



2022

ANNUAL REPORT

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LMCMEDIA PRESIDENT'S REPORT

As we mark LMC Media's 40th anniversary, we are at an exciting moment in the history of the organization. We are transforming LMC into a media center for the 21st century.

We are making ourselves even more accessible by opening a new location on Mamaroneck Avenue where we will have a broadcast studio as well as workstations for media editing and podcast creation.

We are pleased to continue our work with the Village and Town of Mamaroneck and the Village of Larchmont by airing public meetings in support of better transparency in local government. Also, we continue to tell important stories about our community which reflect the diversity of the Sound Shore area. Our podcast studio has further expanded the methods by which these stories can be told.

As I complete my first year as president of the LMC Board, I am impressed by the hard work and commitment of our volunteers, our exceptional staff, led by the tireless Matt Sullivan, and by the dedication of our Board of Directors. Our Board is diligently focused on ensuring that LMC Media remains fiscally sound through private fundraising efforts. I want to give special thanks to Catherine Lepone, our first Director of Development. Catherine retired at the end of 2022 but continues to volunteer with us. I am forever grateful for her efforts.

LMC Media is nothing without you – our community. We have been here to serve you for the last 40 years and we look forward to sharing local news and engaging stories long into the future.

Many thanks to all of you.

MARK LITVIN
President
LMC Media Board of Directors

LMCMEDIA EXECUTIVE DIRECTOR'S REPORT

If 2022 taught us anything, it is that our continued partnership with our local schools remains one of the most critical missions for LMC Media. Throughout the year, we worked with both Mamaroneck and Rye Neck School Districts to foster the development of our youth voices, providing a platform for community storytelling, news, and information. Students participated in the process of media creation that addressed important topics such as racial discrimination, flooding, voter participation, wage theft, and equity.

Launching a Diversity, Equity and Inclusion (DEI) Committee in 2022, LMC also produced "The Lines Between Us," a partnership with the Community Resource Center and CURE. The series presented first person accounts of racism and discrimination from community members, told through animation. The release of the videos culminated in a live Zoom event with Police Chief Sandra DiRuzza, Town Councilman Jeff King, immigration lawyers, and hosted by CURE President, Nicole Alifante. The project was funded through several community grants.

Further, we launched the "Media Makers" program, which focused on the partnering of LMC's professional staff and community members who were interested in media and content creation. Under the guidance of LMC staff, the Media Makers went out and recorded community events throughout the year, which were edited into highlight packages. The advantage was two-fold: our community members

received invaluable training in content creation and our community at large now has a document of the myriad of events that were covered.

In October, we hosted LMC's Annual Gala at the newly restored Mamaroneck Cinemas, where we showcased an original film produced by LMC Media entitled, "Hollywood on the Sound." The short documentary film highlights the illustrious role that Larchmont and Mamaroneck have played in being a center for film production for over 100 years. Interviews with leading filmmakers, whose roots are in the community, explored the reason why so many of Hollywood's leading storytellers call our community "home." LMC Media Board President Emeritus Jeff Meighan was honored at the event as the outgoing President and for his lifetime of commitment to community.

I would like to thank our incredible staff, Board of Directors, and volunteers who help shape this community asset we call LMC Media. In an age where media education and content creation is as important as it's ever been, we must do everything in our power to ensure that LMC remains a vibrant and essential facet of life in our Larchmont and Mamaroneck community. I eagerly await the opening of our new video and podcast studio at Mamaroneck Cinemas later this year.

MATT SULLIVAN
Executive Director
LMC Media

2022 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

* Numbers based on the last 90 days of 2022

FACEBOOK



4,469 Page Likes 18,422 Engagements 2,560 Followers 49,837 Reach

YOUTUBE



1.1K Subscribers 80,752 Video Views 492.2K Impressions 7.1K Watch Hrs

INSTAGRAM



1,449 Followers 62,153 Video Views 22,598* Impressions 11,376* Reach

TWITTER



1,012 Followers 1,685 Impressions

TIKTOK



30 Followers 8,613 Video Views

2022 AT A GLANCE

LMC Media raised over \$95,000 at the 2022 Annual Gala, honoring former Board of Directors President Jeff Meighan.

LMC Media produced the short documentary film *Hollywood on the Sound* and premiered it during the 2022 Annual Gala.

LMC Media expanded its social media reach to a new platform, TikTok.

LMC Media launched a Diversity, Equity, & Inclusion (DEI) Committee.

LMC Media premiered *The Lines Between Us*, the anti-racism series, made in collaboration with CURE and the Community Resource Center.

LMC Media won the 2022 ACM-NE Nor'Easter Award in Overall Excellence.

LOOKING AHEAD

40 LMC MEDIA
YEARS

In 2023, LMC Media celebrates its 40th Anniversary! Look out for incredible content, events, and the opening of a brand new location. Be sure to check out LMC Media's new Video & Podcast Studio at Mamaroneck Cinemas later in 2023!



HOLLYWOOD ON THE SOUND

**LMC Media's 2022 Gala
raised over \$95,000!**

On Oct. 20th, LMC Media hosted its Annual Gala at the historic Mamaroneck Cinemas. The program started with an LMC Media original film, *Hollywood on the Sound*, examining the rich filmmaking history of Larchmont and Mamaroneck. Next, the evening's honoree, Jeff Meighan, was presented with a Lifetime Achievement Award.

Pictured (R): Former LMC Media Board of Directors President Jeff Meighan

"LMC Media continues to set the standard for community broadcasting."
▶ Jeffery King, Councilman, Town of Mamaroneck



CONNECTS, CREATES, & INFORMS
THE COMMUNITY THROUGH THE USE OF
DIGITAL MEDIA.

ABOUT LMC MEDIA

LMC Media was founded as Larchmont-Mamaroneck Community Television 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. LMC also provides an opportunity for local businesses to introduce themselves to people who may not have yet discovered them. As the largest New York-based community media center outside of New York City, LMC Media is a full-service video production and education center. 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, and 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.

ABOUT THE LMC
MEDIA BOARD

LMC Media is governed by an eleven member Board of Directors that meet monthly to determine organization 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 Verizon and Optimum cable franchise fees.

Learn more about the LMC Board of Directors and the Board of Control by visiting LMCMedia.org/Board.

LMC MEDIA
SERVICES

Studio Shows	Partnerships with Local Organizations & Nonprofits
Podcasting	Municipal & School Board Meetings
Volunteer & Internship Opportunities	Community Event Coverage
Professional Production Services	Live Election Night Coverage
One-on-One Editing Appointments	Meet the Candidates Programming
Classes for Community Producers & Organizations	Community Information & Public Service Announcements
Equipment Rentals for Residents & Businesses	Virtual Conferencing
Marketing & Social Media Tools	Three Cable Channels
Access to Stock Footage, Royalty Free Music, & Sound Effects for Programs	Live Stream Channels and On Demand Content at LMCMedia.org
Media Support for Local Businesses	And So Much More!

"LMC Media has such a lovely staff and environment. Without LMC, many people would be unable to access information about board of education meetings, local businesses & events. This information is so valuable; the people of our community deserve to be informed about the happenings in their towns."
▶ Natalia Kam, Mamaroneck Student



BOARDS & STAFF



Mark Litvin
President

LMCMEDIA BOARD OF DIRECTORS



Peggy Jackson
Vice President



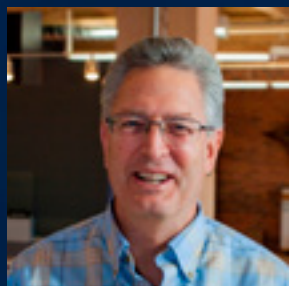
Michael Witsch
Secretary



Craig Ettinger
Treasurer



Chris Gianutsos*



Steve Israelsky



Alex Kreinces



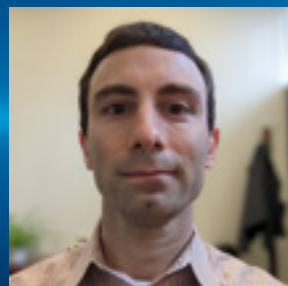
Lauren Lambert*



Kevin Lawner



Jefferson Meighan



Louis Simons

BOARD OF CONTROL **

Tom Murphy, Village of Mamaroneck
Abby Katz, Town of Mamaroneck
Jerry Barberio, Administrator
Tracy Yogman, Treasurer

ADVISORY COMMITTEE

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

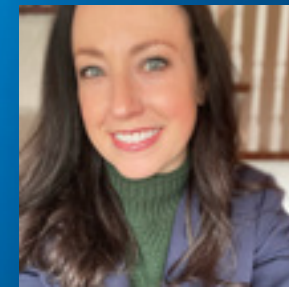


Matt Sullivan
Executive Director

LMCMEDIA STAFF



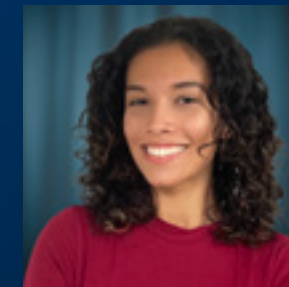
Dena Schumacher
Assistant Director



Francile Albright
Director of Development*



Stephen Aluisa
Broadcast & Multimedia
Manager



Daniela Espinosa
Social Media &
Promotions Manager (2022)



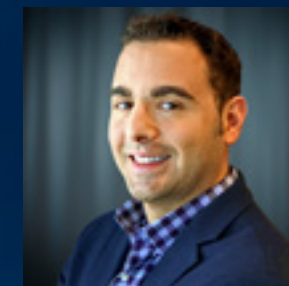
Catherine Lepone
Director of Development
(2022)



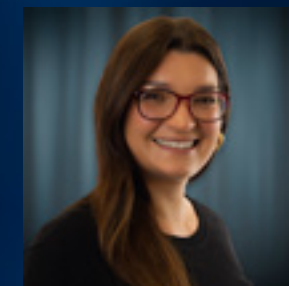
Hema Nambiar
Office Manager



Alexandra Perez
Studio Manager



Anthony Policicchio
Mobile & Technical
Services Manager



Lily Viapiano
Social Media &
Promotions Manager*

LMCMEDIA INTERNS

WINTER 2022

Sky Saunders
Social Media

Margaret Dougherty
Video Production

SPRING 2022

Kerry Mannix
Broadcast Journalism

Leila Fine
Video Production

Nathan DiNome
Post Production

James Kohler
Post Production

Matthew Chapin
Animated Video Production

SUMMER 2022

Jillian Stokes
Social Media

Margaux Spinali
Social Media

* Joined LMC Media in
January 2023

** The Board of Control
was dissolved in 2023.

2022 PLAYBACK REPORT

10,000+

HOURS OF CONTENT AIRED IN 2022

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 broadcast, etc.
Repeat Runs is how many times the total of unique shows were run. This is the total amount of repeat viewings of all Shows aired on a channel.

Programs

Welcome to Worship at Larchmont Ave Church	Town of Mamaroneck Town Council Meetings	Sound Shore St. Patrick’s Day Parade
Martin Luther King Jr . Annual Commemoration	Local Weekly Round Up	Poetry Live!
Village of Mamaroneck Land Use Board Meetings	LMC Media & CURE’s The Lines Between Us	Mamaroneck Historical Society
Larchmont Mamaroneck Local Summit Meetings	Know Your Neighbors	Meet the Candidates
Larchmont & Mamaroneck Board of Trustees Meetings	What’s the Story with Kim Berns	Westchester Chorale
Mamaroneck & Rye Neck School Board Meetings	LMC Media Makers	Rye Neck School Productions
LMC Media Community Conversations	LMC Media Varsity Sports	League of Women Voters Debates
LMC Media Community Stories	Five Towns One Book	Fireman’s Parade
	Mamaroneck & Larchmont Public Library Events	Pace Senior Shows
	Cure Talks	And much more!

TOTAL FIRST RUNS

726

TOTAL REPEAT RUNS

44,466

CHANNEL

75➤36

OPTIMUMVERIZON

SHOWS 384
REPEAT RUNS 38,134

CHANNEL

76➤35

OPTIMUMVERIZON

SHOWS 203
REPEAT RUNS 1,891

CHANNEL

77➤34

OPTIMUMVERIZON

SHOWS 319
REPEAT RUNS 4,441

2022 FINANCIALS

CURRENT ASSETS		2022
Cash (Checking)		\$230,557
Cash (Savings)		76,280
Prepaid Expenses		10,168
Miscellaneous Receivables		<u>9,110</u>
Total Current Assets		326,115
Property & Equipment - Net Book Value		\$55
Other Assets - Security Deposits		3,000
TOTAL ASSETS		\$329,170
LIABILITIES		
Accounts Payable & Accrued Expenses		\$24,845
NET ASSETS		
Without Donor Restrictions		254,325
Board Designated		<u>50,000</u>
Total Net Assets		304,325
TOTAL LIABILITIES & NET ASSETS		\$329,170
SUPPORT & REVENUE		
Contribution from Tri-Municipal Larchmont-Mamaroneck Cable TV Board		\$554,127
Special Event		96,784
Production/Program Services		58,471
Workshops & Studio Rental		0
Membership Dues		1,336
Contributions & Grant		39,031
Interest & Miscellaneous		2,330
TOTAL SUPPORT & REVENUE		\$752,079
EXPENSES		
Program Development & Production		\$585,865
General & Administrative		101,300
Fundraising		88,196
TOTAL EXPENSES		\$775,361
(DECREASE) INCREASE IN NET ASSETS		(23,282)
NET ASSETS - BEGINNING OF YEAR		<u>327,607</u>
NET ASSETS - END OF YEAR		<u>\$304,325</u>

COMMUNITY SUPPORT OF LMC MEDIA 2022

DONORS & CONTRIBUTORS \$5000+

3 Persons, Organizations or Families

Jules Del Vecchio & Pina Cirillo, J.B. & Margaret Miller, Sunny & Brad Goldberg, Westchester County Government

DONORS & CONTRIBUTORS \$1,000-\$4,999

28 Persons, Organizations or Families

A. J. Benet, Inc. Insurance, Elaine & David Chapnick, Mike & Lake Charles, Jake & Jess Dunn, Mark Ettenger, Lisa Germano & Larry Lawless, Chris & Anne Marie Gianutsos, Laurie & Stephen Girsky, Emily Grant, Karen Cromer Isaac & Paul Isaac, Peggy Jackson, Phyllis Kaskel & Frederick J. Kaskel MD, Larchmont Mamaroneck Lions Club, The M&T Charitable Foundation, ArtsWestchester, Kevin & Lilli Lawner, Mark Litvin & Jilana Van Meter, Matthew & Mary Manin, Jeff Meighan & Marcia Konrad, Mamaroneck Chamber of Commerce, Andrea & Andrew Potash, Keith Reilly, Wendy & Neil Sandler, Sedona Taphouse, Anne Serewicz, Fran & Rob Snedeker, Spadaro Real Estate, Mary Anne & Gene Sullivan, Michael Witsch

DONORS & CONTRIBVUTORS \$250-\$499

44 Persons, Organizations or Families

Jerry Barberio, Janet & Stephen Bear, Ralph Berardi Jr., Maura & Glenn Carlin, Chaim & Susan Cohen, Benchmark Title Agency LLC, Rudy & Janet Demasi, Nathalie & Leon Der Calousdian, Cathy Devore, Andrew & Theresa Donnellan, Craig & Jessica Ettinger, John & Marty Farris, Valerie Feit, Ph.D., Jeffrey & Sabrina Fiddelman, Judi Friedman & Ron Goldstock, Malcolm Frouman, Steve Israelsky, Anjoli Jagoda, League of Women Voters of Larchmont Mamaroneck, Catherine Lepone & David Salko, Noah Litvin, Jeffrey & Victoria Maggard, Shelley Mayer, Anne & John McAndrews, Laura & Todd Hoffman, Foley's Hardware Store, George Mgrditchian, Paul Millman and Susan Herzog, Steven Otis, June & Richard Ottinger, Helen & Brian Rafferty, Elka & Scott Raved, Lynn & Michael Reichgott, Lori Rotskoff & Michael Canter, Harley Seligman, Ken & Judy Seslowe, Beverley Sherrid, Louis Simons, Mathew Thoennes, France Tucker, Alan Weiler, Philip & Philippa Wharton, Larchmont Chamber of Commerce, Lisa & Richard Witten

DONORS & CONTRIBUTORS \$100-\$249

67 Persons, Organizations or Families

Madeleine & Dave Arnow, Ann Betkowski, Ken & Kate Bialo, Jonathan Billet, Norman & Alice Bloom, Gail Boyle, Audrey & Bede Broome, Sheila & Lawrence Brown, Hank & Beatrice Cerasoli, Kathy & Frank Clemens, Sheila & Irwin Cohen, Nancy & Lee Corbin, Bill Crawford & Julie Parker, Film Emporium, Kevin Crowe & Jane Hoffman, Larchmont Gardens Civic Assn. Inc., Edward A. Davidson, Esq., Jaine Elkind Eney, Friends of the Counseling Center, Susan Gannon, Marion & Robert Geller, Nedra Gillette, Ellen Hauptman, Laura & Bob Heiss, Robert Ingenito, Abby Katz, Meg Kaufer, Karen Khor, M&T Bank, Marlene & Gerald Kolbert, Alexander Kreinces, Polly Kreisman, Nick & Penny Langone, Ellen & Howard Lazarus, Richard Leimgruber, Dr. Mark Levy, Remy Litvin, Jirandy Martinez-Anaya, Katie McLoughlin, Jed Meighan, Pat & David Melrose, Dana Montone, Orange Bank & Trust, Amy & Carl Nathan, Picone Meat Specialties, Frank & Nancy Pierson, Rosenstrach & Beaver LLP, Paul & Toni Ryan, Elizabeth & Robert Saenger, Carol & Matthew Scharff, David Seigerman, Robert Simons, Larchmont Temple, Judy Solano, Allison Stabile, Jill & Greg Steinberg, Mitch Stern, Eli Sterngass, Linnet Tse, Tammy & Bill Urmey, Lorraine Walsh & Michael Berger, Nancy Wasserman, Werkheiser Painting & Roofing, Marian & William White, Claire & Alan Wolkoff, Lou Young & Debra Quintana

DONORS & CONTRIBUTORS TO \$99

67 Persons, Organizations or Families

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.



BUILDING COMMUNITY THROUGH MEDIA

LMC MEDIA

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