



LMC-TV Studio One Set - Election Night, November 2010

**LARCHMONT-MAMARONECK
COMMUNITY TELEVISION, INC.**

ANNUAL REPORT

2010

LARCHMONT - MAMARONECK CABLE TV BOARD OF CONTROL

123 Mamaroneck Avenue
Mamaroneck, NY 10543

Board of Control

David Fishman, *Town of Mamaroneck*
Josh Mandell, *Village of Larchmont*
Norman Rosenblum, *Village of Mamaroneck*
Richard Slingerland, *Administrator*
Anthony Siligato, *Treasurer*

Advisory Committee

Brad Garfield, *Town of Mamaroneck*
Tim Brosnan, *Village of Larchmont*
Joel Feld, *Village of Larchmont*
Sunny Yeddis Goldberg, *Village of Mamaroneck*
Mike Witsch, *Village of Mamaroneck*

**LARCHMONT - MAMARONECK COMMUNITY TELEVISION
(LMC-TV)**

LMC-TV Headquarters

740 West Boston Post Road
Suite 311
Mamaroneck, NY 10543
381-2002

Television Center

Mamaroneck High School
Palmer Avenue Unit
Mamaroneck, NY 10543
698-6808

New Studio II

145 Library Lane
Mamaroneck, NY 10543
381-0131

Board of Directors

Leonard Verrastro, *President*
Janet Bear, *Treasurer*
Maura Carlin, *Secretary*
Michael Charles
Tom Murphy
Christopher Paul
Alan Peron
Joann Turits

Staff

Erik Lewis, *Executive Director*
Jessica Pozzuoli, *Associate Director*
Dena Schumacher, *Coordinator, Television Center at Mamaroneck High School*
Christina Carino-Forrest, *Studio II Coordinator*
Christian Vogeler/Keith Reilly, *Community Production Manager*
Seth Rothman, *Community Sports Producer*
Sharon Mosley, *Community Bulletin Board Manager*
Eileen Mason, *Community Producer*
Sasha Mitsch, *Administrative Assistant*

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 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 UA-Columbia 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 purchased TCI and became the cable provider for the tri-municipalities. In December, 2007 a franchise agreement was signed with Verizon Corporation to provide cable TV service on Verizon channels 34, 35, and 36, giving the tri-municipal communities a competitive choice of cable providers for the first time. In early 2008 Cablevision signed a similar franchise agreement for Channels 75, 76 and 77. Richard Slingerland, the Administrator for the Board of Control, is the direct liaison with Cablevision and Verizon for the three communities handling all complaints and recommendations.

The Board of Control is responsible for collection and disbursement of franchise fees from Cablevision and Verizon. The franchise fees represent 5% of the gross operation revenues of Cablevision 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. 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. The Board provides legal advice, insurance, and oversees the administration and Board of Directors of Larchmont - Mamaroneck Community Television, Inc. (LMC-TV). 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 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. The Committee is to report to the Board of Control semi-annually.

The LMC-TV Board of Directors sets policy and is responsible for the operation of the access centers and for programming Cablevision channels 75, 76 & 77 and Verizon Channels 36, 35 & 34 in the community interest. The LMC-TV Board of Directors is composed of members selected from the community by the LMC-TV Board of Directors. The LMC-TV Board submits the annual LMC-TV operating budget to the Board of Control for approval, whose members pass it on to the three municipal boards for their approval.

PHILOSOPHY

Larchmont - Mamaroneck Community Television, Inc. (LMC-TV) is a non-profit membership organization open to all members of the community. LMC-TV programs Cablevision Channels 75, 76 & 77 and Verizon Channels 36, 35 & 34 in the community interest for Larchmont and Mamaroneck, NY. LMC-TV aims to heighten community awareness and increase community participation through the making and viewing of local television, and to encourage programming reflecting the concerns, interests and activities of our community.

OBJECTIVES

1. Operate community access TV facilities for the use of the people of the Villages of Larchmont and Mamaroneck and the Town of Mamaroneck.
2. Offer production training classes.
3. Encourage local people to produce and promote their own community television programs.
4. Produce community programs.
5. Cablecast town and village board meetings and school board meetings on Channel 76/35.
6. Cablecast community television programming on channels 75/36, 76/35 and 77/34.
7. Publicize the program schedule and LMC-TV programs and events.
8. Raise funds to support community programming, and broaden awareness of the LMC-TV philosophy and programming.
9. Maintain high quality facilities and community-friendly production equipment within an affordable budget (based upon franchise fees and fund-raising income).
10. Provide a community information system in case of emergency.
11. Expand and strengthen ties to existing community organizations.
12. Be available to the Larchmont - Mamaroneck Cable TV Board of Control to report and comment on matters of cable TV regulations and utilization and participate in cable franchise negotiations.

GOALS

- To continually bring new people and community groups into the LMC-TV fold.
- To continue to develop a strong identity throughout the three communities in which we serve.
- To maintain programming hours in order to serve all facets of the community.
- To increase the membership base.
- To continue and strengthen the relationships between LMC-TV and the Mamaroneck & Rye Neck Union Free School Districts, the Mamaroneck and Larchmont Libraries and the Emelin Theatre for the Performing Arts.
- To explore emerging communications technologies in order to determine what role LMC-TV might assume.
- To maintain our services to the community, to the best of our abilities.

President's Report

As my first year as President of the LMC-TV Board of Directors comes to a close, I would first like to compliment the staff, volunteers and Board members for their dedication and interest in making our community television the best it can be and looking toward the future to make it even better for many years to come.

This past year, the Board added several new members who will bring new ideas and a fresh perspective to the current and future adaptation of LMC-TV to the needs and wants of our community. Joining the Board were Alan Peron, a Mamaroneck Village resident whose computer expertise will help us in implementing and migrating to new technology; Joseph Vozza, also a Mamaroneck Village resident and attorney who has been instrumental in reviewing drafts of agreements, leases and other documents that are presented during the year; and Christopher Paul, who has expertise in the technical aspects of studio setup, programming needs and professional video production.

Thomas Murphy, former Village of Mamaroneck Trustee and a representative on the Larchmont-Mamaroneck Board of Control, also joined the Board but had to leave recently due to other commitments. His contributions and insights during this time were invaluable. I would also like to thank Jeff Aber, who left our Board this year after serving for several years and who held the position of Vice President.

LMC-TV will face many challenges in the future, including our continued search to acquire a space to consolidate and centralize our facilities. The need for this space has been well documented in the "Buske" Report, our Master Plan and by prior Boards. However, it comes down to issues of a reasonable purchase price, adequate funding and the legal opinion on how to structure the financing and ownership of any prospective property. Also now part of the mix is the decision by the Town of Mamaroneck to begin charging us rent for our office space at the Town Center, which has added to our annual operating expenses and makes the purchase option economically more viable.

Going forward we will need to reach out for increased community support and increase our efforts in fund raising, memberships and sponsorships for our programming. This has proved to be a difficult and challenging task during the current economic conditions.

Our coverage of Municipal and School Board meetings, sports programming and community events continues to expand and is available on demand via our website (www.lmc-tv.org). Our website has been redesigned and updated so make sure you check it out.

This past year at the Sunny Award event, we honored Jim Millstein, the former chairman of the Tri-Municipal Board of Control who was the driving force behind the very favorable franchise agreements reached with Cablevision and Verizon.

I want to personally thank Erik Lewis, our Executive Director for his mentoring and the tireless job he does in keeping LMC-TV running smoothly and the many different hats he wears during the year in making sure that all important events and meeting always have coverage. Also my thanks goes out to our other dedicated Board members; Janet Bear, Treasurer, Maura Carlin, Secretary, Joann Turits and Mike Charles, past president.

LMC-TV is dedicated to its mission of serving and keeping our community informed and to continue its value as our "Community Connection."

Respectfully submitted,
Leonard M. Verrastro, President
LMC-TV Board of Directors

Executive Director's Report

In Fiscal Year 2010 LMC-TV saw a maturing of its sports program, a more solid organization of its municipal meeting and school board programs, a more systematic approach to fulfilling community coverage requests and a greater utilization of its Studio Two as a community media center with many classes, editing projects, one-on-one training, equipment loans and equipment storage and deployment. We also accelerated the search for a space to consolidate our operation as recommended by several consultants and have identified at least one viable possibility.

LMC-TV's website was fully redesigned and our ability to serve the community with VideoOnDemand has come into its own with a record number of views following a League of Women Voters debate on the November elections which was put immediately on demand, thus serving to enhance the democracy of our community by more fully informing the voting public.

2010 saw the revival of Award Night at which we honored NYS Assemblyman George Latimer with the Mary Anne Sullivan Award for Achievement in Community Television. Fittingly, our coverage of municipal and school board meetings has improved significantly with the broadcasting of higher quality images and sound and the revamping of quality control protocols.

In 2010, 18 grade schoolers participated in 6 afterschool clubs at Murray Avenue School, Mamaroneck Avenue School and Chatsworth Avenue School. The Summer Teen Filmmaking Workshops saw 13 participants and 43 others participated in field production, editing and audio classes.

The annual membership drive for 2010 brought in \$7,695 down from \$8,391 for 2009. Corporate underwriting came in at \$3000, up from \$1300 in 2009.

New (and some old) programs of note in 2010 are: As You Are - a First Prize Winner in the Alliance for Community Media's Hometown Video Competition in the category of Diversity and Empowerment - is a look at issues relating to special education, by Sharon Mosley; Kids for World Health; Riddim Riders featuring reggae artists and Off the Shelf featuring interviews with young filmmakers by Conrad Barclay; De Valor y Valores - Spanish language public affairs by Mariana Boneo; the War Between the Sandpipers and the Whale - a children's show facilitated by Christina Carino-Forrest in collaboration with the Mamaroneck Library; Furry Friends and You - a showcase of animals needing adoption hosted by Jessica Pozzuoli and produced by Christina Carino-Forrest and Jessica Pozzuoli; Sculpture by Joel, analysis of the creative process, by Joel Trieger; Open Stages, a talent showcase for local bands, by Dena Schumacher; the Larchmont-Mamaroneck Summit, a document of the unique ad hoc public service group's meetings by Erik Lewis; and Still Trying, previously known as It'll Get Better, by Bruce McNichols.

In conclusion, 2010 was a good year for LMC-TV and leaves us well-positioned to push ahead on our main strategic goal of consolidation.

Respectfully submitted,
Erik Lewis
Executive Director, LMC-TV

LMC-TV PROGRAMS 2005 TO 2010 FROM FACIL DATABASE

	Imports	Location	Muni-Meeting Tapes/Media	Studio	TOTAL
2005	431	308	119	269	1127
2006	484	276	149	252	1161
2007	513	284	181*	247	1225
2008	568	203	195*	194	1160
2009	519	287	250*	253	1309
2010	407	271	144	210	1032

*counts the number of tapes/DVDs used to shoot meeting, actual number of meetings is lower.

SHOWS PLAYED AND NEW SHOWS FROM TIGHTROPE DATABASE*

	2008 Show/ Runs	2008New Shows/Runs	2009 Show/ Runs	2009New Shows/Runs	2010 Show/ Runs	2010New Shows/Runs
Channel 75/36 – Public	348/12023	315/12726	387/13689	333/13731	394/17022	356/15728
Channel 76/35 – Municipal	137/2876	141/3059	130/3214	117/3071	125/2950	115/2885
Channel 77/34 – Educational/ Import	643/2066	619/2720	665/2234	619/1748	612/2042	555/1575
TOTAL	1128/16965	1075/18505	1182/19137	1069/18550	1131/22014	1026/20188

*How to read the Cablecast Playback Report:

Show/Runs: A Show is a unique Show. A run is how many times the total of unique shows were run. Show/Runs reports on **Scheduled** shows, shows that were scheduled to play in year. NewShows refers to how many unique shows were added to our playback inventory in year. They may or may not have been scheduled to play in that year.

LMC-TV Financials

Fiscal Year 2010

LMC-TV FY 2010 BUDGET

	BUDGET	ACTUAL	Variance
INCOME			
Board of Control	500,000	500,000	0%
Grant Management	100	0	-100%
Award Show	4,000	4,365	9.13
Dinner	14,000	14,830	5.93%
Other*	0	6,762	-
Corporate Underwriting	6,000	3,000	-50%
Grants	0	0	-
Interest	200	123	-38.5
Membership Dues	12,000	7,205	-39.96
Production Services	5,000	1,629	-67.42
Media Copying	10,000	6,271	-37.29%
Workshops	20,000	13,508	-32.46%
TOTAL INCOME	571,300	560,938	-1.81%
EXPENSES			
Advertising/Promotion	2,500	2,331	-6.76%
Audit/Accountant	3,500	3,275	-6.43%
Capital & Architectural	0	0	-
Contributions	0	0	-
Expense Account	1,000	1,000	0%
Equipment Total	11,000	14,811	34.65%
Facility	2,500	40	-98.40%
Fees	500	404	-19.20%
Fund Event Award Show	2,500	2,985	19.40%
Fund Event Dinner	6,000	6,881	14.68%
Fund Event Journal	500	0	-
Fund Event Other	300	0	-
Grant Management	0	0	-
Insurance	16,000	14,513	-9.29%
Internet/Computer	5,315	7,273	-26.84%
Legal Fees	0	0	-
Medical Benefits	31,504	26,516	-15.83%

LMC-TV FY 2010 BUDGET (CONTINUED)

	BUDGET	ACTUAL	Variance
Membership Drive Exp	2,000	1,510	-24.50%
Office Supply	3,400	3,758	10.53%
Payroll:			
OS Technical	3,000	3,360	12%
OS Cleaning	1,500	2,040	36%
Bookkeeper	4,500	4,225	-6.11%
NY State Disability	900	617	-31.44%
Payroll Processing	3,000	3,201	6.7%
MTCT (tax)	1,200	1,855	54.58%
Fica Taxes	28,500	27,263	-4.34%
SUTA	4,700	5,252	11.74%
Fulltime staff	258,049	238,552	-7.56
Regular part-time	16,923	16,193	-4.31%
Irregular part-time	25,649	37,360	45.66%
Special Project	0	0	-
Production Services	14,000	13,950	-0.36%
Dental Benefit	3,300	760	-76.97%
Sports Program	51,800	51,802	0%
Worker's Comp	2,300	2,359	2.57%
Consultants Production	0	1,505	-
Postage	1,000	2,263	126.30%
Printing/Newsletter	1,500	1,688	12.53%
Professional Societies	900	975	8.33%
Prog Prod Exp	4,000	3,332	-16.70%
Service Contracts	4,320	4,508	4.35%
Studio 2 Alarm	700	692	-1.14%
Studio 2 Utilities	4,000	3,300	-17.50%
Studio 2 Rent	26,640	28,860	8.33%
Subscriptions	200	0	-
Travel	2,000	2,000	0%
Utilities Telephone	6,000	6,060	1.00%
Videotape Purchase	7,500	3,991	-37.50%
Worker Training	5,000	3,125	-37.50%
Uncategorized*	0	120	-
TOTAL EXPENSES	571,300	556,505	-2.59%
Under/Over	-	\$4,433	

* Other income of \$6,762 from insurance payment for lost equipment.

LMC-TV FY 2010 SURPLUS FUND SPENDING REPORT

Item	Year	Expense
Sales Consultant	2001	1000
Telephone	2001	1743
Database entry	2001	2765
Computers	2001	4430
Database software	2001	1795
Business Cards	2001	331
Clearcoms	2001	1333
Distribution amps	2002	1306
Office construction	2002	4562
Misc	2002	303
DVD deck	2002	904
Satellite Tuner	2002	2048
Air Conditioner St.2	2002	1250
Curtain/Shelves St.2	2002	540
Curtain/Shelves St.2	2003	95
T-Shirts	2003	390
Air Conditioner St.2	2004	750
Emelin Theater Robotic	2004	20857
E-mac edit workstation	2005	1310
Second Emelin Robotic Cam	2006	13028
Computers for Dub Rack	2006	1208
No purchases	2007	0
Strategic Planning	2008	7255
Strategic Planning	2009	2888
New Studio 2 Renovation	2009	4493
TOTAL		\$76,584

LMC-TV BANK ACCOUNT BALANCES AS OF 12/31/10

Checking Account—\$47,755.76

Money Market Account—\$50,432.34

Project Fiscal Sponsor Escrow Fund Account-\$2,528.91

COMMUNITY SUPPORT OF LMC-TV 2010

DONORS & CONTRIBUTORS TO \$99

68 Persons, Organizations or Families

DONORS & CONTRIBUTORS \$100— \$249

56 Persons, Organizations or Families

DONORS & CONTRIBUTORS \$250-\$499

Kathy & Andrew Brenner, Ellen Brooks-Cohen, Dennis & Roxann Brucciani, Maura & Glenn Carlin, Michael & Lake Charles, Marshall Cohen, Jeffrey Eisenband, Nancy & David Felsten, Laurie & Steve Girsky, Diane & Robert Goodman, Eugene & Emily Grant, Caroline & Matt Hart, Kane Partners, Mark Litvin, Sarah E. Maca, Josh Mandell, Gretchen & Paul Massey, Daniel T. Mentzer, Judith Myers, Christopher Paul, Alan Peron, Fred Rosenberg, Amy W.Rothman, Fran Snedeker, Joann & Paul Turits, Leonard Verrastro,

DONORS & CONTRIBUTORS \$500-\$999

American Legion Post 90, Nancy & Lee Corbin, Brewer Hardware, Karen & Paul Issac, Rudolf & Alix Laager, Liz Noyer-Feld, Dee Owen, Robert's Army & Navy Store, The UPS Store, Washingtonville Housing & Fuel Coop

DONORS & CONTRIBUTORS ABOVE \$1000

Janet & Steven Bear, Coxe & Graziano Funeral Home, Sunny & Brad Goldberg, Diane & Ira Millstein

CORPORATE UNDERWRITERS 2010

Brewer's Hardware, Coxe & Graziano Funeral Home, Douglas Gould & Company, Robert's Army and Navy, The UPS Store, Vincent's Garage, Washingtonville Housing & Fuel Coop, The Westchester Children's Association

Winners of the Twentieth Annual Awards Night - May 17, 2010

BEST SINGLE PROGRAM

LYNNE SMITH

“Pet Rescue of Larchmont”

BEST SERIES

FRAN SNEDEKER

“Future Choices”

BEST NEW SERIES

NANCY CORBIN, SHARI SCHWARZ, BOLLY NEWQUIST,

KELLY ANASTOS, CARMEN NAVARRA

“Shari’s Art Class”

THE VAL ESTABROOK AWARD

FOR OUTSTANDING WORK IN SCHOOL VIDEO

Asher Collins

THE JOSEPH P. FRAIOLI VOLUNTEER OF THE YEAR AWARD

Andrew Rio

THE MARY ANNE SULLIVAN AWARD

FOR OVERALL ACHIEVEMENT IN COMMUNITY TELEVISION

George S. Latimer

BEST PUBLIC SERVICE ANNOUNCEMENT

Town of Mamaroneck Fire Department

2010

