
LMCMEDIA

BUILDING COMMUNITY THROUGH MEDIA

The logo graphic consists of two white chevron shapes pointing to the right, stacked vertically. The top chevron is larger and the bottom one is smaller, creating a sense of forward motion or a play button.

2019 ANNUAL REPORT

Larchmont-Mamaroneck Community Television , Inc.



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PRESIDENT'S REPORT 2019



Last year I began my Report for 2018 with a sentence which described the previous year as one of "... finally settling down ...". The opposite happened in 2019 but in positive ways:

1. We formally decided to make the Town Center our permanent home and expand our space by essentially taking over the "East Wing" of the 3rd floor. We retained Hage and Ruocco Architects and began designing the space with Vickie Hage. Assemblymen Steve Otis (one of our biggest fans) graciously diverted our Fire House NYS grant of \$500,000.00 to the new Town Center Space.
2. A survey of our entire operation and our impact on the community was conducted by Sue Buske of The Buske Group. Surveys were conducted, stakeholder meetings held with Staff, Board, municipal officials (the Town and both Villages), volunteers and community members, all resulting in a final Strategic Plan for the future (October 1, 2019-September 30, 2022). Not only will this Strategic Plan guide us in our decisions for the future but will be very helpful in our relationship with the tri-municipal Board of Control and most important in our anticipated negotiations for the next franchise agreement.

3. To increase our visibility and operations in the field, we purchased our Van with the enormous help of the staff of the Village of Mamaroneck. We are now in the process of having the van custom outfitted for our use.

4. We retained Laura Bott of Bott & Co. to help with our re-branding with a new logo and name.

5. We installed outside monitors in the two libraries and Roberts Army & Navy Store on Mamaroneck Avenue.

All of these efforts are to increase our visibility and connection with the community.

The Board is extremely proud of our Staff. Matt Sullivan, as Executive Director, and Dena Schumacher, as Assistant Director, have not only settled into but have developed and progressed in their new roles.

As always, We appreciate the support of our municipal officials, members of the Board of Control, our many interns and volunteers and particularly the community at large.

Respectfully Submitted,

Jefferson D. Meighan

President
LMC Media Board of Directors



"First class professionals, open to the public at all times. LMC is a true gift to the town of Mamaroneck and Larchmont. Touche guys and gals!!!"
-Michael Cary



EXECUTIVE DIRECTOR'S REPORT 2019



LMCTV has an exciting road ahead thanks to the incredible efforts of our staff, Board members, community producers, interns, and volunteers. The community media landscape has changed drastically: in 2019 the Federal Communications Commission implemented rule changes that allowed cable providers the ability to deduct “in-kind contributions” from the franchise fees, the main source of LMCTV’s funding. The organization was quick to identify the issue and implemented a strategic plan that both addressed the challenge and opened new doors for media accessibility in our community and beyond. Throughout the year, LMCTV worked with The Buske Group to identify ways that LMCTV could turn its challenges into opportunities.

Multiple stakeholder meetings were held with LMCTV staff, Board members, organizational leaders, community producers, and municipal officials. Online surveys were sent out to area businesses, non-profits, institutions, and residents. The culmination was a plan that transitioned LMCTV into LMC Media, a move that reflects the diverse interests and needs of the Larchmont and Mamaroneck communities. We look forward to launching the new resources and continued services in the Spring of 2020.

2019 was a year of engagement, partnerships, and visibility. At the start of the year, LMCTV partnered with the Mamaroneck Public Library, Village of Mamaroneck Arts Council, the Sandbox Theater, M.A.D.E. and United Stage Associates to present “Books Come to Life.” The event proved the power of partnerships and collaboration, as visitors packed the library for this one night only event that used performance, lighting, and multimedia to present a unique re-imagining of classic literature for all in attendance.

LMCTV also strengthened its visibility in the community in 2019 through the implementation of community information monitors strategically placed around the tri-municipal community. These monitors placed in libraries, government offices, and storefronts allowed residents access to important bulletins, infographics, and videos. As the lead communications platform for our residents, LMCTV views this function as essential to keeping a well-informed community. 2019 also saw a boom in services provided by LMCTV, including Podcasting and Birthday Parties in our studio location.

As an educational resource, LMCTV provided media training to various groups and organizations throughout the year. We were particularly excited to partner

with the Community Resource Center to train Spanish speaking members of our community in field and studio production as well as post-production editing. Thanks to the dedication of Kevin Vachna, LMCTV was able to offer an incredible film discussion series entitled Talking Technophobia in Film. The class ran once a month and offered community members a chance to actively engage in thoughtful discussion on important cultural films.

Our community partnerships grew stronger than ever through our participation with the Larchmont Mamaroneck Lions Club, Fuller Center of Greater NY, C.U.R.E., Larchmont Mamaroneck S.T.E.M. Alliance, the Girl Scouts and Boy Scouts, Larchmont Mamaroneck Newcomers Club, the Local Summit, Southeast Consortium, the Marine Education Center, Village of Mamaroneck Arts Council, At Home on the Sound, our local, municipal Park and Recreation departments, and many more.

Additionally, LMCTV worked closely with both the Mamaroneck and Larchmont Chambers of Commerce to help local businesses reach new audiences. Through our partnership with Good for You Productions, LMCTV created two unique videos for our business community: The Larchmont Experience & The Mamaroneck Experience. Each two-and-a-half-minute video highlighted the unique offerings of our communities, set to an upbeat score with exciting visuals. Businesses, organizations, and local institutions participated and shared the video, reaching new levels of viewership for both the organization and the video participants.

Sadly, LMCTV was forced to make some difficult decisions in 2019, including the postponement of our hyper-local news program “The Local Live.” Due to budgetary cuts by the Board of Control, the 2020 budget saw a \$50,000 reduction. I would like to personally thank the producers, news directors, hosts, interns and countless volunteers who made close to 300 programs possible. As we address current and future challenges, LMC Media will continue to creatively engage with our community, providing new platforms and methods for information and content exchange.

Community coverage remained strong in 2019, with live coverage of the annual Sound Shore St. Patrick’s Day Parade, Village of Mamaroneck Firemen’s Parade, Larchmont Day, Town of Mamaroneck Food Truck Festival, and the 189 other community programs that were produced in 2019.

Municipal and School Board meeting coverage hit its highest mark in the organization’s history with 174 meetings recorded and broadcasted in 2019. LMCTV’s ever popular LMC Varsity Sports program produced 72 programs and studio productions saw 293 individual programs produced. Our afterschool clubs also expanded beyond our traditional geographic borders in 2019 to reflect the growing need for media literacy and production skills among our youth.

On October 20, LMCTV hosted a free event for the community in which we invited multiple tech and arts organizations and businesses to showcase their offerings. The event coincided with National Community Media Day.

Virtual reality demonstrations, robotic programming, equipment and tech demos and multiple presentations offered a fun and educational opportunity for all members of the community at our studio space in the Town of Mamaroneck Town Center.

LMCTV was proud to begin working with Buzz Creators in 2019, a Westchester-based PR and marketing firm. One of the main goals of our strategic plan identified marketing and visibility as a focus point for the organization. We have worked closely with Buzz Creators on both the marketing and promotions side of LMCTV, as well as the formulation of our re-branding strategy for LMC Media.

On a personal note, I was happy to join the Board of the Northeast Region of the Alliance for Community Media. During my tenure as Board member I participated in the planning and execution of the 2019 ACMNE Conference & Tradeshow in Portland, ME. In addition, I worked with regional and national leaders in the field of community media to come up with strategies and initiatives that reflect the diverse opportunities and challenges facing our industry. I greatly enjoy this work and look forward to running for re-election in the Spring of 2020.

In summary, LMCTV is proud to announce that 2020 will be a year of great change for the organization; implementing our strategic plan and launching LMC Media is a large, but exciting endeavor. I want to take a moment to thank our wonderful staff, Board members, volunteers, interns, community producers, donors, and Board of Control for carrying the mission of our organization. As we celebrate 37 years of “building community through media,” I look forward to continuing our work together.

Sincerely,

Matt Sullivan

Executive Director
LMC Media

2019 AT A GLANCE



THE VAN

In the fall of 2019, LMC Media purchased a van through the Village of Mamaroneck. The van will be a fully equipped mobile control room for community productions, varsity sports, and much more! Be on the look out for the Official LMC Media Van rolling out in the spring of 2020!

83

STUDENTS

participated in 8 after school clubs taught within the Mamaroneck and Rye Neck school districts. LMC has now partnered with the New Rochelle Boys and Girls Club as well as the Flex Academy and has expanded into Connecticut districts for 2020!

500+

COMMUNITY BULLETINS

were posted across LMC's three broadcast channels. Four community bulletin monitors were also installed throughout the Tri-Municipality; Mamaroneck Ave, Larchmont Village Hall, and the Mamaroneck & Larchmont Public Libraries.

1000+

VOLUNTEER HOURS

were accrued amongst 59 individual volunteers from a number of shoots, edits, and special events!

241

STUDIO PRODUCTIONS



were recorded under the leadership of Assistant Director, Dena Schumacher and studio staff member Sean Kelly.

199

ON LOCATION SHOOTS



were recorded and produced with the assistance of part time camera crew and volunteers.

174

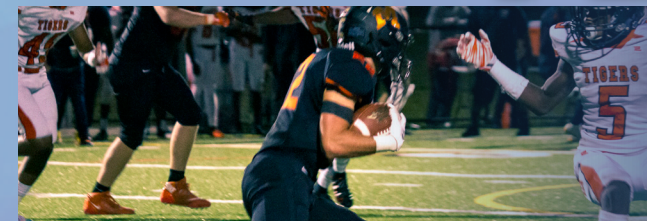
MUNICIPAL & SCHOOL BOARD MEETINGS



were recorded under the leadership of Community and Government Production Manager, Christina Carino-Forrest.

72

VARSITY SPORTS



contests were produced under the leadership of Sports Program Manager, Rob Moretti with the assistance of part-time videographers and commentators.

Facebook



Likes among LMCTV & The Local Live Facebook Pages

Twitter



@LMCTVSports

990

FOLLOWERS

@LMCTVInfo

849

FOLLOWERS

YouTube



29.8K

Views on LMCTV Productions

126.8K

Views on LMCTV Varsity Sports

17.6K

Views on The Local Live

Instagram



173

Posts

500+

Followers



BACKGROUND & MISSION

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 UAColumbia 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 (currently Optimum) 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, currently Optimum's, 75, 76 & 77), giving the municipalities a competitive choice of cable providers for the first time. Jerry Barberio, the Administrator for the Board of Control, is the direct liaison with Optimum 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 Optimum 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 Optimum 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 Optimum 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.

BOARDS & STAFF

BOARD OF DIRECTORS

Jefferson Meighan, [President](#)
Peggy Jackson, [Vice President](#)
Michael Witsch, [Secretary](#)
Leonard Verrastro, [Treasurer](#)
Steve Israelsky
Mark Litvin
Jack Saraceno
Louis Simons
John Verni

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

Sunny Yeddis Goldberg, [Village of Mamaroneck](#)
Michael Witsch, [Village of Mamaroneck](#)

STAFF



Matt Sullivan
[Executive Director](#)



Dena Schumacher
[Assistant Director](#)



Stephen Aluisa
[Programmer](#)



Christina Carino-Forrest
[Gov't/Community Events Coordinator](#)



Sharon Latimer-Mosley
[Bulletin Board/Office Manager](#)



Rob Moretti
[Sports Program Manager](#)

LMC MEDIA MISSION STATEMENT
“LMC connects, creates, and informs
the community through digital media.”



LMC MEDIA
PROGRAMMING
»

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.

PLAYBACK REPORT



SHOWS 526
REPEAT RUNS 33,544



SHOWS 221
REPEAT RUNS 11,510



SHOWS 445
REPEAT RUNS 9,252

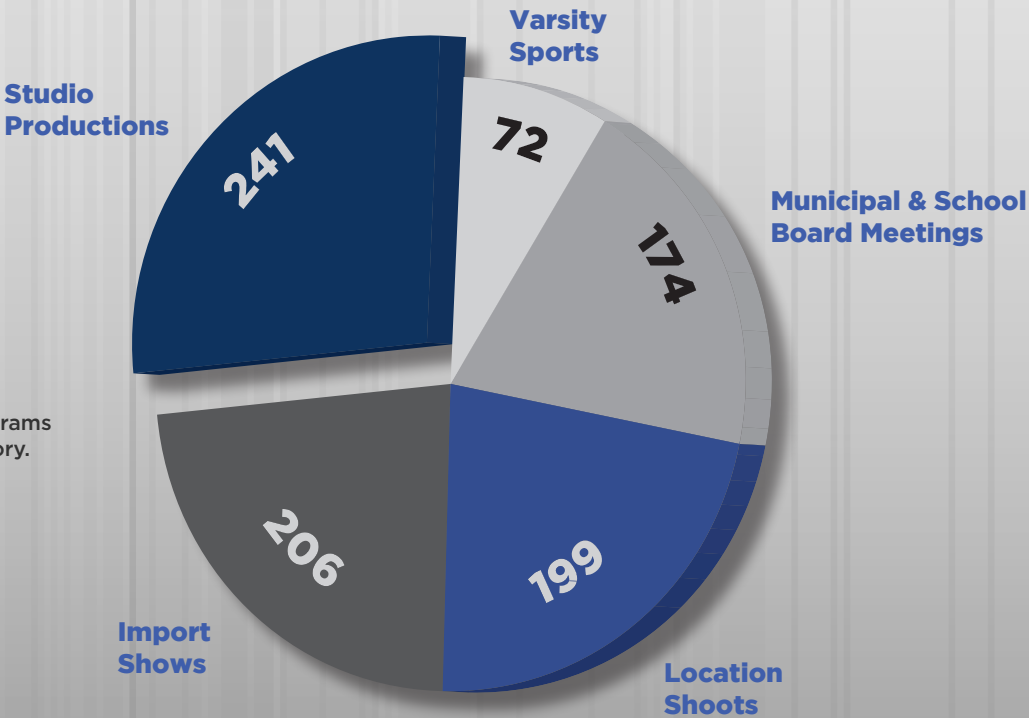
2019 TOTAL FIRST RUNS 1,192
2019 TOTAL REPEAT RUNS 54,306

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.

PRODUCTION
REPORT

Chart indicates the number of programs produced in 2019 for each category.



2019 PROGRAMS & EVENTS

#ADayWithGeorge
At Home on the Sound
A Town and Village Two
Bruce Beck Sports Broadcasting Camp
Cancer Support Team Lectures
Central School Afterschool Club
Chat With Glendora
Chatsworth Avenue School Afterschool Club
Community Bulletin Board
Community Central TV
Community Media Day
Community Resource Center Shows
Corporate Sponsorship Announcements
Curious
Democracy Now!
Dr. Alcena Show
Eileen Mason Productions
Emergency Community Communications
Field Production Training
Firemen's Parade
Fix It With Foley
Follow the Lion
Free TV Field Production Equipment Loans
Friends of Larchmont Library
Friends of Mamaroneck Library
Give & Take
The Good Night Show
Holocaust & Human Rights Committees
Hope in the Bible
Interfaith Council Meetings
Kiwanis Annual Classic Car Show
Know Your Neighbor
Larchmont Day
Larchmont Today
Larchmont Mamaroneck Local Summit
League of Women Voter Debates
Lions Club of Larchmont/Mamaroneck Show
Lisa (The Lisa Manning Show)
Live Election Night Coverage
LMC Varsity Sports
Love, Light, & Healing
Mamaroneck Avenue School Afterschool Club

Mamaroneck Historical Society Shows
Mamaroneck School Board Meetings
Mamaroneck United Methodist Church
Martin Luther King Day
Meet The Candidates
Memorial Day Events
MHS Info
Murray Avenue School Afterschool Club
New Hope in the Lord
Open Stage
Poetry Live!
Public Service Announcements
Rotary Club of Larchmont
Rye Neck School Board Meetings
Scarsdale Board of Education Programs
Scarsdale Public School Productions
Scriptly Adapted
Scriptless MD
Sound Shore People
Sound Shore St Patrick's Day Parade
STEM Alliance Workshops and Lectures
Still Trying
Sunset Cove
Talking Technophobia in Film: A Film Discussion Class
Teen on the Scene
The Feminist Perspective
The Local Live
The Rascal
The Tom Murphy Show
The Way to Go
Tiki Invasion
Town of Mamaroneck Trustee Meetings
Town of Rye Board Meetings
Turkey Trot
Value Education
Veteran's Day Events
Village of Mamaroneck "Spooktacular"
Village of Larchmont Board Meetings
Village of Mamaroneck Board Meetings
And more...

OVER
13,700
HOURS OF CONTENT AIRED IN 2019

WHAT LMC
OFFERS



SERVICES

- 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
Three Cable Channels & Live Streaming on
www.LMCMEDIA.org
And So Much More!

LMC MEDIA
VALUE



LMC MEDIA OPERATIONAL COST VS. VALUE

Service	# of Programs	Cost to LMC Media	Value to Community
Location/Current Event/ News Coverage	189	\$ 65,160	\$ 282,900
Municipal Meeting Coverage	136	\$ 54,400	\$ 163,200
School Board Meeting Coverage	34	\$ 17,000	\$ 51,000
Varsity Sports	74	\$ 62,900	\$ 188,700
Educational	192	\$ 35,850	\$ 170,200
Studio Productions	266	\$ 34,500	\$ 798,000
Community Bulletin Reports	544	\$ 8,160	\$ 24,480
TOTALS	1,349	\$ 277,970	\$ 1,678,480

Franchise Fees to Run LMC 2019	Value of Service 2019	Return on Investment 2019
\$713,244	\$ 1,678,480	\$ 965,236

“The station allows them (Seniors) to remain engaged, not only with At Home on the Sound programs, but with all tri-municipal events and news. One goal of At Home on the Sound is to ensure that older adults do not become isolated as they age. LMC helps us with this mission.”

“This is such valuable service to us - and to all nonprofits in the area who work with limited (or nonexistent) budgets for outreach and publicity. ‘Getting the word out’ is a challenge for all community groups, schools, churches, etc. LMC is a crucial link between these organizations and the general public. We all benefit when information is shared, and LMC is how we can share information.”

- AT HOME ON THE SOUND

DONORS &
CONTRIBUTORS



COMMUNITY SUPPORT OF LMC MEDIA 2019

DONORS & CONTRIBUTORS TO \$99

81 Persons, Organizations or Families

DONORS & CONTRIBUTORS \$100-\$249

46 Persons, Organizations or Families

DONORS & CONTRIBUTORS \$250-\$499

10 Persons, Organizations or Families

Gregory Comito, Emily Grant, Peggy Jackson, John Merrell, Henry Newberger,
Allison Stabile, Michael Stoler,
Leonard Verrastro, Vincent's Garage, Joy Weisinger-Zelin

DONORS & CONTRIBUTORS \$500-\$999

9 Persons, Organizations or Families

Janet & Stephen Bear, J. Benet Insurance Inc.,
Lori & Michael Canter, Maura & Glenn Carlin, Michael Charles,
Laurie & Stephen Girsky, Nu-Way Heating & Air Conditioning, Westchester
Community Foundation, The Rafferty Family

DONORS & CONTRIBUTORS \$1000

4 Persons, Organizations or Families

Sunny & Brad Goldberg, Valerie & Hemant Jaiswal,
Michael Witsch, Eugenie S. Wright Foundation

"We wanted to share with you what a wonderful partner LMCTV has been to the Larchmont Chamber 10538 this year and in years past. Specifically, they created a YouTube video promoting businesses in Larchmont and also worked with individual businesses to create a custom You Tube video at a very reasonable cost. LMCTV also partnered with the Chamber and the Village of Larchmont to promote Light Up Larchmont events, as well as the Chamber for our Holiday Sip, Shop, and Stroll event. We were particularly grateful for the press event publicity. All of these activities contribute greatly to the success of our local business community."

- **NANCY WHITE**
OWNER & CEO, THE FLOWER BAR
CO-PRESIDENT LARCHMONT CHAMBER OF COMMERCE 10538



In 2019, LMC opted for a more streamlined and interactive method of conducting its Annual Award Night. The categories and nominees were posted on the LMC website. Nominees were encouraged to spread the word and reach out to friends, family, and other peers to vote for them.

CONGRATULATIONS TO ALL OF THE WINNERS!





LMC MEDIA



THANKS YOU FOR ALL YOUR SUPPORT !

“The entire experience was nothing short of amazing. From the moment we arrived we were greeted warmly by a professional, caring staff who helped with equipment. They were attentive to every last detail and we had such a blast playing. This team was truly ALL about the music and we had the best experience as a result. Thank you from the bottom of our hearts to Diana, Stephen, Dena, Matt Sullivan and the rest of the gang. We'll forever remember this!”
- ALEX BONDAREV
CONVERSING WITH OCEANS, OPEN STAGE

IF YOU WOULD LIKE TO HELP SUPPORT LMC MEDIA TODAY
PLEASE VISIT [LMCMEDIA.ORG/SUPPORT](https://lmcmedia.org/support).
ALL SUPPORT AND DONATIONS ARE WELCOME AND
VERY MUCH APPRECIATED.

BUILDING COMMUNITY THROUGH MEDIA

Scan to Join Our
Mailing List!



LMC MEDIA

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