

## Jeff Mastroianni, Executive Director

Right now I feel like the T.V. news person who says “I can’t believe it’s (fill in the month)”. But I truly can’t believe how quickly this last year passed. I imagine it’s because we’ve been very busy. Over the past year, E•Media has experienced significant growth and change. One of our major achievements is the receipt of grants totaling nearly \$80,000, which greatly contributed to the enhancement of our infrastructure and services. We’ve undertaken extensive upgrades of our field and studio production equipment, including cameras and audio tools, and have modernized our editing facility. Alongside these changes, we’ve also installed a brand new podcasting studio, making better use of our space. Our main studio now has a full greenscreen curtain and a state-of-the-art lighting console, allowing us to control all of our lights simultaneously.

In addition to these improvements to our infrastructure, we’ve undertaken a successful rebranding initiative, resulting in a refreshed identity better reflecting our mission and values. This transformation was marked with the launch of a new user-friendly website, which has improved our engagement with the community, donors, and volunteers. We also streamlined our processes, making our operations more efficient from volunteer coordination to fundraising and content production. Our commitment to enhancing our programs and services has led to an increased impact, with our dedicated staff and volunteers playing a key role in this success. Furthermore, we’ve fostered meaningful partnerships and collaborations, expanding our reach and resource pool. Looking forward, we remain dedicated to growth and innovation, tackling challenges, and seizing opportunities to make a significant positive impact in our community.

I ended last year’s Executive Director’s statement by saying “I can safely say that I’ll have a lot more to report this time next year!” It’s hard to believe how far we’ve come in a single year, really, and I’m very excited to see what this next year brings. Thank you!

## Erica Anne Beaudry, President - Board of Directors

Last year we set goals to increase collaborations with local content creators, to introduce more educational programming and to explore ways to showcase businesses in our partner communities of Easthampton and Southampton. And guess what? We did it and we are going to keep going! The momentum is building and we will not let anything slow us down. Now more than ever we understand the importance of lifting up all of the voices in our local communities. Now more than ever we look to the future with excitement and enthusiasm for the opportunities that await us.

After a year full of upgrades, we stand poised to provide top of the line equipment and support to our members who are eager to start that Podcast they’ve always wanted to make or film that documentary on local history they’ve been piecing together in their mind’s eye. Our Outreach committee is out in the community with our incredible staff reminding folks that we are here and the doors are open! Our participation in Artwalk is also bringing in new audiences and increasing our visibility. As I look to the year ahead, I am excited to see our membership and collaborations grow. E-Media is thriving and everyone who walks through our doors wants to be a part of the action.

Not a member yet? Please join us and help support this exciting growth we hope to achieve TOGETHER in the days ahead!

## Nilda Cohen, Treasurer - Board of Directors

### Financial Position Year Ended 2022

#### 2022 Approved Budget

Revenue	\$ 328,464.00
Expenses	<u>\$(264,887.00)</u>
Net Operating	<u>63,576.00</u>
Depreciation	
Net Revenue	
Restricted Capital	99,075.00

#### 2022 Audited Financial Position

Revenue	\$ 342,029.00
Expenses	<u>\$(241,221.00)</u>
	<u>100,807.00</u>
	<u>(48,424.00)</u>
	<u>52,383.00</u>

#### Notes:

**We generated \$13,656. of additional revenue as result of Sponsorship Underwriting & Fundraising efforts**

We were budgeted expenses with possible higher cost across all levels this resulted in a savings \$23,666

We are in a strong cash position to respond to any economic shifts.



# Thank you to our Sponsors and Collaborators



## Membership Form:

Name: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Phone Number: \_\_\_\_\_



***Dues help sustain our 501c3 nonprofit organization.***

Annual Membership is \$35/year for Easthampton/Southampton residents, \$50/year for Non-Residents,  
 \$20/year for Seniors/Students, \$1,000 Lifetime Membership  
 Non-Profit Organization \$250 / For Profit Business \$500 / Podcasting Membership \$75

Forms may be returned by mail to: Easthampton Media, Inc. 116 Pleasant Street - Suite 102, Easthampton, MA 01027  
 Or in-person along with payment, during our regular business hours Monday - Friday 10am - 5pm  
 Please make check payable to: *Easthampton Media, Inc.* OR via Paypal



## Annual Report 2022-23

The mission of Easthampton Media Inc. is to empower anyone in the community to be digital media content creators by providing access to professional video, audio and multimedia tools and training. We are a non-profit organization that promotes creativity, personal expression and civic engagement.

Find us on Charter Channels 191, 192, 193 in Easthampton and Channel 191 in Southampton