



NEW YORK STATE SENATOR

Shelley B. Mayer

Senator Mayer Presents LMC Media with the Empire Award for Exemplary Service to the Community During the Coronavirus Pandemic

SHELLEY B. MAYER November 10, 2020

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On Tuesday, November 10th, Senator Shelley B. Mayer presented LMC Media with the NYS Senate Empire Award for its service to the Villages of Larchmont & Mamaroneck and the Town of Mamaroneck during the Coronavirus Pandemic. LMC Media is a nonprofit corporation that administers the Public, Education and Government access channels for the Villages of Larchmont & Mamaroneck and the Town of Mamaroneck pursuant to cable

franchise agreements with each municipality.

The ceremony took place outside of Mamaroneck Town Hall and was joined by Mamaroneck Town Supervisor Nancy Seligson, Mamaroneck Deputy Supervisor Jaine Elkind Eney, Mamaroneck Councilmember Sabrina Fiddelman, and Larchmont Village Trustee Peter Fanelli, as well as LMC Media staff.

Like other non-essential institutions in the State, LMC Media closed its offices on March 16th, and staff began working remotely through digital integration methods. The nonprofit media network used its platforms to disseminate important information during a time when everything felt uncertain, and made sure the community remained connected even when asked to quarantine and stay at home.

Since the Coronavirus Pandemic began, LMC continued to stream live local government meetings; provided additional platforms for the community to ask local elected leaders important questions and receive clarification on new rules and regulations; and supported local businesses by airing their marketing videos. LMC also helped local school districts by airing updates from Superintendents and hosting interactive Zoom meetings; hosted physical education talks with teachers explaining workout programs for students at home; and created a congratulatory video for graduating Mamaroneck High School seniors, among other contributions to the school community.

Additionally, LMC worked with the Town of Mamaroneck to provide a series of at home exercises for seniors, worked with librarians to increase awareness of online services for residents, and worked with the faith community to provide an Easter Sunrise Service in Manor Park.

Senator Shelley B. Mayer said, “I am pleased to present LMC Media with the NYS Senate Empire Award for all of its work serving the community during this time of great need. LMC Media is an exemplary model of community-focused media programming that should be a model for public access television throughout the State. Its work during the pandemic was essential in disseminating critical information about new rules and best practices to control the spread of the virus. LMC went above and beyond by offering new programming to help the community feel connected during a terribly difficult time. They helped small businesses, local governments, schools, libraries, and more get important information out to the public. Congratulations to LMC Media, Executive Director Matt Sullivan, and its staff on this well deserved honor.”

Nancy Seligson, Mamaroneck Town Supervisor, said “All of our local government meetings continued in accordance with the Open Meetings Law thanks to LMC Media. LMC Media helped our local governments convert to Zoom-format meetings when the pandemic hit. They taught us how to use Zoom and still facilitate every government Zoom meeting. We couldn’t do it without them.”

Matt Sullivan, Executive Director of LMC Media, said, “On behalf of LMC Media, I would like to thank Senator Mayer for this great honor. LMC was happy to serve our viewers during this difficult time and harness the power of local media to keep our community connected and informed. This pandemic has proven, among other things, that video communication is an essential component of our lives.”