

## Jeff Mastroianni, Executive Director

This year at E•Media has been one of meaningful growth. As cable revenues continued to decline and Franchise negotiations with Charter/Spectrum remained uncertain, we didn't just brace for impact—we broadened our purpose. True to my word in last year's report, we partnered with the City to pilot a digital literacy initiative that quickly took on a life of its own. Now known as Go Digital Easthampton, the program became a defining part of our work this year. We taught classes, offered drop-in tech support, established a Learn to Earn program that allowed participants to earn their own Chromebook, and helped people across our community feel more confident navigating a digital world. What started as a response to shifting funding realities has helped shape the next chapter of our mission.

At the same time, the number of local producers creating content through E•Media continues to grow. From studio productions and podcasting to live music, gallery events, and documentary work, the creative energy in our space remains strong—and deeply rooted in the community. All of it—every class taught, every artist showcased, every meeting covered—comes back to one idea: Community Media Matters. That's the theme this year, and it couldn't be more fitting. It's why our doors stayed open, why people kept creating, why we keep showing up. Even the podcast I'm finally launching shares the same name. I'm proud of what we've built—and more sure than ever that this work, and this place, still matters.

## Chris Ferry, 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 2024

#### 2024 Approved Budget

Income	\$ 294,400.00
Expenses	\$ (280,900.00)
Net Operating	\$ 13,500.00
Build-out Loan	\$ (13,500.00)
Net Revenue	\$ 0.00

#### 2025 Reviewed Financial Position

Income	\$ 277,881.00
Expenses	\$ (258,292.00)
Net Operating	\$ 19,589.00
Build-out Loan	\$ (16,518.00)
Net Revenue	\$ 3,071.00

#### Notes:

E•Media continues to experience a decline in the traditional sources of revenue relied upon by community media centers nationwide. Although we are not alone in this, the impact on the organization is no less real. Fiscally responsible management has been critical in maintaining a net-positive position while we explore new and creative sources of growth and funding. No supplemental grants were received last year, but they once again played a significant role in building our budget for 2025. With this source of funding now at risk as well, it is as important as ever that E•Media continues serving as an innovative leader in the industry.



# 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 2024-25

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