



2021

Annual Report

Larchmont Mamaroneck Community Television, Inc.



"Your coverage of our work couldn't have come at a better time...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...As a result of the video, we are experiencing a new surge in donations."

▶▶ *Malcolm Frouman, President, Larchmont Mamaroneck Hunger Task Force*

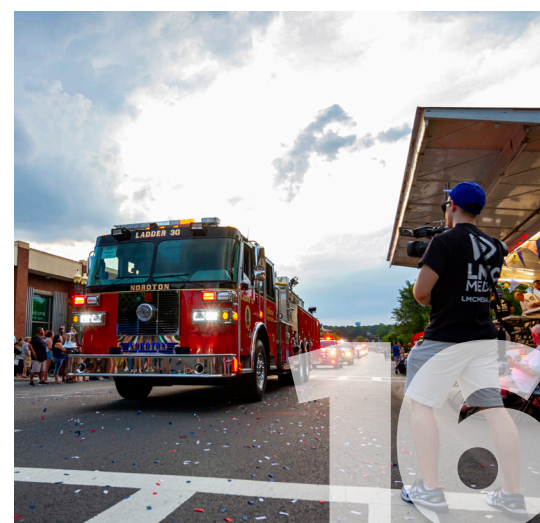


TABLE OF CONTENTS

INTRO

4

President's Report

6

Executive Director's Report

OVERVIEW

8

Social Media Analytics

9

2021 At A Glance

10

2021 Virtual Gala

ABOUT

12

Background & Mission

14

Boards & Staff

CONTENT

16

Programming

SERVICES

18

Services & Value

FINANCIALS

20

2021 Financials

SUPPORT

22

Donors & Contributors





2021 PRESIDENT'S REPORT

I write this report with a sense of sadness followed by a feeling of exhilaration;

The Sadness: In my first report as President, I thanked my immediate predecessor, Leonard “Lenny” Verrastro for his knowledge of LMC and his financial skills. We now mourn his passing, which is a huge loss for the LMC Media family and the entire tri-community. More than his guidance and expertise, we shall miss his friendship, warmth and humor.

The Exhilaration: Although I am a bit sad in that this will be my last report as President, I am excited to remain as a Director with my emphasis in community relations.

I have some perspectives as President over the last seven years, hence my feeling of exhilaration. As President over the last seven years, I have observed substantial changes which fuel my exhilaration.

LMC has been completely transformed from what it was just a few years ago. We are no longer just “TV” and are now “Media.” We have totally rebranded the organization, not just with our logo, but in our change of direction and technological advances. We now use a variety of platforms, from simple TV to live streaming, social media and podcasts. This transformation is the result of an absolutely superb staff led by our Executive Director Matt Sullivan and Dena Schumacher, our Assistant Director. We added Daniela Espinosa, our first Social Media Manager and we have secured Catherine Lepone as Director of Development, who brings her organizational skills and experience with nonprofits.

This transformation has been supported and guided by our Board. New younger members have been added this year, including Alex Kreinces, brimming with expertise in social media, marketing and strategizing.

Our initial fundraising “Virtual Gala” honoring Nita Lowey led by our Chair, Mark Litvin, was completely outdone by Mark and his Committee with the second annual “Virtual Gala” honoring our own Sunny Goldberg, one of our leaders since LMC’s inception in 1983. Many thanks to Sunny, Mark, his Committee and to our many helpful “friends,” especially Helen Rafferty.

Finally, we have many future roads to cross, particularly the tri-municipal Board of Control and looming negotiations with our two cable companies. Regardless, LMC Media will continue to grow and transform to be a state, regional and national leader in community media. I look forward with zeal to being a part of our growth. It has been my distinct pleasure to have served as President during the commencement of our transformation.

Jefferson D. Meighan
President
LMC Media Board of Directors

2021 EXECUTIVE DIRECTOR'S REPORT

Two years have passed since our world was turned upside down by the COVID-19 pandemic. More than ever, we witnessed society rely on digital media. And at the forefront of our community's digital presence was LMC Media, enabling our local governments, schools, businesses, nonprofit organizations, and residents to inform, connect, and create through the use of digital media.

Over the course of the past year, we created programming across myriad topics including, safer streets, access to voting, digital equity, civil rights, environmental justice, and fair and affordable housing. We have empowered our citizenry to tell their stories, especially when they feel their voices exist outside the mainstream media.

One of LMC's annual goals was to increase our digital presence and boost our social media numbers. The more people interact with our content, the more our community can be recognized for the wonderful place it is to live, work, and visit. We were happy to welcome Social Media and Promotions Manager Daniela Espinosa to our team in late 2021.

In September 2021, we witnessed our community suffer devastating flood damage from Hurricane Ida. I'm proud of the work we accomplished during this time to ensure timely documenting and communication of not only the damage, but the services available to those who needed it most. Through our expertise and technological access, LMC was able to create informational programming about local services, as well as how to best help those in need. Additionally, our documentation of the disaster allowed the Village of Mamaroneck to seek and obtain additional Federal funding.

While our essential services highlight the lifestyle and document the history of our community, our funding sources will be affected by the Village of Larchmont's notice to withdraw from the Tri-Municipal Television Board of Control. However, LMC remains devoted to securing additional funding. Our fundraising support more than doubled the previous year's efforts, as we honored lifelong LMC supporter, prior Board President, and community builder, Sunny Yeddis Goldberg.

I have always said that LMC Media is not the norm, it is the exception. Behind these efforts are the incredible staff, Board, and volunteers who make our organization a true community resource. Over the course of 38 years, the community has made an investment in LMC and in return, LMC will always keep our community at the core of our mission. We collectively serve our community with honor, respect, and the fact that the brightest days are yet to come.



Matt Sullivan
Executive Director
LMC Media



2021 SOCIAL MEDIA ANALYTICS

Engagement: The number of interactions your content received from users (likes, comments, shares, saves, etc.)

Impressions: The number of times your content is displayed

Reach: The number of people who see your content



2021 AT A GLANCE

LMC Media welcomed new board members, Alex Kreinces and Kevin Lawner.

LMC Media brought on Daniela Espinosa as Social Media & Promotions Manager.

LMC Media raised over \$110,000 at the 2021 Virtual Gala, honoring LMC Co-Founder, Sunny Goldberg.

LMC Media participated in Light Up Larchmont's Nonprofit Christmas Tree Contest.

LMC Media was featured in the Feb. 2021 issue of Westchester Magazine featuring an interview with our E.D., Matt Sullivan.

LMC Media rolled out the Media Maker initiative, where volunteers are able to create their own projects guided by LMC Media.

LMC Media's Varsity Sports program covered **94** varsity sports contests, the most ever in one year!

LMC Media, with direction from Volunteer of the Year, Hannah Rogoff, began producing the Local Weekly Roundup.

LMC Media was hired by the Village of Mamaroneck to document the flooding that occurred after Hurricane Ida.

LMC Media received the ArtsWestchester 2021: Arts Alive Grant for the "Lines Between Us".

In the wake of Hurricane Ida, LMC Media was hired by the Village of Mamaroneck to document the flood & support with FEMA applications to ensure funding for flood victims.

LMC Media partnered with the Community Resource Center, The Fuller Center, The Coalition for Community, the Community Counseling Center, the Hunger Task Force, and FEMA to produce flood recovery info.

2021 AWARDS

2021 ACM Hometown Media Award
Best of Community Impact Access Central Professional
"Food Pantry - Food Distribution" Dena Schumacher & Lou Young

Robert J. Uplinger Distinguished Service Award
for outstanding & dedicated service as a member & officer of the Larchmont Mamaroneck Lions Club
Dena Schumacher

THE
2021 RAISED
LMC MEDIA
VIRTUAL GALA **OVER**

\$110,000

LMC
MEDIA
VIRTUAL
GALA

The 2021 Annual Gala honoring LMC Media Co-Founder Sunny Goldberg was our most successful in the history of the organization! The amount of community support was astounding and we can't help but feel elated by the outpouring of comments, emails, and phone calls that were received. From a grateful organization, thank you for continuing to entrust us as your community media center for Larchmont and Mamaroneck. We are lucky to have such an incredible community and we look forward to celebrating the next 38 years with all of you. We pledge to continue bringing you important local information and dialogue, so that you can stay connected with your neighbors, local government, and schools.

Below: Hannah Rogoff, 2021 LMC Media Volunteer of the Year



WHAT IS LMC MEDIA?

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
CONNECTS,
CREATES,
INFORMS
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 80% 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.

BOARDS & STAFF

LMCMEDIA BOARD OF DIRECTORS

**Boards and Staff as of
Jan 2022**



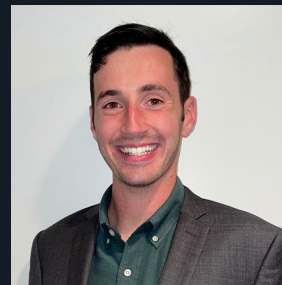
Jefferson Meighan
President



Peggy Jackson
Vice President



Steve Israelsky



Alex Kreinces



Kevin Lawner



Michael Witsch
Secretary



Leonard Verrastro
Treasurer



Craig Ettinger



Mark Litvin



Jack Saraceno



Louis Simons

BOARD OF CONTROL

Tom Murphy, Village of Mamaroneck
Sarah Bauer, 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

LMCMEDIA STAFF



Matt Sullivan
Executive Director



Dena Schumacher
Assistant Director



Stephen Aluisa
Broadcast & Multimedia Manager



Daniela Espinosa
Social Media & Promotions Manager



Sean Kelly
Studio Manager



Sharon Latimer Mosley
Digital Signage & Office Manager



Catherine Lepone
Director of Development



Rob Moretti
Mobile & Technical Services Manager



Hema Nambiar
Office Manager

"The professionalism the LMC Media team showed throughout [the internship] was first class and we know this incredible opportunity will serve her well in her future endeavors."

▶▶ Jeff Rogoff, Parent

2021 PLAYBACK REPORT

13,185

HOURS OF CONTENT AIRED IN 2021

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.

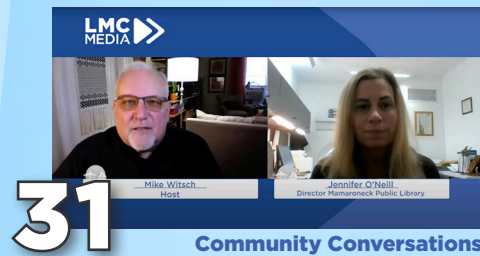
Programming is divided into LMC's three different channels; Public, Municipal, & Import. LMC's **Public** channel airs LMC originals, series programs from local producers, and special community events and parades. The **Municipal** channel airs both Larchmont & Mamaroneck board meetings as well as Mamaroneck & 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 lmcmmedia.org.

Shows & Runs: A **Show** is a unique program that premiered on a channel.

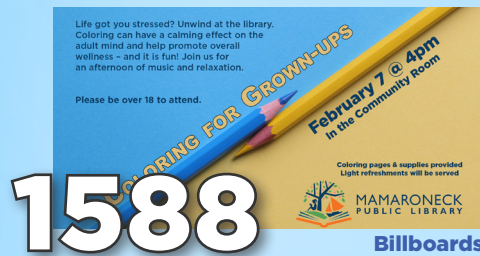
This is the first run of an episode, a PSA, live broadcasts, etc.

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.



Community Conversations



Billboards



Community Stories/Events



Varsity Sports



Municipal Meetings



School Board Meetings



SHOWS
625

REPEAT RUNS
36,538



SHOWS
329

REPEAT RUNS
4,771



SHOWS
314

REPEAT RUNS
5,841

TOTAL FIRST RUNS 1,268 TOTAL REPEAT RUNS 47,150

PROGRAMS & COVERAGE

- | | |
|--|--|
| <p>34th Annual MLK Commemoration</p> <p>Virtual Event Administration for Neighbors for Refugees,STEM Alliance, At Home on the Sound, etc.</p> <p>MHS Commencement and Port Chester Graduations</p> <p>Mamaroneck High School PACE Recitals</p> <p>Coverage of the Village of Mamaroneck Mayor's Press Conference</p> <p>Tri-Municipal 9/11 Commemoration</p> <p>Keith Yizar Memorial Basketball Tournament</p> <p>MHS Varsity Football Season Opener</p> <p>Livestream of Larchmont Day</p> <p>Participated and Covered Volunteer Day from the Larchmont Mamaroneck Lions Club</p> <p>Coverage of the Virtual Sound Shore St. Patricks Day Parade</p> <p>Town of Mamaroneck Community Solar Project</p> <p>Easter Sunrise Service</p> <p>Poetry Live</p> <p>Village of Larchmont Arts on the Ave</p> <p>Metro North Tree Clearing</p> <p>Local Business Coverage</p> <p>Larchmont-Mamaroneck Pollinator Pathway: Pollinator Garden Tour</p> <p>Rye Playland Park Opening</p> <p>Village of Mamaroneck's Fireman Parade</p> | <p>Furniture Sharehouse</p> <p>Hommocks Ice Rink Locker Room Ribbon Cutting</p> <p>Cane Park Green Zone</p> <p>Westchester Women's March</p> <p>VoM Police Dept Community Night Out</p> <p>Town of Mamaroneck's Repair Cafe</p> <p>STEM Alliance Digital Equity Week</p> <p>Marine Education Center</p> <p>Emelin Theatre</p> <p>Virtual CURE Equity Talks</p> <p>Early Voting Coverage</p> <p>Live Election Night Coverage</p> <p>Village of Mamaroneck Turkey Trot</p> <p>Families for Safe Streets Town Hall</p> <p>Light Up Larchmont</p> <p>Village of Mamaroneck Tree Lighting & The Santa Experience</p> <p>St. Rita's Free Clinic</p> <p>Business Re-openings after Hurricane Ida</p> <p>OCRA Student Group</p> <p>Tech Help</p> <p>The Local Weekly Roundup</p> <p>and much, much more!</p> |
|--|--|

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

Virtual Conferencing

Three Cable Channels & Live Streaming on www.LMCMEDIA.org

And So Much More!

"I grew up in Larchmont and Mamaroneck and LMC was instrumental to my personal growth as a student and my eventual career as a Hollywood screenwriter. They provided me with a base and community of fellow filmmakers to learn from and feel like I was a part of something bigger than myself. There is a reason so many community members go on to successful Hollywood careers: LMC!"

» Jacob Seltzer, Screenwriter

INTERNS

WINTER 2021
Bret Young
Video Production
Megan Caceres
Journalism Intern

SPRING 2021
Teodora Mitov
Journalism Intern
Michal Khrapunov
HS Intern

SUMMER 2021
Sheila Purcell
Journalism Intern
Eliyahu Geenwald
Video Production (Podcast)
Brianna Weiss
Video Production
(Youth Programing)

FALL 2021
Andrew Galstain
Video Production

2021 FINANCIALS

ASSETS

CURRENT ASSETS	2021
Cash (Checking + Saving)	\$346,164
Prepaid Expenses	11,261
Miscellaneous Receivables	<u>1,468</u>
Total Current Assets	358,893
Property & Equipment - Net Book Value	\$564
TOTAL ASSETS	\$359,457

LIABILITIES & NET ASSETS

LIABILITIES	2021
Accounts payable and accrued expenses	\$26,450
	<u>26,450</u>
NET ASSETS	
Without donor restrictions	283,007
Board designated	<u>50,000</u>
Total net assets	333,007
TOTAL LIABILITIES & NET ASSETS	\$359,457

SUPPORT & REVENUE

Contribution from Tri-Municipal Larchmont-Mamaroneck Cable TV Board	\$604,127
Contributions & Membership Dues	20,737
Special Event	110,138
Workshops, Production Services, and Misc.	<u>46,700</u>

TOTAL SUPPORT & REVENUE

\$781,702

EXPENSES

Program Services	\$564,787
General & Administrative	86,014
Fundraising	<u>77,685</u>

TOTAL EXPENSES

\$728,486

INCREASE IN NET ASSETS

163,309

NET ASSETS - BEGINNING OF YEAR

169,698

NET ASSETS - END OF YEAR

\$333,007

COMMUNITY SUPPORT OF LMC MEDIA 2021

DONORS & CONTRIBUTORS TO \$99 62 Persons, Organizations or Families

DONORS & CONTRIBUTORS \$100-\$249 68 Persons, Organizations or Families

DONORS & CONTRIBUTORS \$250-\$499 42 Persons, Organizations or Families

A. J. Benet Insurance, Alan Weiler, Allison Stabile, Anne & John McAndrews, Bill Crawford & Julie Parker, Catherine Parker, Dan Zevin, Eileen Cohen, Elisabeth Radow, Ellen Brooks & Marshall Cohen, Fred & Eileen Cohen, Harvey & Cheryl Geller, Helen Rafferty, James A. Warner, Janet & Stephen Bear, Juli & Daniel Karson, Ken & Judy Seslowe, Ken & Kate Bialo, Kenneth Stier, League of Women Voters of Larchmont Mamaroneck, Leonard & Lin Verrastro, Mamaroneck Chamber of Commerce, Mark & Debbie Jacoby, Marlene & Gerald Kolbert, Meg Kaufer, Michelle & Matthew Teitsch, Miller's Hobbies, Miriam & Thomas Curnin, Nancy Goldberg, Nora & David Tulchin, Paul Millman & Susan Herzog, Philip & Phillipa Wharton, Port Chester-Rye Union Free School District, Rick & Edie Roth, Sheila & Irwin Cohen, Steve Israelsky, Steven Otis, Suzi & Martin Oppenheimer, Tamanna Vaswani, Tarrytech Computer Consulting, The Digital Arts Experience, Vidhya Kelly

DONORS & CONTRIBUTORS \$500-\$999 31 Persons, Organizations or Families

Betty Cotton, Carol & Matthew Scharff, Carole West, Carolyn & Ed Pomeranz, Cheryl & David Brause, Compass Larchmont Brokerage, Craig & Jessica Ettinger, Daniel Futterman, Deborah & Stephen Chapin, Fran & Rob Snedeker, Jeffrey & Sabrina Fiddelman, John & Marty Farris, Judi Friedman & Ron Goldstock, Karen Khor, Lilian Sicular, Louis Simons, Marcia Warner, Maura & Glenn Carlin, Mike Witsch, Mitch Stern, Norman & Alice Bloom, Nu-Way Heating & Air Conditioning, Patricia Roberts, Phyllis & Frederick Kaskel, Randi Robinowitz, Ronald & Adele Tauber, Rudy & Janet Demasi, Susan & Benjamin Winter, Suzi & Bruce Blackman, Toni & Stuart Holden

DONORS & CONTRIBUTORS \$1000+ 24 Persons, Organizations or Families

Amy Siskind, Andrea & Andrew Potash, Andrea Grant & Kate Fay, ArtsWestchester, Daniel & Bonnie Tisch, Debbie & Mike Bunder, Doug & Susan Fischer, Elaine & David Chapnick, Emily Grant, George Mgrditchian, Houlihan Lawrence Larchmont Brokerage, James & Jane Stern, JB Miller, Jefferson Meighan & Marcia Konrad, Jim & Heidi Hanley, Julia B. Fee Sotheby's International Realty, June & Richard Ottinger, Karen Cromer Isaac & Paul Isaac, Kelly Grayer, Kevin & Lilli Lawner, Lance Wachenheim, Larchmont Mamaroneck Lions Club, Larchmont Temple, Laurie & Steve Girsky, Liz & Mike Stuntz, M&T Charitable Foundation, Manny Enes, Margot Freedman, Mark Litvin & Jilana Van Meter, Marsha & Neil Lawner, Mary Anne & Gene Sullivan, Mike & Lake Charles, Nita & Stephen Lowey, Peggy Jackson, Peggy Saferstein, Richard & Elizabeth Witten, Robert's Department Stores, Inc., Ruth & Lou Brause, Sedona Taphouse, Sheila A. Chervin & Stacey Chervin Sigda, Sunny & Brad Goldberg, Susan Feitler & Robert Feitler, Wendy & Neil Sandler

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.

IN MEMORIAM



Leonard Verrastro
1946 - 2022

Our LMC Media family mourns the loss of our dear friend, Len Verrastro. As President Emeritus of the LMC Media Board of Directors, Len carried the organization in his heart. During his time as both Mamaroneck Village Manager and Clerk Treasurer, Len served the community with so much honor and respect.

We send our heartfelt condolences to his family and loved ones. Thank you, Len, for all your contributions and tireless efforts to make our organization and community the best it could be.

We will miss you, Len.

BUILDING COMMUNITY THROUGH MEDIA



LMC MEDIA

740 West Boston Post Road
3rd Floor

Mamaroneck, NY 10543

914.381.2002

info@LMCMedia.org

www.LMCMedia.org

Follow Us

