



2020 Annual Report

Larchmont-Mamaroneck Community Television , Inc.



“LMC is the prime example of local, informative, and creative television and media. Up to date with all the newest trends, and always eager to teach the next generation the magic of filmmaking and TV production. Hands down the best local station in Westchester County, if not New York!”
JOVAN C. RICHARDS

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PRESIDENT'S REPORT 2020



It was only a year ago when the pandemic started that I was drafting last year's message. It seems much longer. But even with COVID, much has been accomplished. Although most have been homebound, COVID has enabled our organization to thrive. During this period, our value has been recognized as an important communication bridge within our three communities. The media skills of our staff assisted our town and both villages, as well as our two school boards, with virtual formatting. Under difficult circumstances, our staff rose to the cause and the board cannot thank them enough.

I am truly amazed at the number and importance of the achievements during the past pandemic year:

1. We completely rebranded ourselves from LMCTV to LMC Media with a newly designed logo, all in recognition from simply TV to the many media platforms we now utilize.
2. We added two valued members to our Board in 2020: Rye Neck Resident Mark Litvin and Town of Mamaroneck resident Craig Ettinger. Mark brings a wealth of knowledge and experience to the nonprofit sector, having served as the Senior Vice President and Managing Director of New York City Center. With 20 years of media experience, Craig stated, "the business of media is my passion."
3. We acquired and re-fitted a new van to mobilize our staff and equipment. So look for our blue van emblazoned with our new logo.
4. We were of the first to conduct a large "virtual gala". We honored Nita Lowey for her long and accomplished career as a local member of Congress. What a success! I am grateful to the staff and for the many volunteer efforts of those who helped produce the gala, particularly Sunny Goldberg and Helen Rafferty.
5. We are gratified by the several awards achieved, a tribute to the skills and efforts of our staff:

**The Emerging Leader Award to our Executive Director, Matt Sullivan,
by The National Alliance for Community Media.**

The NYS Empire Award presented by our state senator, Shelley Mayer.

**The Best Overall Access Center in the Northeast Award
by the Alliance for Community Media, NE Region.**

We look forward to greater media achievements to benefit the citizens of our tri-community. Within the next several months, we expect the finalization of the approved NYS grant obtained by Assemblyman Steve Otis which will enable us to construct and expand our studio facilities in the Town Center, expected to commence in the Fall.

Respectfully Submitted,

Jefferson D. Meighan

President
LMC Media Board of Directors





EXECUTIVE DIRECTOR’S REPORT 2020



Among the myriad lessons learned in 2020 was the fact that now, more than ever, digital communication is an essential and life saving tool. Starting in March of 2020, LMC Media quickly shifted to an all-digital workflow, providing both internal and external media and communication use for the organization and the community at-large.

Amidst the chaos of the pandemic, LMC offered a stable and constant platform for local elected officials to message their residents. Through LMC’s technological resources, a reliable flow of information was presented to the community. This also enabled local leaders to interact on a digital basis with community members, answering questions in real time on programs like Community Conversations.

One of the most important aspects of our work in 2020 was providing the technology, expertise, and training to our local governments and school boards, allowing meetings to continue, uninterrupted, both on cable television and streaming live on the internet. I am proud to also state that LMC served as a good neighbor, utilizing our technical knowledge to enable nearby municipalities to continue their meetings as well.

Beyond our local governments, LMC was a critical resource for many of our local nonprofit organizations. When these organizations were struggling with their communications and messaging platforms, LMC was able to step in, implementing our team in both the training of other nonprofit staff members, as well as the production of important media components for their messaging and communications. We also partnered with the Larchmont Mamaroneck Local Summit, making their traditional, in-person breakfasts a digital reality.

In addition to these programs, LMC worked with local libraries, the Marine Education Center at Harbor Island, and the Mamaroneck Senior Center to create programming that kept members and interested parties of these organizations engaged with programming and content. 2020 also happened to fittingly be the “Year of the Nurse,” something our student interns rightfully acknowledged with a wonderful documentary that they produced on the past, present, and future of the nursing field.

New logos and rebranding for LMC Media were implemented in 2020, as well as the introduction of our mobile, state-of-the-art production vehicle. “The Van” allowed LMC to live stream and broadcast multiple events in 2020, including the Mamaroneck and Rye Neck High School Graduations, as well as Varsity Sports contests across the districts. In fact, LMC was the only way for parents and fans to have access to these contests, due to COVID-19 restrictions on physical game attendance.

LMC’s online presence was greatly increased in 2020 through several initiatives relating to LMC’s Strategic Plan. Media content kicked into full gear on our social media platforms including Facebook, Instagram, YouTube, and Twitter. A new, beautifully designed website was also launched in 2020, thanks to the tireless work of LMC Media Programmer Stephen Aluisa and Board Member Louis Simons. It was essential to create a website that could serve as a digital reflection of the professional programs and services that LMC continued to provide throughout the pandemic.

A new playback system was also purchased and implemented in 2020, enabling LMC to stream live, HD content across multiple platforms and on our website. Sadly, the two HD holdouts remain

our cable providers, Optimum and Verizon/Fios. While LMC provides the technology and delivers an HD signal to the cable companies, the companies refuse to provide our community with HD channels for LMC Media content. We hope that in the next franchise agreement, the companies will agree to provide the community with an HD cable feed for all of LMC Media’s cable channels.

LMC Media initiated a new membership structure in 2020, aligning with the goals in our Strategic Plan. In addition, a rate card was structured for specialty productions, creating one of several alternate revenue streams for the organization.

We continued to develop our Board of Directors, with the great additions of Mark Litvin and Craig Ettinger. As the Chair of the Fundraising Committee, Mark and I worked together to strengthen LMC’s fundraising model, first hiring NYC based Koszyn & Company for a three-month engagement, and later our Director of Development Catherine Lepone. Thanks to the great efforts of our Fundraising Committee, LMC hosted a wonderfully successful E-Gala Event, honoring retiring U.S. Representative Nita Lowey. The event netted close to \$50,000, making it the most successful fundraising campaign in the history of the organization. A stalwart supporter of public access television, we were proud to honor Representative Lowey for her years of service and contributions to our field.

In 2020, our critical services to community were honored by both the New York State Senate and the Alliance for Community Media. To date, receiving the New York State Empire Award for Exemplary Service from State Senator Shelley Mayer and the award for “Best Overall Community Media Center” from the Alliance for Community Media Northeast Region remain as two of my proudest accomplishments during my tenure.

While I am confident in the incredible abilities of our organization, one of our largest hurdles lies ahead; with the advent of “cord cutting,” or the act of traditional cable subscribers discontinuing their service, LMC’s largest source of revenue is in jeopardy. The future of the organization relies on a strong local franchising agreement with the cable companies, as well as a potential modernizing of the 1984 Cable Act. Additionally, our nonprofit organization will rely on community support moving forward, just as our community has relied on us to provide a platform for free speech and digital information exchange and education since 1983.

I would like to end by thanking the incredible efforts of our Staff and Board throughout the course of the pandemic. You have all inspired me as to what is possible if you genuinely care about the work you are doing. For those of us who work and volunteer at LMC Media, we do it because our heart is in our community. It is a true honor to work alongside all of you. And to all our wonderful community supporters, thank you for helping us continue to build community through media.

Matt Sullivan
Executive Director
LMC Media

2020
AT A GLANCE
▶▶

AWARDS

National Alliance for
Community Media
Emerging Leader Award
Matt Sullivan

Alliance for Community Media
Northeast Region: Best Overall
Access Center in the Northeast
LMC Media

New York State Empire Award
LMC Media

LMC MEDIA

SOCIAL MEDIA

f

1952 LIKES

121k VIDEO VIEWS

i

232 POSTS

800+ FOLLOWERS

t

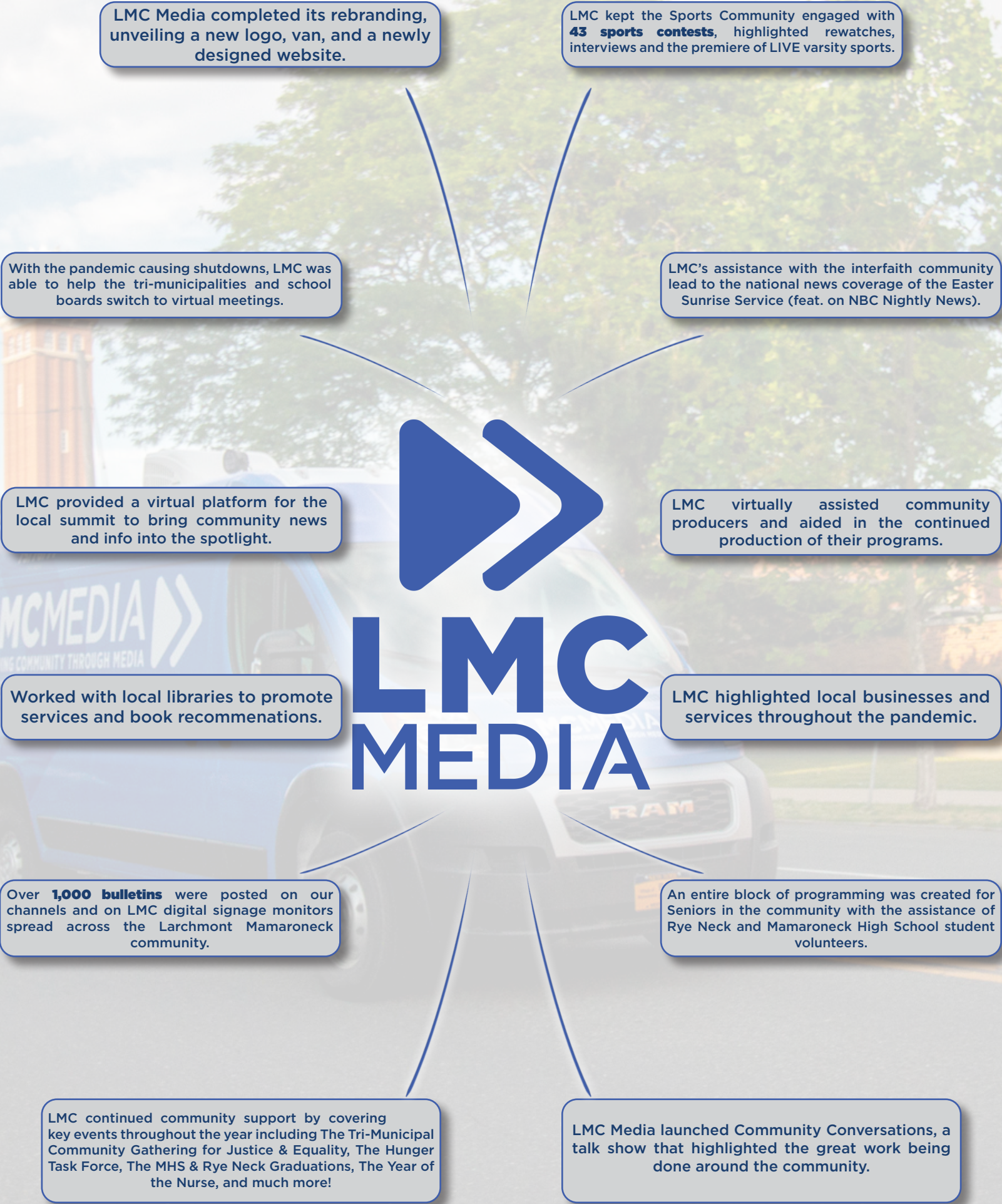
901 FOLLOWERS

1028

y

70k VIDEO VIEWS

148k



LMC MEDIA
2020 GALA
▶▶

On October 15th, we held our first ever virtual Gala, honoring retiring Congresswoman Nita Lowey. We are proud to report that the gala raised more than \$50,000. The gala featured highlights of our work throughout the year, our role during the pandemic, the assistance and support we provide in the community, and our continued service to youth and their development in the world of media production. Weaved throughout the gala was a tribute to the work of Representative Nita Lowey, allowing us to look through the years at both her contributions to our community and her role in public access television.



LMC MEDIA

2020 VIRTUAL GALA

GOAL \$50,000

Text "LMC AMOUNT NAME" to (970) 840-9000

LMC MEDIA

RAISED \$37,260

OVER \$50,000 RAISED!



BACKGROUND & MISSION

BACKGROUND

Larchmont-Mamaroneck Community Television (LMC Media) was founded in 1983 as a non-profit organization under section 501 (C) (3) of the United States Internal Revenue Act. In today's fast-paced, hyper-connected world, the ability to successfully communicate, create and connect across a range of platforms is a crucial skill set.

Opportunities to develop these skills can be hard to access for many people - LMC Media offers that opportunity to every member of our community.

As a community-based media platform, LMC Media offers every resident the opportunity to learn how to create media content - regardless of their age, gender, financial status, physical or other challenges, or previous experience.

LMC Media fosters relationships and strengthens the social fabric of our community by sharing the talents, the experiences and the creative output of our friends and neighbors and by keeping the entire community informed about the work of our local governments, schools and volunteer organizations. It also provides an opportunity for local businesses to introduce themselves to people who may not have yet discovered them.

LMC Media has the staff and the technical expertise needed to teach our community members how to successfully navigate the ever-evolving world of digital media production.

As a center for teaching and learning, as a highly accessible source of local news and information, as a channel for communication and commentary about the issues that matter most to our community, LMC Media is an invaluable community asset.

The support of our entire community is needed to ensure that LMC Media continues to serve as a gateway to opportunity, as an outlet for the creativity of our residents and as a meeting place for the ideas, opinions and goals that shape the community that we live in and the future that we want to build.

LMC MEDIA'S MISSION IS TO CONNECT, CREATE, AND INFORM THE COMMUNITY THROUGH THE USE OF DIGITAL MEDIA.

THE LMC MEDIA BOARDS

LMC Media is governed by an eleven member Board of Directors that meet monthly to determine company policy, provide support and guidance to the Executive Director, and help raise funds for the operation of the organization. The Board of Directors is composed of community members chosen by itself.

Major funding for LMC Media comes from the Larchmont - Mamaroneck Tri-Municipal Cable TV Board of Control. The Board of Control was organized by the Villages of Larchmont and Mamaroneck, and the Town of Mamaroneck to administer the franchise agreement between the municipalities and Optimum and Verizon - the cable providers for Larchmont - Mamaroneck.

The Board of Control consists of one representative from each municipality plus a Treasurer and Administrator. The Administrator is the direct liaison with Optimum & Verizon for the three communities handling all complaints and recommendations.

The Board of Control is responsible for collection and disbursement of franchise fees from Optimum & Verizon. The franchise fees represent 5% of the gross operation revenues of Optimum & Verizon for the Larchmont-Mamaroneck community. The franchise fees support the operations of The Board of Control, which in turn provides the main budget for LMC Media - approximately 85% of LMC Media's operations budget. Each year LMC Media must submit a budget request to the Board of Control for discussion and approval.

The Advisory Committee of the Larchmont - Mamaroneck Cable TV 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.



"Working with LMC has been life changing for me because the station pushed me to document the pandemic in a way I didn't think I was capable of doing by creating my own show - The International Eye"
ELONA | RYE NECK STUDENT

BOARDS
& STAFF

BOARD OF DIRECTORS



Jefferson Meighan
President



Peggy Jackson
Vice President



Michael Witsch
Secretary



Leonard Verrastro
Treasurer



Craig Ettinger



Steve Israelsky



Kevin Lawner



Mark Litvin



Jack Saraceno



Louis Simons

BOARD OF CONTROL

Tom Murphy, **Village of Mamaroneck**
Carol Casazza Herman, **Village of Larchmont**
Abby Katz, **Town of Mamaroneck**
Jerry Barberio, **Administrator**
Tracy Yogman, **Treasurer**

ADVISORY COMMITTEE

Brad Garfield, **Town of Mamaroneck**
Tim Brosnan, **Village of Mamaroneck**
Sunny Yeddis Goldberg, **Village of Mamaroneck**
Michael Witsch, **Village of Mamaroneck**

STAFF



Matt Sullivan
Executive Director



Dena Schumacher
Assistant Director



Stephen Aluisa
Programmer



Sophie Cook
Social Media Manager



Sean Kelly
Studio Manager



Sharon Latimer-Mosley
Office & Digital Signage Manager



Catherine Lepone
Director of Development



Rob Moretti
Sports Program Manager

“A great place for you to express yourself openly and freely.
Great supportive staff that helps you to meet your goals.”
CICELY GREAVES

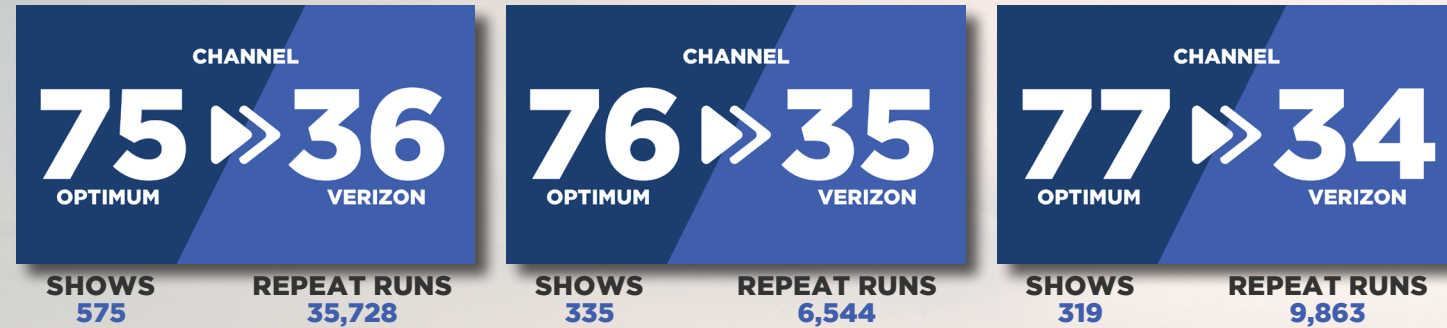
LMC MEDIA PROGRAMMING



12,917

HRS OF CONTENT AIRED IN 2020

2020 PLAYBACK REPORT



TOTAL FIRST RUNS 1,229 TOTAL REPEAT RUNS 52,135

LMC Media broadcasts content in a six hour block format. Each day's content is scheduled from 6pm-12am each day and the six hour block is repeated into the next morning and afternoon. This allows LMC Media to broadcast content 24 hours/day, 7 days/week.

Programming is divided into LMC's three different channels; Public, Municipal, & Import.

LMC's Public channel airs LMC originals, series programs from local producers, and special community events and parades. The Municipal channel airs both Larchmont & Mamaroneck board meetings as well as Mamaroneck & Rye Neck school board meetings. The Import channel airs content from outside of the Larchmont/Mamaroneck area along with many of the local school productions and varsity sports. All of this content is broadcast on both Optimum and Verizon Fios and streams live on lmcmedia.org.

Shows & Runs: A **Show** is a unique program that premiered on a channel. This is the first run of an episode, a PSA, live broadcasts, etc. **Repeat Runs** is how many times the total of unique shows were run. This is how many repeat viewings of all Shows aired on a channel.



ORGANIZATIONS ASSISTED IN 2020

The following is a list of organizations that were assisted through the use of LMC Media's digital signage system or through LMC Media's cross platform social media posts.

- ArtsWestchester
- Community Counseling Center
- Larchmont Mamaroneck
- Community Resource Center
- The Guidance Center of Westchester
- New York State Health Dept.
- NYC Health and Hospitals Corporation - Nurses Aid ad
- Center for Disease Control Covid19 Infographics
- Village of Mamaroneck and Village of Larchmont Public Library Updates
- Village of Mamaroneck Recreation Updates
- Town of Mamaroneck, Villages of Larchmont and Mamaroneck Updates
- Town of Mamaroneck Senior Center
- Courts, Villages & Town
- Village of Mamaroneck Sanitation Dept.
- Village of Mamaroneck Land Use Boards
- Larchmont and Mamaroneck Joint Sanitation Commission
- Larchmont Mamaroneck Center for Continuing Education
- Larchmont Mamaroneck Local Summit
- Larchmont Mamaroneck Hunger Task Force
- Mamaroneck Artists Guild
- Mamaroneck Chamber of Commerce
- Village of Larchmont Election Information
- Village of Mamaroneck Marine Education Center
- Westchester County Bee-Line Bus Service
- Westchester County Government Covid19 Public Notices and Updates
- Westchester County Department of Mental Health
- Westchester County Board of Legislators
- Westchester County Consumer Protection
- Westchester League of Women Voters
- Westchester Library System
- Rye Neck School District
- Sheldrake Environmental Center
- Sound Shore St. Patrick's Day Parade
- United Way of Westchester and Putnum
- Westchester Jewish Community Services
- NYS Senator Shelley B. Mayer
- New York Council of NonProfits
- National Council of Nonprofits
- Nonprofit New York
- MTA MetroNorth Railroad
- West Point Military Academy
- And more!



Look out for the LMC Media Roku & Apple TV apps rolling out in 2021! Watch municipal & school board meetings, varsity sports, Community Conversations, locally produced content, and much more! All three of LMC Media's channels stream live on the app 24/7. Learn more at www.LMCMedia.org/LMCApp.

LMC MEDIA
SERVICES



LMC MEDIA
VALUE



“The impact of LMC’s video has helped us on both counts. First, in addition to creating pride and excitement among our current volunteers, the video has resulted in many more inquiries about volunteering. Second, funding the enormous amount of food we have to purchase has been an ongoing challenge. As a result of the video, we are experiencing a new surge in donations...On behalf of all the residents of Larchmont and Mamaroneck and, especially for the struggling families in our community, thank you for all that you do.”

MALCOLM FROUMAN,
PRESIDENT OF LARCHMONT MAMARONECK
HUNGER TASK FORCE INC

Studio Shows
Podcasting
Volunteer & Internship Opportunities
Professional Production Services
One-on-One Editing Appointments
Classes for Community Producers & Organizations
Equipment Rentals for Residents & Businesses
Marketing & Social Media Tools
Access to Stock Footage, Royalty Free Music,
& Sound Effects for Programs
Media Support for Local Businesses
Partnerships with Local Organizations
& Nonprofits

Municipal & School Board Meetings
Varsity Sports (Mamaroneck/Rye Neck Districts)
Community Event Coverage
Live Election Night Coverage
Meet the Candidates Programming
Community Information/Public Service
Announcements
After School Workshops in All Local
Elementary Schools
Virtual Conferencing
Three Cable Channels & Live Streaming on
www.LMCMEDIA.org
And So Much More!

LMC MEDIA OPERATIONAL COST VS. VALUE

Service	# of Programs in 2020	Cost to LMC Media	Value to Community
Municipal Meeting Coverage	203	\$ 81,200	\$ 243,600
School Board Meeting Coverage	43	\$ 21,500	\$ 64,500
Varsity Sports	43	\$ 36,550	\$ 109,650
PSAs	12	\$ 4,140	\$ 17,964
Community Events	23	\$ 7,935	\$ 34,431
Community Bulletin Reports	511	\$ 7,665	\$ 22,995
TOTALS	835	\$ 158,990	\$ 493,140

LMC MEDIA

2020 FINANCIALS

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ASSETS

CURRENT ASSETS	2020
Cash	\$255,628
Prepaid Expenses	25,072
Miscellaneous Receivables	<u>8,959</u>
Total Current Assets	289,659
Equipment - Net of accumulated depreciation of \$9,929 and \$7,117	2,495
TOTAL ASSETS	\$292,154

LIABILITIES & NET ASSETS

LIABILITIES	2020
Accounts payable and accrued expenses	\$12,363
Paycheck Protection Program Loan	<u>110,093</u>
	<u>122,456</u>
NET ASSETS	
Without donor restrictions	119,698
Board designated	<u>50,000</u>
Total net assets	169,698
TOTAL LIABILITIES & NET ASSETS	\$292,154

SUPPORT & REVENUE

2020

Contribution from Tri-Municipal Larchmont-Mamaroneck Cable TV Board	\$663,244
Contributions	13,223
Special Event	53,598
Workshops, Production Services, and Other	<u>35,849</u>

TOTAL SUPPORT & REVENUE

\$765,914

EXPENSES

2020

Program Services	\$592,562
General & Administrative	45,783
Fundraising	<u>56,035</u>

TOTAL EXPENSES

\$694,380

INCREASE (DECREASE) IN NET ASSETS

71,534

NET ASSETS - BEGINNING OF YEAR

98,164

NET ASSETS - END OF YEAR

\$169,698

DONORS & CONTRIBUTORS



COMMUNITY SUPPORT OF LMC MEDIA 2020

DONORS & CONTRIBUTORS TO \$99

21 Persons, Organizations or Families

DONORS & CONTRIBUTORS \$100-\$249

57 Persons, Organizations or Families

DONORS & CONTRIBUTORS \$250-\$499

17 Persons, Organizations or Families

Janet and Stephen Bear, Alice and Norman Bloom, Cheryl Brause, Debbie Bunder, Sheila Chervin, Nancy Corbin, Sabrina Fiddelman, Lori, Bob and Andry Gordon, Steve Israelsky, Phyllis and Frederick J. Kaskel, Jacqueline Lowey, Steven Otis, Lynn and Michael Reichgott Fund, Alan Weiler, Philippa Wharton, Keith Yizar

DONORS & CONTRIBUTORS \$500-\$999

8 Persons, Organizations or Families

Jeanette Bogart, Elaine and David Chapnick, Manny Ennes, Karen Khor, Martin and Suzanne Oppenheimer Philanthropic Fund, June and Richard Ottinger, Lance R. Wachenheim Foundation, Carole West

DONORS & CONTRIBUTORS \$1000+

24 Persons, Organizations or Families

Ruth Brause, Michael & Lake Charles, Arthur and Elinor Fredston Fund, Eugene and Emily Grant Family Foundation, Laurie and Stephen Girsky, Sunny and Brad Goldberg, Kelly Grayer, Paul & Karen Isaac, Peggy Jackson, Larchmont-Mamaroneck Lions Club, Mark Litvin & Jilana Van Meter, Stephen Lowey, Patricia McKeown, J. B. Miller, Andrea and Andrew Potash, Helen Rafferty, Sedona Taphouse, Stuntz Family Foundation, Daniel and Bonnie Tisch, Mike Witsch, Richard & Elizabeth Witten Family Foundation, Eugenie S. Wright Foundation

Thank you to everyone who has made a donation or contribution to our organization!

IF YOU WOULD LIKE TO SHOW YOUR SUPPORT FOR LMC MEDIA THROUGH A DONATION PLEASE VISIT [LMCMEDIA.ORG/DONATE](https://lmcmedia.org/donate).

All support & donations are welcome and very much appreciated.

“Working with LMC Media to create the weekly local news roundup is one of the most meaningful experiences of my life. It has enabled me to forge connections among members of the community and help combat the isolation that occurred from the pandemic.”

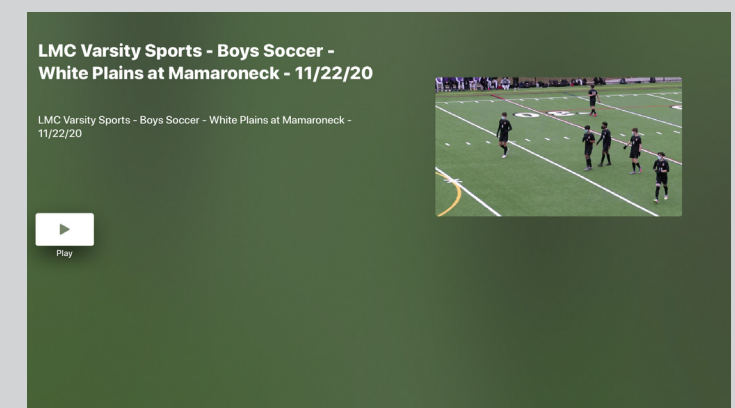
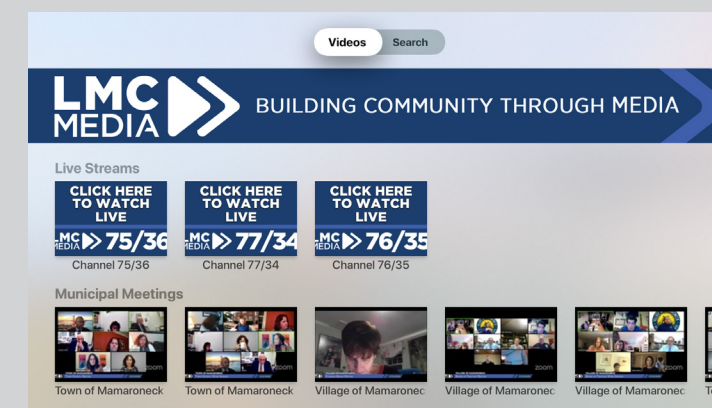
HANNAH | MAMARONECK STUDENT

LMC MEDIA ON THE HORIZON



A NEW APP

Thanks to the Cablecast Screenweave app, so many viewers of LMC Media have been able to stream all 3 LMC channels or find hours of content on demand on AppleTV and Roku devices from anywhere! In 2021, LMC is unrolling a new app, also designed for AppleTV and Roku devices, dedicated just to LMC Media content. This would replace the Cablecast app and make it easier and quicker for viewers to catch the latest municipal meetings, varsity sports games, special events, and more! Learn more at [LMCMedia.org/LMCApp](https://lmcmedia.org/LMCApp).



A NEW SPACE

LMC Media anxiously awaits our renovation of the Town Center media space. Located on the third floor, the project expects to break ground at the end of 2021 and was made possible through a New York State Grant, secured through the office of Assemblyman Steve Otis. In addition to our current offerings, the new space will boast updated audio and video technology, a maker space, and a multi-function community room.



BUILDING COMMUNITY THROUGH MEDIA

Scan to Join Our
Mailing List!



LMC MEDIA

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