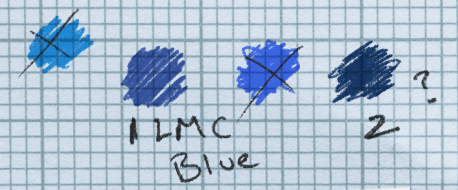
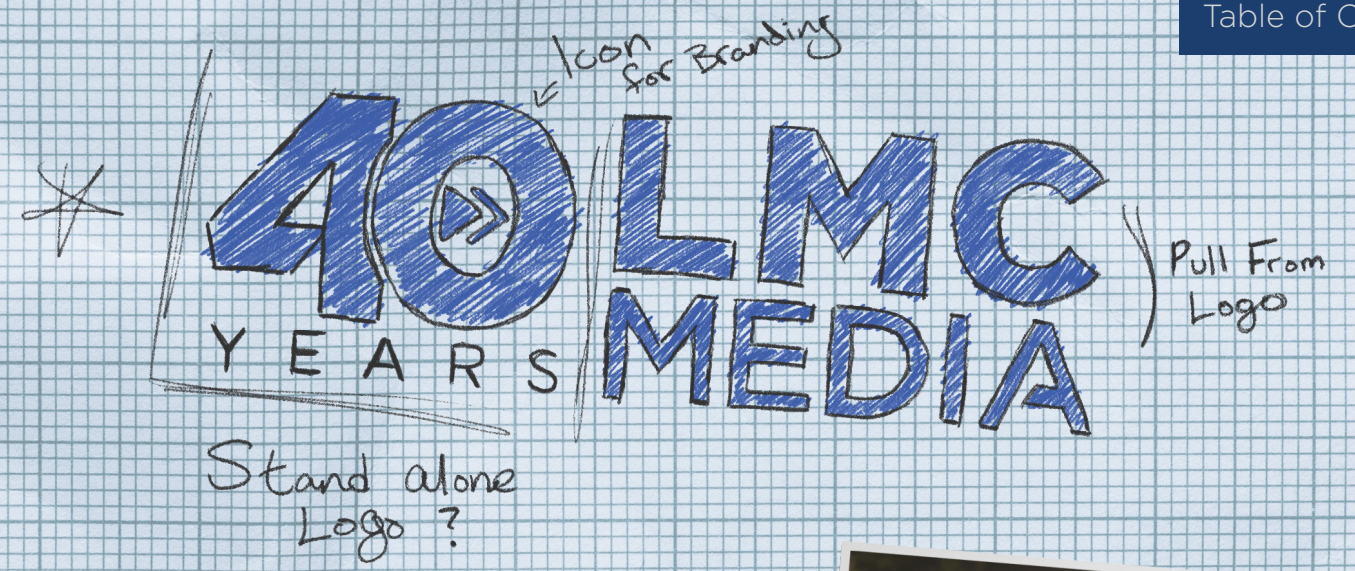
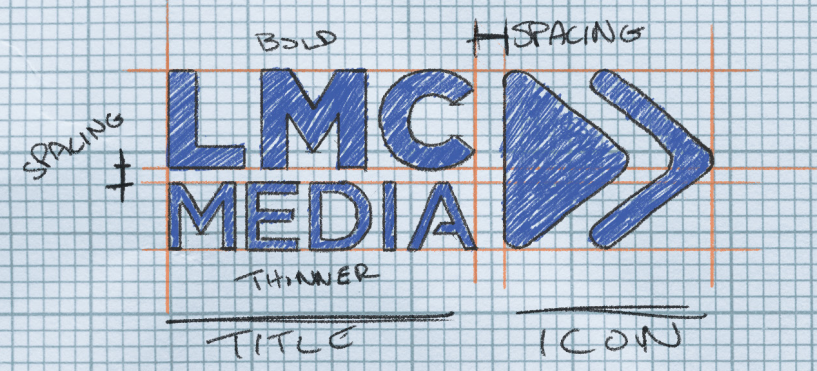


**40** **LMC**  
YEARS **MEDIA**

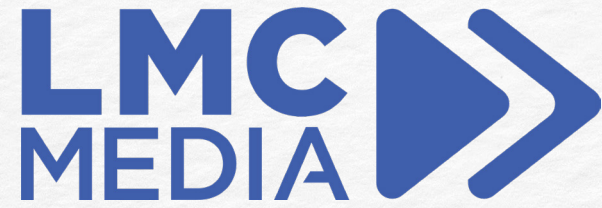


**2023 ANNUAL REPORT**  
Larchmont Mamaroneck Community Television, Inc.



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

## ABOUT

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.

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.

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.

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.

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.

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.

## BOARD OF DIRECTORS

LMC Media is governed by a twelve-member Board of Directors who meet monthly to determine organizational 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.

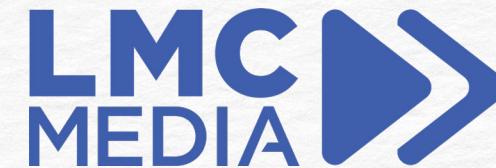
Major funding for LMC Media comes from franchise fees paid monthly by cable TV (Optimum/Verizon) subscribers. The municipalities receive this money to help support our operations. However, as subscribers switch to streaming service, LMC Media increasingly relies upon income from donations and program production services.

Learn more about the LMC Board of Directors by visiting [LMCMedia.org/Board](http://LMCMedia.org/Board).

## 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
- Community Event Coverage
- Live Election Night Coverage
- Meet the Candidates Programming
- Community Info & PSAs
- Virtual Conferencing
- Three Cable Channels
- Live Stream Channels & On Demand Content

And So Much More!



LMC-TV  
Est. in 1983

Logo  
c.1986

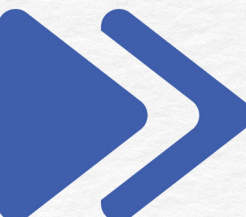
Logo  
c.1990

Logo  
c.1992

Logo  
c.2013

Logo  
c.2020

40 Years  
Logo  
2023



**PRESIDENT'S REPORT**

2023 was a year of great transition for LMC Media. We celebrated 40 years of service to the Sound Shore community with special activities throughout the year and ended with a very successful Gala in October. The Gala honored our local media educators past and present, and also the talented students who participated in our Young Filmmakers program. We have increased the size of our board and improved the visibility of LMC in our community.

The year was not without its challenges. Forty years ago, the Villages of Mamaroneck and Larchmont along with the Town of Mamaroneck came up with the novel idea of the three communities sharing their cable franchise fees to properly support a community-based public access station. Unfortunately, the Tri-municipal Board of Control (the entity representing the three communities) imploded in 2023 and provided no real guidance on how they expected LMC to adjust to this new reality. Nevertheless, LMC will continue to serve the Sound Shore community and we are now working with the three local governments to establish individual relationships that will allow and encourage them to continue their support.

After many years of trying, LMC Media successfully created a new studio on Mamaroneck Avenue. We spent a good part of 2023 designing and building out our new "Studio on the Avenue." I want to thank Apiero Design, K G + D Architects, Abel-Cine and Murphy Bros. Contracting for their excellent work in creating our new space, which opened in March 2024. The studio, which now features state-of-the art equipment, will provide a focal point for all of LMC's educational and community news gathering activities. Of course, none of this would have been possible without the strong leadership of Matt Sullivan, Executive Director, and the entire LMC staff.

This is my last president's report. The focus of my term has been the realization of the Studio on the Avenue. Now that it's open, I have voluntarily stepped aside to make way for Chris Gianutsos as LMC's next president. Chris has been a great Board member and I know he will provide excellent leadership guiding LMC's future. I am happily remaining on the Board as Treasurer, and look forward to continuing to support this truly unique Sound Shore resource.

**MARK LITVIN**  
President  
LMC Media Board of Directors





## EXECUTIVE DIRECTOR'S REPORT

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In 2023, LMC Media saw significant achievements, challenges, and growth. Despite the obstacles presented by the dissolution of the Tri-Municipal Board of Control, our center has remained steadfast in its commitment to empowering voices, fostering creativity, and serving the community. Through strategic initiatives, innovative programming, and dedicated teamwork, we have made substantial progress toward our mission. As we reflect on the past year, we look forward to building upon our successes and continuing to be a beacon of democracy, artistic expression and free speech for all members of our community.

### Community Engagement

Our center has deepened its engagement with the community through diverse initiatives such as LMC's 40 for 40 Fan Favorites, which drew on community support to vote for favorite restaurants, activities and individuals in our community. Both nominees and winners were featured across LMC's dynamic range of media platforms.

### Technology Integration

Embracing technological advancements, we have upgraded our facilities and equipment to enhance the production value of our content. Through investments in state-of-the-art cameras, editing software, and live-streaming capabilities, we have positioned ourselves as a leading hub for multimedia production. Additionally, LMC provided dual language broadcasting of Mamaroneck School Board meetings, both in English and Spanish.

### Partnerships and Collaborations

Collaboration has been at the heart of our success this year. We have forged strategic partnerships with local businesses, educational institutions, and nonprofit organizations to expand our reach and amplify our impact. These collaborations have enabled us to leverage resources, share expertise, and create synergies that benefit the entire community.

As we look ahead to the future, we remain committed to our mission of empowering voices and building community through media. We will continue to innovate, adapt, and evolve in response to the changing needs of our community. By fostering creativity, embracing new technology, and nurturing partnerships, we will strive to be a catalyst for positive change and social transformation. With the unwavering support of our staff, Board, volunteers, donors and community, we are confident that LMC will continue to thrive and make a lasting impact for years to come.

**MATT SULLIVAN**  
Executive Director  
LMC Media



AT A GLANCE

The LMC Media Annual Gala celebrated 40 years of community media at the historic Mamaroneck Cinemas raising over \$68,000.

Executive Director Matt Sullivan and Assistant Director Dena Schumacher produced the short documentary *Shaping Voices: The Larchmont & Mamaroneck Media Legacy* which premiered at the LMC Media 40th Anniversary Gala.

LMC Media gained new board members, Chris Gianutsos, Lauren Lambert, and Dan Silberman.

Future FILMMAKER PROJECT LCMEDIA



LMC Media introduced the Future Filmmaker Program which hires high school filmmakers to create a series of short films. Teens get real work experience as filmmakers, without a big time commitment, and all under the guidance of LMC Media.

LMC also finished as a finalist in the ACM category of *Best Overall Public, Education, & Government Access Center in the Northeast Region* in its budget category.



LMC Media announces Future Filmmaker Residency



any interested student can apply. Students are hired by LMC and given access to a full suite of filmmaking equipment. Students create, film, and edit on their own schedule during their residency, which makes this opportunity more accessible to today's students. In addition to equipment, LMC provides pre-production, production, and post-production guidance from professional filmmaking staff, as well as a budget, and a filming schedule with deadlines. The program is unique - there are no other programs in the Sound Shore area that offer a direct pipeline from high school film programs to a paid, professional experience like the Future Filmmaker Residency. Students complete three short films during their residency and receive stipends for their work. The program not only provides a professional framework for students to gain real-world experience, it gives voice to the teen filmmaker and brings their vision of the community to the spotlight. About Sara Ettinger, haughaug Filmmaker, Winter Semester, 2022: "I'm an aspiring filmmaker who is currently attending Mamaroneck High School via a dual enrollment program. I'm pursuing film in her school and this specialized space specifically for filmmaking, movies, and video production makes a difference. You're able to connect with people who have made connections with people who have met otherwise, hear opinions, thoughts of, or movies you've thought of, or movies you've thought of. I think that's part of why I'm so excited about this program in school is so

Bella Planko, future filmmaker, Spring Residency 2023. LMC Media is pleased to announce the successful launch of the Future Filmmaker program featuring Sara Ettinger and Bella Planko. Matt Sullivan, LMC's Executive Director, said, "Fostering a love of storytelling in the next generation is crucial to fulfilling our mission of connecting the community through media. I'm thrilled that we can provide the resources and platform for students to hone and share their craft with the world. We hope to find additional funding to support and grow this program so we can continue to bring this opportunity to as many students as possible." About the program: Each semester, a local high school student is chosen to serve as LMC's resident student filmmaker, and

LMC Media April 2023



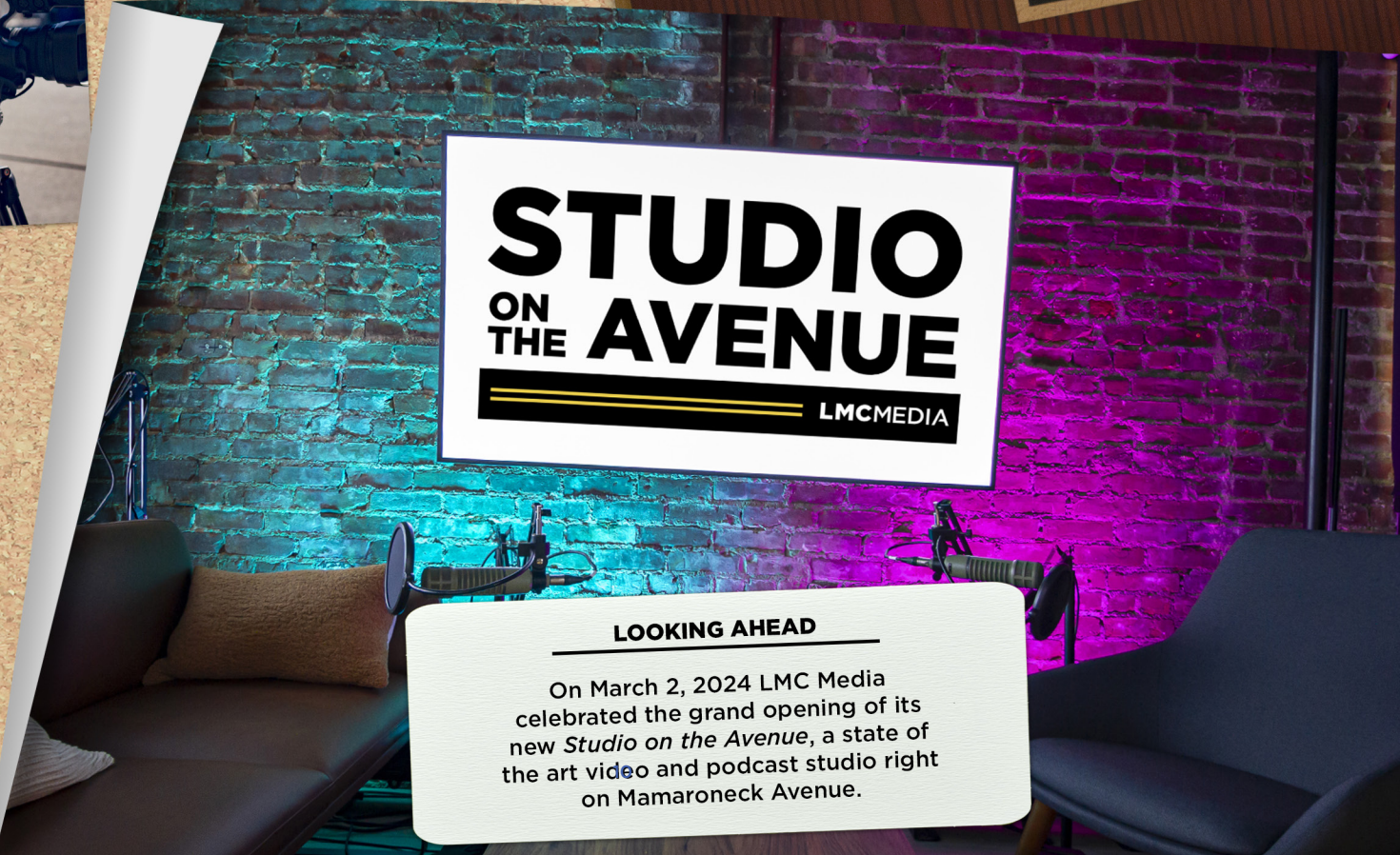
Dena Schumacher was awarded the Alliance for Community Media's (ACM) *Brian Wilson Mentor Award*



LMC introduced the Frank Leicht Digital Archive, a Youtube channel which contains videos and productions from the early days of Larchmont Mamaroneck Community Television.

This year LMC launched its first Fan Favorite community survey with its 40 for 40 Fan Favorites campaign. It demonstrated significant growth in followers and engagement across Instagram and Facebook.

LMC Media transitioned to a free membership model accessible to Larchmont & Mamaroneck residents, students, teachers, school administrators, local business owners, and local nonprofits.



STUDIO ON THE AVENUE LCMEDIA

LOOKING AHEAD On March 2, 2024 LMC Media celebrated the grand opening of its new *Studio on the Avenue*, a state of the art video and podcast studio right on Mamaroneck Avenue.



# 40 LMC YEARS MEDIA

## 40TH ANNIVERSARY GALA

### LMC Media's 2023 Gala raised over \$68,000

On October 11th, 2023 LMC Media held its 40th Anniversary Gala celebrating media educators and future filmmakers at Mamaroneck Cinemas. Ernie Anastos was in attendance, and welcomed the capacity crowd with heartfelt remarks. Erica Hill presented the Future Filmmaker Award to local high school students Sara Ettinger, Bella Pianko, Gretchen Barnard, and Nate Greven. Kate Snow presented the Distinguished Leadership Award to educators Emily Dombroff, David Golden, and Elena Elmoznino. Film Producer Fred Berger (*La La Land* & *The Bikeriders*) made a special video appearance to present a Lifetime Achievement Award to educator Dr. Michael DiGennaro. Matt Sullivan presented a Lifetime Achievement Award to Mike Witsch, area educator, LMC Board member, and one of the founders of LMC Media.

Attendees were treated to a premiere screening of *Shaping Voices: The Larchmont & Mamaroneck Media Legacy*, an original short documentary that tells the story of a close-knit community that left an indelible mark on the world of media education. For decades, the Mamaroneck & Rye Neck School Districts, alongside LMC Media, have nurtured a legacy built on the pillars of creativity, innovation, and collaboration. The film tells the untold stories of passionate educators, dedicated students, and local visionaries who came together to create something truly special.

The theater was filled with a sense of shared purpose and the stories, smiles, and laughter continued throughout the evening. "We are incredibly grateful to everyone who came out to support LMC Media and to help honor the very special educators and future filmmakers who contribute so much to our community," said Matt Sullivan, Executive Director of LMC Media. "With such generous support, we can continue to bring the community together for the next 40 years. We are looking forward to providing even greater access and empowerment to our local storytellers with the opening of our video and podcasting studio on Mamaroneck Avenue. Great things are ahead!"



Top: Kate Snow, Ernie Anastos, Erica Hill  
Middle: Bella Pianko, Sara Ettinger, Gretchen Barnard, Nate Greven  
Bottom: LMC Board Members Louis Simons, Michael Witsch, Peggy Jackson, Lauren Lambert, Mark Litvin, Kevin Lawner

40th Anniversary Gala  
Honorees (Left to Right)  
Michael Witsch, Dr.  
Michael DiGennaro, Emily  
Dombroff, Dave Golden,  
Elena Elmoznino, Bella  
Pianko, Nate Greven, Sara  
Ettinger, Gretchen Barnard



## SOCIAL MEDIA ANALYTICS

LMC Media's "40 for 40 Fan Favorites" campaign on social media demonstrated significant growth in followers and engagement across Instagram and Facebook.

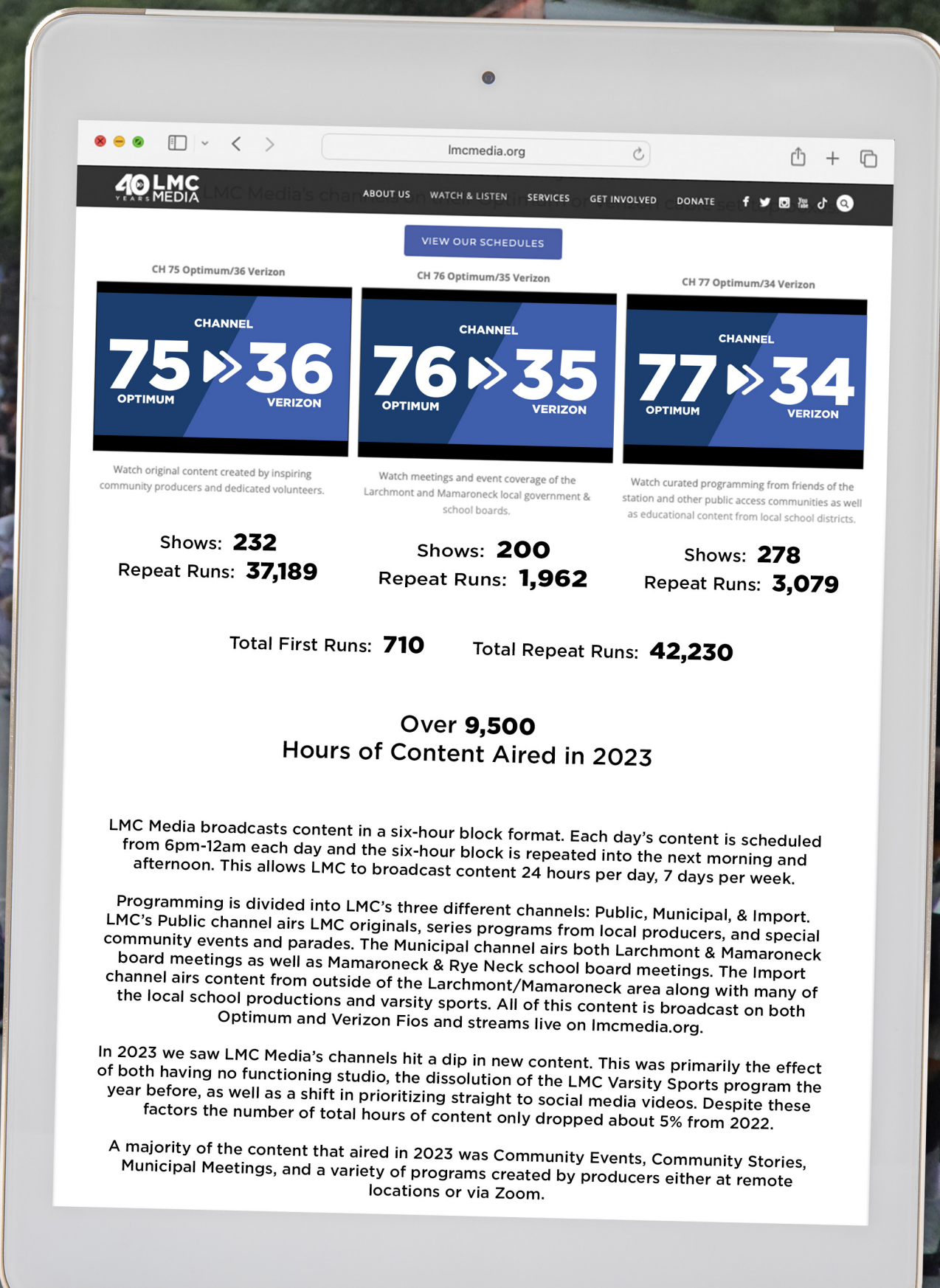
LMC Media's "40 for 40 Fan Favorites" initiative on Instagram showcased remarkable growth in both followers and engagement. The campaign, strategically designed to celebrate fan favorites leading up to the Gala, captivated audiences and fostered a vibrant online community. Followers actively interacted with LMC Media's content, demonstrating a clear resonance with the campaign's messaging and storytelling.

LMC Media's presence on Facebook also experienced growth during the "40 for 40 Fan Favorites" campaign, with the total follower count rising from 2.5K in May 2023 to 2.6K in October 2023. Engagement on Facebook witnessed a remarkable upsurge, with total engagement soaring by 55% from May to October 2023, reflecting the campaign's ability to captivate and resonate with the Facebook audience.

LMC Media's "40 for 40 Fan Favorites" campaign exemplifies the transformative impact of strategic storytelling, community engagement, and data-driven insights in driving social media growth and fostering a vibrant online community.



## PLAYBACK REPORT





**FINANCIALS**

<b>2023</b>	
<b>CURRENT ASSETS</b>	
Cash (Checking)	\$45,842
Cash (Savings)	235,137
Miscellaneous Receivables	116,045
Pledges Receivable	52,945
Prepaid Expenses	33,462
<b>Total Current Assets</b>	<b>483,431</b>
Property & Equipment - Net Book Value	\$354,824
Other Assets - Security Deposits	7,000
<b>TOTAL ASSETS</b>	<b>\$845,255</b>
<b>LIABILITIES</b>	
Accounts Payable & Accrued Expenses	\$28,634
Deferred Income	241,546
Total Current Liabilities	270,180
<b>NET ASSETS</b>	
Without Donor Restrictions	525,075
Board Designated	50,000
Total Net Assets	575,075
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$845,255</b>
<b>SUPPORT &amp; REVENUE</b>	
Contribution from Tri-Municipal Larchmont-Mamaroneck Cable TV Board	\$504,127
Contribution from Village of Larchmont	83,405
Special Event	68,029
Production/Program Services	45,408
Membership Dues	0
Contributions & Grant	395,133
Interest & Miscellaneous	5,371
<b>TOTAL SUPPORT &amp; REVENUE</b>	<b>\$1,101,473</b>
<b>EXPENSES</b>	
Program Development & Production	\$618,526
General & Administrative	129,160
Fundraising	83,037
<b>TOTAL EXPENSES</b>	<b>\$830,723</b>
<b>(DECREASE) INCREASE IN NET ASSETS</b>	<b>270,750</b>
<b>NET ASSETS - BEGINNING OF YEAR</b>	<b>304,325</b>
<b>NET ASSETS - END OF YEAR</b>	<b>\$575,075</b>

Date: \_\_\_\_\_ Page: \_\_\_\_\_

**COMMUNITY SUPPORT OF LMC MEDIA 2023**

**DONORS & CONTRIBUTORS \$5000+**

**5 PERSONS, ORGANIZATIONS OR FAMILIES**

JULES A. DEL VECCHIO, J.B. & MARGARET MILLER, LAUREN LAMBERT, SUNNY GOLDBERG, MIKE STUNTZ

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

**26 PERSONS, ORGANIZATIONS OR FAMILIES**

THE M&T CHARITABLE FOUNDATION, MICHAEL & LAKE CHARLES, LANCE R. WACHENHEIM, CAROL LOOMIS, JEFF MEIGHAN & MARCIA KONRAD, MARK LITVIN & JILANA VAN METER, EMILY GRANT, MCMICHAEL YACHT BROKERS, MARY ANNE SULLIVAN, MICHAEL WITSCH, KAREN CROMER ISAAC & PAUL ISAAC, CHRIS GIANUTSOS, JUNIOR LEAGUE OF WESTCHESTER ON THE SOUND, ARTSWESTCHESTER, BEVIN FALK, PHYLLIS & FREDERICK KASKEL, RICHARD LEIMGRUBER, JOHN T. FARRIS, PEGGY JACKSON, KEVIN LAWNER, BENEVITY COMMUNITY IMPACT FUND, ORANGE BANK & TRUST, MELISSA PIANKO, ROBERT'S DEPARTMENT STORES, SOUND SHORE MOMS

**DONORS & CONTRIBUTORS \$250-\$999**

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CATHERINE LEPONE & DAVID SALKO, HEATHER CAPELLE, CRAIG ETTINGER, SABRINA FIDDELMAN, ALEXANDER KREINCES, NORA LUCAS, DANA POST, DAN SILBERMAN, LOUIS SIMONS, ANNA TOOMEY, ERIC BERLIN, JOHN BOUTILLIER, MICHAEL CAMMER, MAURA CARLIN, ELAINE CHAPNICK, JANET DEMASI, DR. MICHAEL DIGENNARO, FILM EMPORIUM, ARTHUR & ELLIE FREDSTON, HALF TIME, CLAUDINE HUTTON, RICK LATAILLE, NOAH LITVIN, ERIC LUTINSKI, ED. D., STEVEN OTIS, MITCH STERN, BARBARA TORINA, GEORGEANN TORINA, VARMAX LIQUOR PANTRY, JONATHAN BILLET, MONA ISKANDER, ROBERT SIMONS, AMY SISKIND, MICHAEL & DEBBIE BUNDER, BOB FISHER, ANNE McANDREWS, HARRIS DECKER, LINNET TSE, STEVE ISRAELSKY, LEAGUE OF WOMEN VOTERS OF LARCHMONT MAMARONECK, MAMARONECK CHAMBER OF COMMERCE, JIRANDY MARTINEZ-ANAYA, JOHN VERNI

**DONORS & CONTRIBUTORS \$100-\$249**

**29 PERSONS, ORGANIZATIONS OR FAMILIES**

VALERIE FEIT, PH.D., MARINA KIRIAKOU, ANDREY GORDON, MARLENE KOLBERT, NORA TULCHIN, PHILIPPA WHARTON, MARIAN WHITE, MEG KAUFER, KAREN KHOR, FRANCES SNEDEKER, BOB GORDON, MARIANNE GREVEN, VINCENT MONTE-SANO, PICONE MEAT SPECIALTIES, STUART TIEKERT, NANCY CORBIN, ROBERT INGENITO, SHARON LATIMER-MOSLEY, ROBERT SPIER, LISA KEHRLE, AMERICAN LEGION POST 90, MADELEINE ARNOW, KEN BIALO, ALICE BLOOM, ANONYMOUS, LORRAINE WALSH & MICHAEL BERGER, PETER TOPOL, BARRY WALLACE, JOHN WITSCH, CLAIRE WOLKOFF

**DONORS & CONTRIBUTORS TO \$99**

**14 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](http://LMCMEDIA.ORG/DONATE).**

All support & donations are welcome and very much appreciated.

# LMCMEDIA BOARD OF DIRECTORS

\* Joined LMC Media in 2024



**MARK LITVIN**  
PRESIDENT



**PEGGY JACKSON**  
VICE PRESIDENT



**MICHAEL WITSCH**  
SECRETARY



**CRAIG ETTINGER**  
TREASURER



**CHRIS GIANUTSOS**  
PRESIDENT IN 2024\*



**STEVE ISRAELSKY**



**LAUREN LAMBERT**



**KEVIN LAWNER**



**ALEX KREINCES**



**CATHERINE LEPONE**  
\*



**DAN SILBERMAN**



**JEFFERSON MEIGHAN**



**LOUIS SIMONS**

# LMCMEDIA STAFF



**Matt Sullivan**  
Executive Director

\* Joined LMC Media in 2024



**Dena Schumacher**  
Assistant Director



**Francile Albright**  
Director of Development



**Stephen Aluisa**  
Broadcast & Multimedia Manager



**Hema Nambiar**  
Office Manager



**Tim Whitney**  
Studio Manager \*



**Anthony Policicchio**  
Mobile & Technical Services Manager



**Lily Viapiano**  
Social Media & Promotions Manager

# LMCMEDIA INTERNS

## WINTER 2023

Julian Sherry  
Social Media  
Jolie Schein  
Video Production

## SPRING 2023

Cailin Murphy  
Social Media  
Luke Bates  
Podcasting  
Santiago Barajas  
Video Production  
Jolie Schein  
Social Media  
Alexis Yoel  
Social Media

## SUMMER 2023

Matthew Garcia  
Social Media /  
Video Production



# BUILDING COMMUNITY THROUGH MEDIA

## LMC MEDIA

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