

6/2025 - 5/2026

ANNUAL REPORT

NORTH SHORE TV

Your Community. Your Voice.

www.nstv.org

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Executive Director

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Message from Erica Bradley Executive Director



Dear Friends,

This past year has been one of growth, collaboration, and continued commitment to serving our community through local media.

Throughout the year, North Shore TV remained dedicated to providing programming that informs, educates, and celebrates the people and organizations that make our region unique. From coverage of local government meetings and community events to educational programming, nonprofit spotlights, and special productions, we continued to ensure that local voices had a platform to be seen and heard.

Our partnerships with municipalities, schools, libraries, healthcare organizations, and community groups allowed us to expand our reach while providing valuable media training opportunities for students, interns, volunteers, and participants in our Self-Direction programs. These collaborations continue to strengthen our mission of making media accessible to everyone.

This year also marked another exciting chapter as we embraced new ways to connect with audiences through television, streaming, social media, and on-demand platforms, ensuring our programming is available wherever our community chooses to watch.

None of this would be possible without the dedication of our staff, volunteers, board members, producers, and community partners. Most importantly, thank you to our viewers and supporters for believing in the importance of community media. Your continued encouragement and participation allow North Shore TV to grow, innovate, and preserve the stories that matter most.

We look forward to another year of serving our community and creating opportunities for every voice to be heard. Thank you!

Erica Bradley
Executive Director, North Shore TV



Mission:

NSTV's mission is to promote and produce television programming of an educational, literary, cultural and civic nature. Our programming reflects the diversity and interests of our community and residents. NSTV aims to heighten community awareness and increase community participation through the production and viewing of local television, and to encourage programming to reflect the concerns, interests and activities of our community. NSTV is an organization open to all community organizations that serve our community. Funding for NSTV is provided through cable television franchise fees, memberships and grants.

North Shore TV (NSTV) is a 501(c)(3) nonprofit organization serving the incorporated villages of Great Neck/North Shore: Flower Hill, Great Neck, Great Neck Estates, Great Neck Plaza, Kensington, Kings Point, Lake Success, Munsey Park, North Hills, Plandome, Plandome Manor, Plandome Heights, Russell Gardens, Saddle Rock and Thomaston.

Training:

NSTV provides training, television equipment and studio facilities to community residents who wish to create non-commercial community programming for the cable channel.
All levels of training are provided by staff and freelance professional instructors.
NSTV also offers special workshops including iPad movie making and Social Media classes.

Internship Program:

PATV's internship program consists of hands on experience creating programming in our studio and out in the field:
Studio production, remote production and editing.
Our Interns come from colleges all over New York and many go on to have successful careers in the television/film industry

Every year NSTV is lucky enough to have a group of amazing interns!!





Programming Highlights:

NSTV cablecasts 24 hours-7 days a week and offers a message/video bulletin board for our community. NSTV's line-up includes late night encore presentations of our original programming. Overall, NSTV cablecasts approximately 7,500 hours per year and over 115 NSTV original programs. All of NSTV's programs are available on our YouTube page: NSTV LONG ISLAND or on our Video on Demand and Live Stream pages on our website www.nstv.org.

Teen TV:

Series Created by the NSTV Youth Program produced by local high school students



Nonprofit Promotional Videos:

Programs created in partnership with our community organizations to put a spotlight on their missions



Back to Business:

NSTV's series dedicated to sharing information about business in the community.



Community Ribbon Cuttings:

Highlighting the new businesses that come to the community



NSTV's Signature Projects:

The Veterans Project:
NSTV's NY Emmy Nominated Series in production since 2009. NSTV has been involved with Veterans - recording their personal stories of war. Series includes stories from WWII, Korean War, and Vietnam War.



Youth Project:
This Project's goal is to provide media arts training for students interested in the field of television and to develop leadership, group work and critical thinking skills. Students have training and access to the NSTV studio, remote equipment and editing. Youth Project Alums have gone on to universities such as Northwestern, NYU, and Syracuse.



Women In Media:
Developed to bring women from our communities together to produce innovative television programs. Members learn to operate video equipment, create, direct, and edit shows to be aired on NSTV. Their programs have won national and regional awards.



NSTV's NonProfit Project:
A major focus for NSTV is to increase our outreach to community nonprofit (NPO) organizations. NSTV provides training and/or technical services to NPO members so they can produce informational videos and public service announcements to promote their missions.



Awards:

NSTV has been the recipient of the Best of 2024 Overall Excellence Award from the Alliance for Community Media for our video "NSTV's 2024 Year in Review". This is our 9th time receiving this award - validating the importance of community minded programs.









Community Programs & Services

North Shore TV continues to serve as a vital community resource by providing local programming, media production services, educational opportunities, and public access to television and digital media. Throughout the year, we produced and broadcast coverage of local government meetings, community events, educational programming, nonprofit initiatives, and cultural celebrations, ensuring residents remain informed and engaged.

Our media education programs provided hands-on training for students, interns, volunteers, and individuals with developmental disabilities through our Self-Direction initiatives, equipping participants with valuable skills in television production, podcasting, and digital media. We also partnered with schools, community organizations, municipalities, and local nonprofits to amplify community voices and preserve local stories.

In addition to original programming, North Shore TV provided production facilities, equipment, technical support, and media distribution services to community producers, helping hundreds of hours of local content reach audiences across television, streaming platforms, and social media. Through these efforts, North Shore TV remains committed to fostering civic engagement, promoting accessibility, and ensuring that every member of our community has the opportunity to be seen, heard, and represented.

Revenue/Expenditures

Revenue:	
Franchise Fees	$601,926
Grants/Donations	$17,078
Miscellaneous Revenue	$53,107
Total Support and Revenue	**$672,111**
Expenditures:	
Compensation Expense and Benefits	$359,427
Equipment & Maintenance Expenses	$6,432
Instructors & Consultants	$11,000
Insurance	$29,215
Rent/Facility Maintenance	$189,648
Other Operating Expenses	$50,620
Total Expenditures	**$646,342**



NSTV Board of Directors

There are 15 members that serve on the Board of Directors for North Shore TV. They represent the 15 incorporated villages of Great Neck/ North Shore.

Kamran Barelli
V. President, NSTV BOD
Secretary GN/NS Commission
Village of Saddle Rock

Shirley Bruno
Village of North Hills

Randy Chaplin
Village of Great Neck Estates

Bill Clemency
Village of Flower Hill

Regina Im
Village of Munsey Park

Marian Lee
Village of Lake Success

Jefferey Love
Village of Plandome Heights

Mayor Barbara Donno
Village of Plandome Manor

Amy Hughes
Village of Kings Point

Robert Melnik
Village of Kensington

Ken Levine
Village of Russell Gardens

Mayor Ted Rosen
Secretary, NSTV BOD
Village of Great Neck Plaza

Elliot S. Rosenblatt
Treasurer, NSTV BOD
Village of Great Neck

TBD
Village of Plandome

Robert M. Schaufeld, Esq.
President, NSTV BOD
Chair, GN/NSCC
Village of Thomaston

NSTV Staff

Erica Bradley
Executive Director

Rebecca Farina
Director Creative Services & Production