Channel 75/36 – Public	442/12,976	381	416/12,828	337
Channel 76/35 – Municipal	107/3,870	91	98/3,375	85
Channel 77/34 – Educational/Import	375/2,260	327	366/4,801	331
TOTAL	924/19,106	799	880/21,004	753

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.

New Shows 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.

LMCTV Financials

Fiscal Year 2015

LARCHMONT-MAMARONECK COMMUNITY TELEVISION INC.
YEAR END BUDGET V. ACTUAL 2015
REPORT

	2015 Act	2015 Bgt	Diff	%Diff
INCOME				
Board of Control	\$580,490	\$580,490	\$0	0.00%
Award Show/Video Fest	\$3,402	\$4,000	-\$598	-14.95%
Dinner/Event	\$0	\$12,000	-\$12,000	-100.00%
Corporate Underwriting	\$1,500	\$4,000	-\$2,500	-62.50%
Interest	\$27	\$50	-\$23	-46.14%
Media Copying	\$1,710	\$3,000	-\$1,290	-43.00%
Membership Dues	\$24,131	\$15,000	\$9,131	60.87%
Other	\$421	\$2,000	-\$1,579	-78.95%
Professional Fundraising	\$0	\$35,000	-\$35,000	-100.00%
Production Services	\$3,402	\$2,500	\$902	36.10%
Workshops	\$30,398	\$30,000	\$398	1.33%
TOTAL INCOME	\$645,481	\$688,040	-\$42,559	-6.19%
EXPENSES				
Advertising/Promotion	\$1,126	\$2,500	-\$1,374	-54.95%
Audit/Accountant	\$3,500	\$3,600	-\$100	-2.78%
Dental/Vision Benefit	\$2,154	\$3,300	-\$1,146	-34.73%
Equipment Total	\$2,783	\$6,000	-\$3,217	-53.62%
Expense Account	\$607	\$1,000	-\$393	-39.33%
Facilities	\$1,140	\$1,500	-\$360	-24.00%
Fees	\$681	\$300	\$381	126.87%
Fund Event Award Show	\$1,742	\$2,000	-\$258	-12.92%
Fund Dinner/Event	\$345	\$6,000	-\$5,655	-94.25%
Fund Event Journal	\$0	\$0	\$0	
Fund Event Other	\$0	\$0	\$0	
Fundraising Consultant	\$125	\$25,000	-\$24,875	-99.50%
Insurance			\$0	
Directors & Officers	\$4,641	\$4,200	\$441	10.50%
Prof Liab (Errors & Omissions)	\$4,358	\$4,400	-\$42	-0.96%
Liability & Umbrella	\$7,158	\$7,400	-\$243	-3.28%
Internet/Computer	\$4,868	\$5,100	-\$232	-4.55%
Legal Fees	\$0	\$500	-\$500	-100.00%
Medical Benefits/Health Insurance	\$50,669	\$50,623	\$46	0.09%
Membership Drive Expense	\$2,017	\$2,000	\$17	0.83%
Office Supply	\$2,771	\$3,500	-\$729	-20.82%

	2015 Act	2015 Bgt	Diff	%Diff
Payroll:				
OS Technical	\$315	\$9,000	-\$8,685	-96.50%
OS Cleaning	\$2,660	\$2,500	\$160	6.40%
Bookkeeper	\$1,620	\$2,200	-\$580	-26.36%
NY State Disability	\$734	\$1,200	-\$466	-38.81%
Payroll Processing	\$2,718	\$2,500	\$218	8.73%
Fica Taxes	\$31,222	\$29,000	\$2,222	7.66%
FUTA & SUI	\$3,294	\$5,000	-\$1,706	-34.12%
Fulltime staff + news 100	\$235,008	\$233,926	\$1,082	0.46%
Regular part-time 200	\$33,212	\$34,086	-\$874	-2.56%
Irregular part-time 300	\$26,004	\$25,000	\$1,004	4.02%
Community Projects 400	\$2,128	\$4,000	-\$1,873	-46.81%
Community News 450	\$34,389	\$30,600	\$3,789	12.38%
Fee for Service Prod. Svcs 500	\$3,590	\$2,000	\$1,590	79.50%
Workshop Instruction 600	\$15,688	\$14,000	\$1,688	12.05%
Sports Program (900)	\$57,574	\$56,159	\$1,415	2.52%
Bonus	\$2,690			
Worker's Comp	\$2,970	\$2,500	\$470	18.79%
Postage	\$1,255	\$2,500	-\$1,245	-49.82%
Printing	\$965	\$500	\$465	92.99%
Professional Societies	\$1,150	\$900	\$250	27.78%
Prog Prod Exp:				
News	\$3,705	\$3,600	\$105	2.92%
Sports	\$700	\$840	-\$140	-16.62%
Workshops	\$1,540	\$560	\$980	175.06%
Other	\$3,049	\$1,000	\$2,049	204.94%
Service Contracts	\$15,989	\$17,000	-\$1,011	-5.94%
Studio 2 alarm	\$1,037	\$1,200	-\$163	-13.58%
Studio 2 rent	\$31,652	\$31,046	\$606	1.95%
Studio 2 utilities	\$4,582	\$6,000	-\$1,418	-23.63%
Town Center Rent	\$25,170	\$26,050	-\$880	-3.38%
Subscriptions	\$106	\$250	-\$144	-57.48%
Travel	\$800	\$2,000	-\$1,200	-60.00%
Utility Telephone	\$5,125	\$6,000	-\$875	-14.59%
Videotape/Media Purchase	\$639	\$2,000	-\$1,361	-68.05%
Worker Training (Prof. Development)	\$2,331	\$4,000	-\$1,669	-41.72%
TOTAL EXPENSES	\$646,295	\$688,040	-\$41,745	-6.07%
Profit/Loss	-\$814	\$0	-\$814	

COMMUNITY SUPPORT OF LMCTV 2015

DONORS & CONTRIBUTORS TO \$99

72 Persons, Organizations or Families

DONORS & CONTRIBUTORS \$100-\$249

47 Persons, Organizations or Families

DONORS & CONTRIBUTORS \$250-\$499

15 Persons, Organizations or Families

American Legion Post 90, Miriam & Thomas Curnin, Marty & John Farris,
Sabrina & Jeffrey Fiddelman, Laurie & Steve Girskey, Lori & Bob Gordon, Jennifer Graziano,
Cecilia Absher Katz, Robin Matt, Dee Owen, Jerry Peters, Amy & Richard Slingerland, Linnet Tse,
Leonard Verrastro, Vincent's Garage

DONORS & CONTRIBUTORS \$500-\$999

13 Persons, Organizations or Families

Brewer's Hardware, Maura & Glenn Carlin, Lake & Mike Charles, Sunny & Brad Goldberg,
Emily & Eugene Grant, Karen Cromer Issac & Paul Isaac, Luann & Matthew Jacobs, Jeff Meighan,
Nu-Way Heating & Air Conditioning, Robert's Army & Navy Store, Rabbi Jeffrey Sirkman,
Michael Stoler, Mike Witsch

CORPORATE UNDERWRITERS 2015

Brewer's Hardware
Nu-Way Heating and Air Conditioning
Robert's Army & Navy
Trustco Bank

LMCTV BANK ACCOUNT BALANCES AS OF 12/31/15

Checking Account—\$39,886.46

Money Market Account—\$38,698.77

Project Fiscal Sponsor Escrow Fund Account—\$38,698.77

Winners of the Twenty Fifth Annual Awards Night - June 19, 2015

BEST COMMUNITY EVENT COVERAGE

"Kiwanis Club Annual Classic Car Show 2014" by Jeremy Walman

BEST COMMUNITY EVENT EDITING

"Kiwanis Club Annual Classic Car Show 2014" by Matt Bildzok

BEST NEWS PACKAGE

"Mamaroneck Shares Block Party" by Anthony Carlo

BEST EDITOR FOR THE LOCAL LIVE PACKAGE

"Spooktacular" by Ashley Billone

BEST VIDEOGRAPHY FOR THE LOCAL LIVE NEWS PACKAGE

"Material Recovery Facility" by Philippa Wharton

BEST SINGLE PROGRAM

"How to be a Teen Filmmaker" by Gabby Giacomo

BEST NEW SERIES

"The Drop Your Jaw Improv Show" by Jovan Richards

BEST SERIES

"Still Trying" by Henry Newberger

LMCTV VARSITY SPORTS PLAY OF THE YEAR

"Karlán Walks Off in the 13th" MHS Baseball

THE VAL ESTABROOK AWARD FOR OUTSTANDING WORK IN SCHOOL

VIDEO

Tom Vardell

THE JOSEPH P. FRAIOLI VOLUNTEER OF THE YEAR AWARD

Andrey Gordon

THE MARY ANNE SULLIVAN AWARD FOR OVERALL ACHIEVEMENT IN COMMUNITY TELEVISION

Mike Charles

