



# Annual Report 2023

# Summary

Community Media of Staten Island (CMSI) was founded in 1983 as Staten Island Community Television (SICTV) as a result of a franchise agreement between the City of New York and Staten Island Cable (now Spectrum). Permanently opened in 1988, we are a not-for-profit corporation under IRS Code 501C3 and have a board of directors appointed by the Borough President of Staten Island. Funding is acquired on a per-subscriber basis by Spectrum and Verizon. We are broadcast on Spectrum Channels 34, 79, 1996, and 1997, and on Verizon FIOS Channels 34, 35, 36 and 37 and via streaming and on-demand apps. The facility includes two studios, an editing suite, and a portable camera division. We provide comprehensive television production training for eligible community members (Staten Island Residents or individuals affiliated with Staten Island based Not-For-Profit Organizations). Volunteers, who assume all responsibility for materials submitted for cablecast, produce programming from start to finish. Access to channel space is on a First-Come, First-Served Basis. Equipment and channel usage is free of charge to eligible community members.





## • OUTREACH

The executive team and board have done extensive on-the-ground work meeting with local non-profits, schools and community groups to re-build the once-vibrant CTV producer community. Several schools, including public, parochial and charter schools, have come into the studio for training for production and to understand the field as a potential career. Additionally, the studio is the setting for –in-the-field classwork for New Ventures Charter school, with students meeting on-site four days a week.

## • PROGRAMMING

Staff cover as many shoots in the community as possible, including location shoots and local press conferences. These have included South Shore Artists Group Show at the Conference House, the Richmond County Fair, Pug Day at the Alice Austen House, Ferry Hawks games, Veterans events, and many, many more. A Public Service Announcement on wildlife, including living with the Spotted Lantern Fly, and others have been produced by staff and aired. Borough President Vito Fossella’s press conferences and summer concert series, all Community Board meetings, and more are aired in a timely fashion. Additionally, over 80 producers are currently active with many producing regularly scheduled shows on a monthly basis.

# Achievements

In 2023

# Re-branding and system upgrade

Without a doubt, the most exciting things to happen in 2023 were the rebranding of our organization and the addition of a brand new app.

We announced our new name, Community Media of Staten Island, in the Spring at the SIEDC Business Conference.

The new name was met with enthusiasm and warmth from our producers and the community at large. We are grateful to Borough President Fossella and Mike Cusick for their support on the announcement.



# New streaming app debuts

We have created, with our partner, Cablecast, a new streaming platform for all four of our channels, plus an on-demand portal for our community-created programming. It debuted in September, 2023.

In addition, we also announced LiveU, a new service for us, that allows us to go live from the field. Our first live show from the field was BP Fossella's Postcards Memorial Ceremony on Sept. 11, 2023. Despite some weather challenges, this was a popular broadcast.

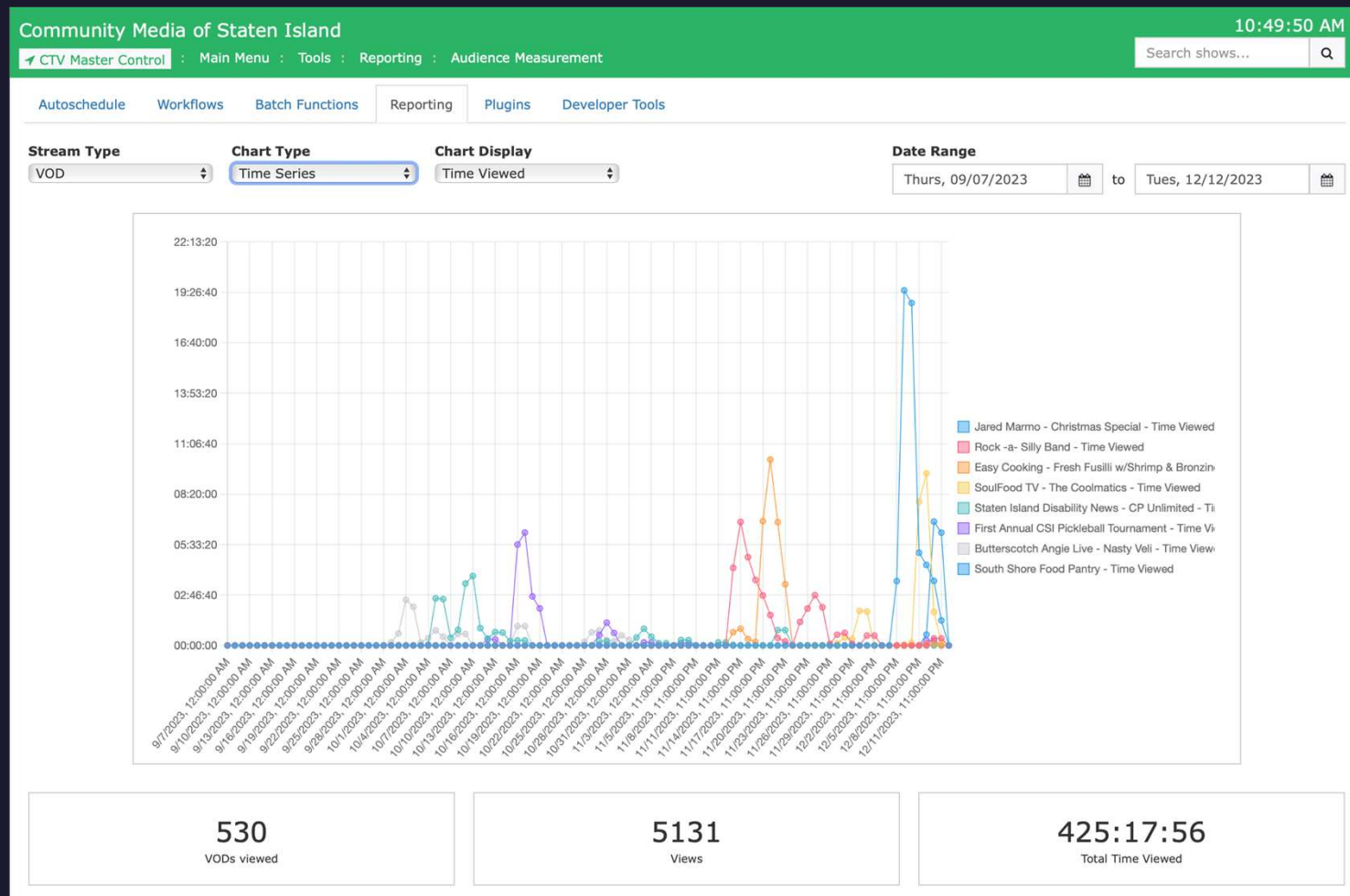


*“We believe that it is extremely important to meet our audiences where they are. In order to do that, we need to deliver content directly to our community in the way they are most comfortable in addition to our existing Cable TV channels. For many Staten Islanders, that means via a handheld device like your phone or via smart TV.”*

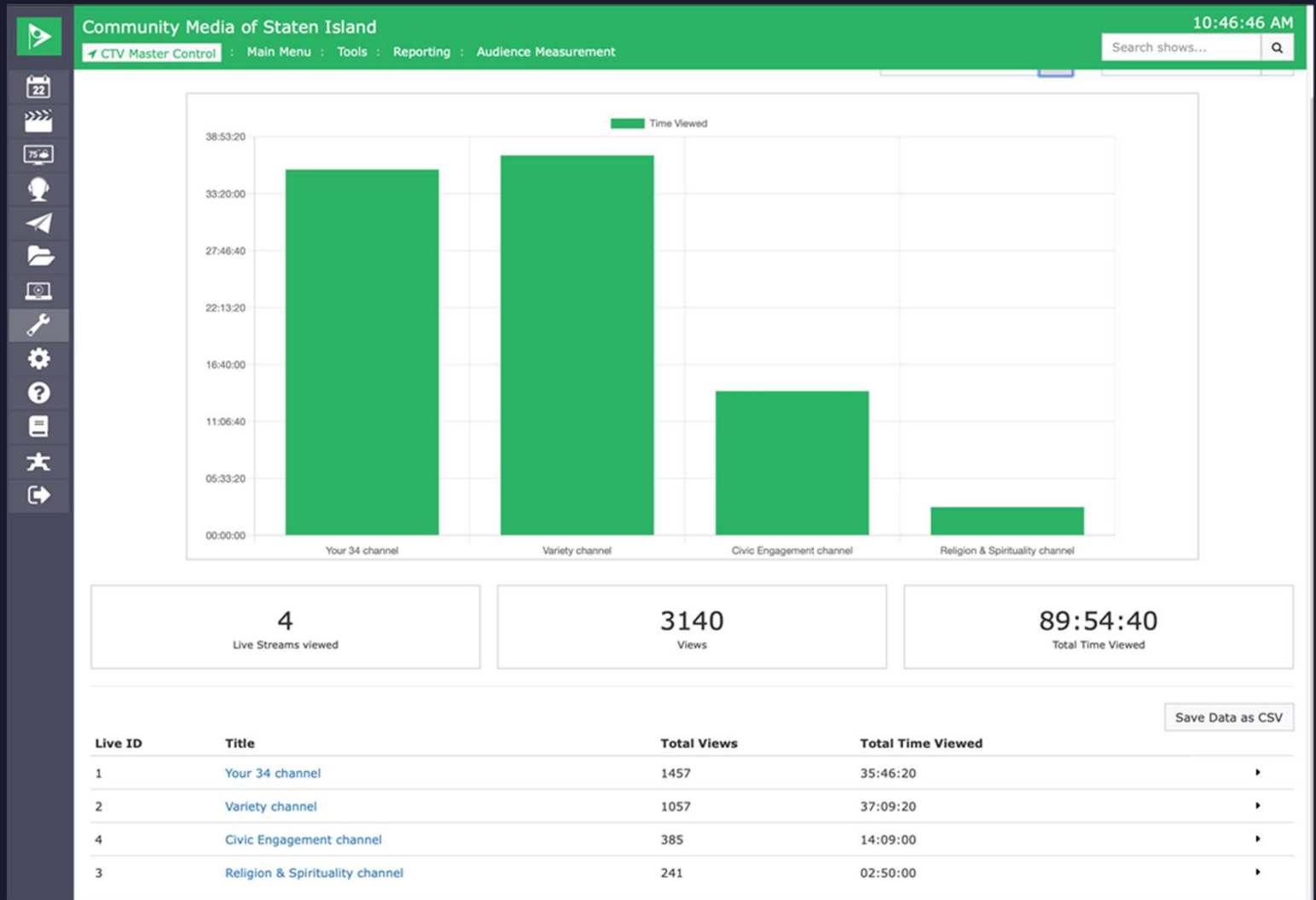
*- Jennifer Sammartino*

# New data for streaming, on-demand

- From its debut on September 7, 2023 to December 12, over 425 hours of community programming were viewed on our app.

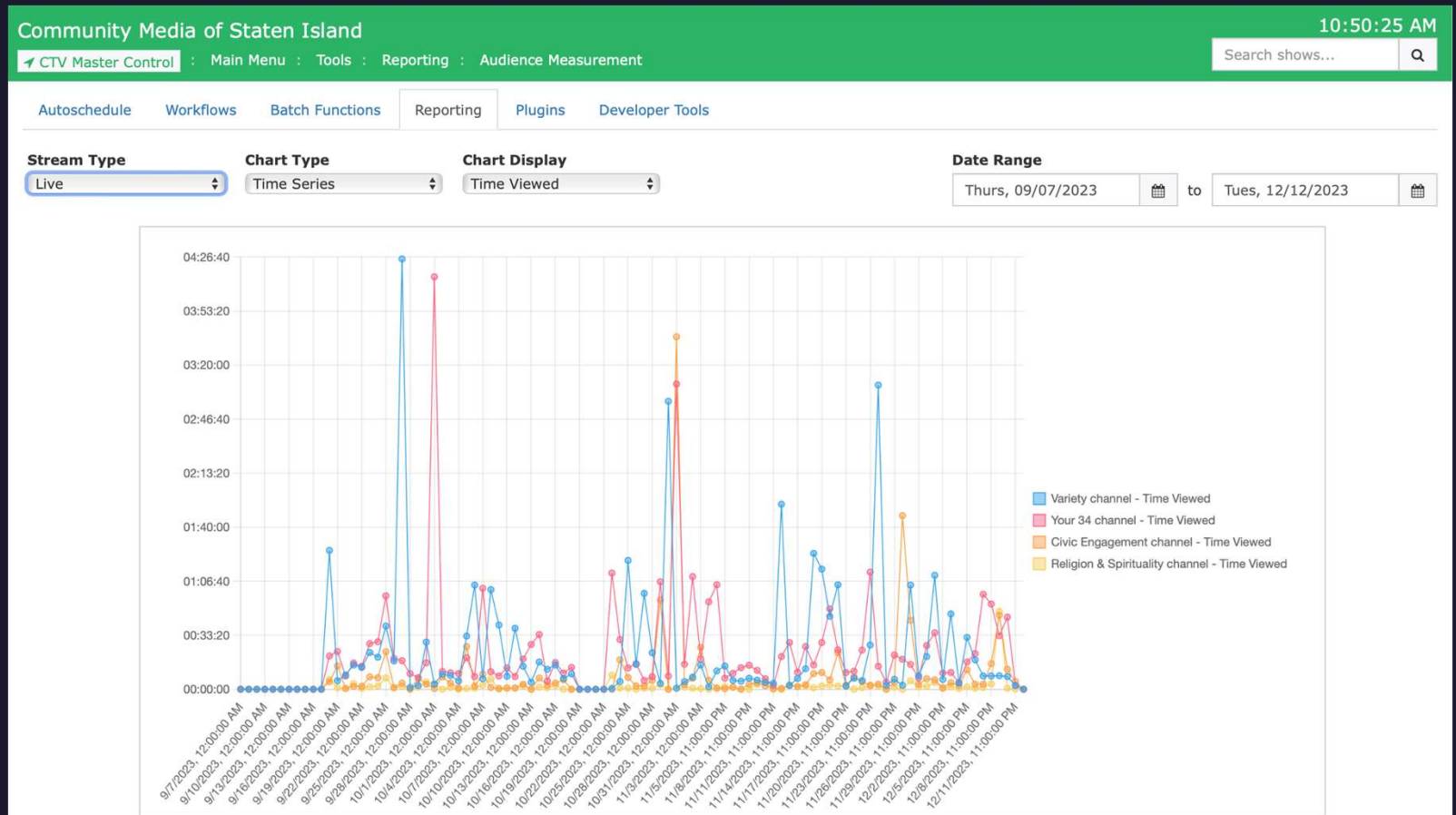


This chart shows number of views and length of time viewed for each channel.





Based on these very early data points, we believe viewers are tuning in and leaving programs to run on devices while engaging in other activities, as our highest numbers are seen in music shows.



# Impact and Accolades

- This year was an exceptional year of firsts. In addition to our new platform, CMSI and its leaders were recognized for our work in the community and we could not be more grateful. Both our Board Chair and Executive Director were recognized by SI Parent in the Women in Business list and each were also awarded additional accolades for their work with CMSI and the community throughout the year.



**NYC Digital Media Center** **2023 SNEAKER BALL**

**CONGRATULATIONS TO OUR HONOREES!**

 Kamillah M. Hanks Council Member D-49	 Drit Lender CEO, JCC of Staten Island	 Jennifer Sammartino Mallen Exec. Director Community Media of SI
 Honorable Diane J. Savino Former NY State Senator		 Frank Bennett Owner, A.F. Bennett Salon & Spa

# Research, Networking and Advocacy in '23

- This year also found us all over the country as we work to improve our products and services to the community, advocate for funding for public access across the country and state and work with our partners at the Alliance for Community Media.



NAB



Advocacy Day



Advocacy Day in DC

# Working with non-profits



In addition to our networking opportunities with the Non-Profit Association, the Chamber of Commerce, SIEDC, and the Alliance for Community Media, we served on the committee for the Non Profit Conference, for the ACM Annual Conference and hosted numerous events for non profits at our studios.

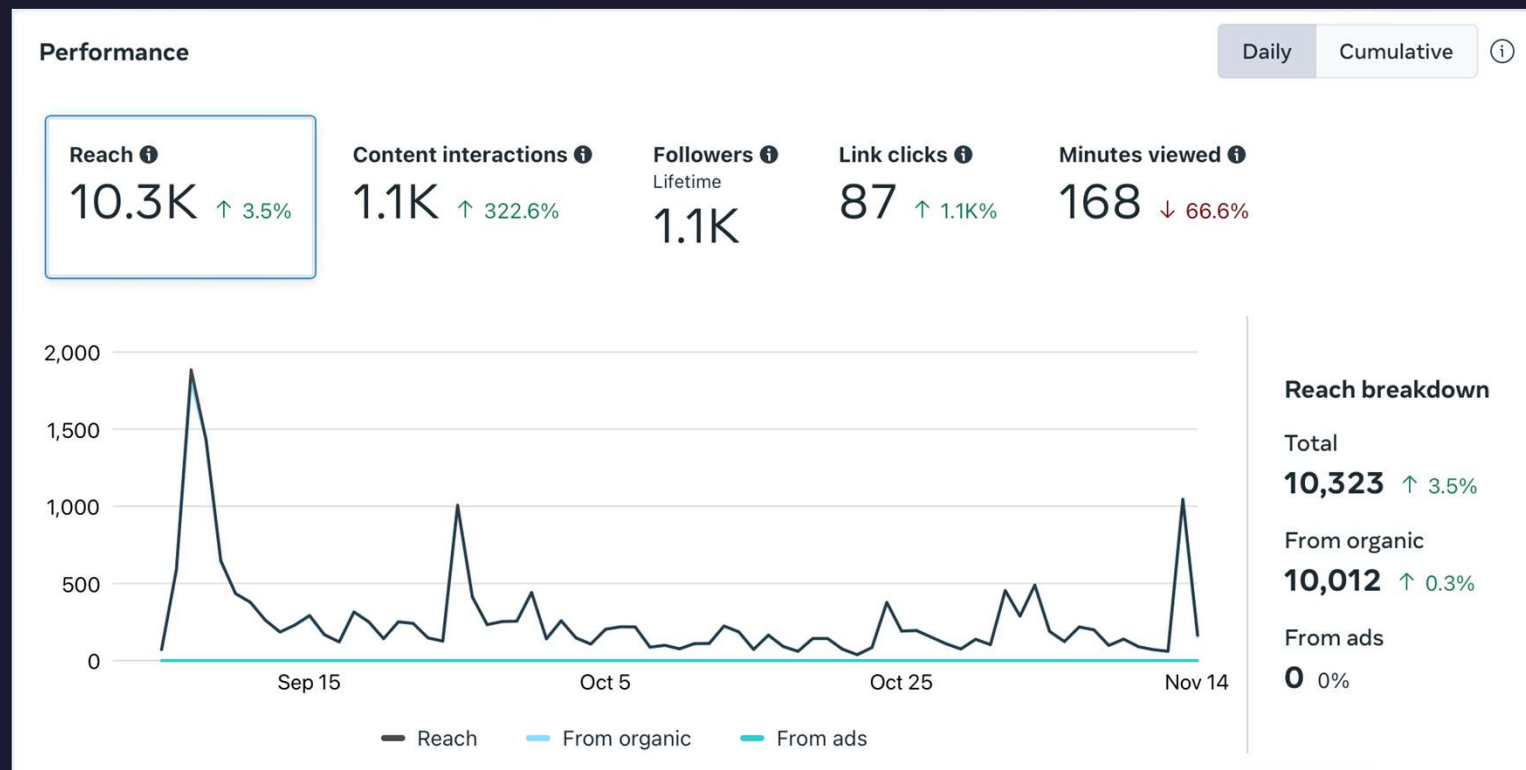
# Producer Engagement

- This year, we hosted the Community Media Awards, and asked the community to vote for their favorite shows in a myriad of categories. The voting was very popular and helped us to understand our audience on television.
- We also hosted a Producer Appreciation Dinner in November at the Staaten. Over 50 producers attended and we had an opportunity to show them how much we appreciate their commitment to community television. The evening also afforded us the opportunity to celebrate longtime talent Vito Picone with a CMSI Lifetime Achievement Award and a Proclamation from Borough President Fossella.



# Social Media

Social media reaches since the inception of our app in September. We are seeing steady growth across all social media accounts and recently started a TikTok account to further engage youth and a LinkedIn account.



# Facebook and Instagram impact



# Coming up in 2024

## PROGRAM EXPANSION TO PODCASTING

- Our podcasting studio is currently in development.
- Our goal is to have the studio open in Spring, 2024.

## LEGISLATIVE AGENDA

- We are currently working with our counterparts all over New York State and in the city to advocate for legislation that would modernize our funding stream to amore sustainable one.

## ADDITIONAL EDUCATIONAL OPPORTUNITIES

- Training has resumed monthly.
- We'd like to offer a series of additional educational workshops for youth and adults with professionals in the industry later this year.
- We are also working on a series of talk with industry leaders designed for youth who are interested in pursuing media as a profession.





# In Closing

This has been an incredible year of firsts and leaps forward for Community Media of Staten Island.

Thank you for being a part of it.

# Thank You

Jennifer Sammartino, Executive Director

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Communitymediasi.org

