

## Jeff Mastroianni, Executive Director

This past year at E•Media has been one of significant growth and dynamic creativity. Our investments in new equipment have empowered us and our members/producers to deliver more than 70 studio productions, showcasing the diverse talents within our community. We are excited to share that new podcasts are now in production, broadening our content offerings and engaging new audiences. Our studio has become a vibrant hub for local culture, hosting some of the area's most talented singer/songwriters, including our Grammy-winning friend and neighbor, Jon Carroll. Additionally, we proudly exhibited artwork by eight local artists, turning our space into a gallery that celebrates and promotes local creativity.

Despite facing declining revenue, we remain optimistic about the future of our community media center. We are actively seeking innovative ways to stay relevant and continue serving our community. A key part of this strategy involves working closely with the City of Easthampton to implement its Digital Equity Plan, ensuring that all residents have access to the digital tools and resources they need. We are committed to fostering a more inclusive and connected community, and we believe these efforts will help us navigate the challenges ahead while continuing to support and amplify the voices of Easthampton.

## Jonathan Schmidt, President - Board of Directors

What a difference a year can make! Thanks to considerable grant funding obtained through ARPA and the Massachusetts Cultural Council, E•Media was able to perform a complete overhaul of the equipment we have available to members and collaborators across both of our communities. For an organization and studio our size, we now offer some of the best services available in community media -- both regionally and across the state. Our momentum continues to build, and we are thrilled to see the content our communities can create with the state-of-the-art equipment we now offer!

The services provided by community media centers are as important now as ever -- from the equitable access we provide to knowledge and equipment, to the platform we offer to uplift individual voices, to the transparency we bring to local government (just to name a few). At the same time, we face a shifting landscape in funding as our traditional source of revenue (namely, local cable subscriptions) continues to decrease. Despite this, we are inspired by all of the innovative efforts being made to ensure organizations like ours continue to succeed, from both our elected officials and community media leaders. The future is uncertain, but it is bright!

You can be a part of that future, too: become a member today to contribute directly to our future success; join us as a volunteer to get engaged with events across our communities; work with our staff to turn your ideas into the hottest new local program! The options are endless, and it's our goal this year to shine a light on all the amazing creativity and content that we know exists across Easthampton and Southhampton.

## Finance Committee - Board of Directors

### Financial Position Year Ended 2023

#### 2023 Approved Budget

|                   |                 |
|-------------------|-----------------|
| Income            | \$ 386,820.00   |
| Expenses          | \$ (286,774.85) |
| Net Operating     | \$ 100,045.15   |
| Build-out Loan    | \$ (13,500.00)  |
| Capital Purchases | \$ (71,683.49)  |
| Net Revenue       | \$ 28,361.66    |

#### 2023 Audited Financial Position

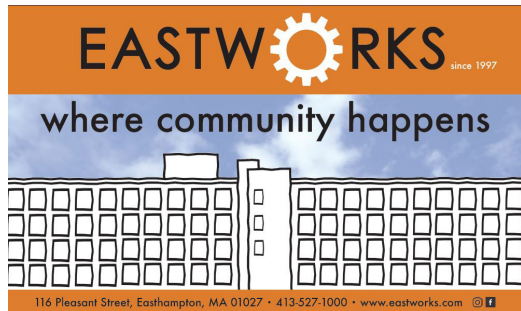
|                   |                 |
|-------------------|-----------------|
| Income            | \$ 371,039.00   |
| Expenses          | \$ (303,144.00) |
| Net Operating     | \$ 67,895.00    |
| Build-out Loan    | \$ (15,863.00)  |
| Capital Purchases | \$ (58,637.00)  |
| Depreciation      | \$ 46,015.00    |
| Net Revenue       | \$ 39,410.00    |

#### Notes:

**E•Media acquired over \$79,000 in grant funding during FY2023, which was used to perform a comprehensive upgrade of the organization's equipment -- both in-studio and in the field.** Although we finished the year in a net-positive position, the traditional sources of revenue for community media are on the decline. Saving money now will put us in an advantageous position to thrive despite an uncertain economic landscape.



# 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 Stripe.



## Annual Report 2023-24

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