



April 8, 2021

Montgomery County Council  
Council Office Building  
100 Maryland Avenue, 6th Floor  
Rockville, MD 20850

Dear Council Members:

First, thank you for your leadership during these difficult times. Your informed decision making and assuring communications gives us the confidence and courage to be optimistic about what's ahead. I thank you for that.

Montgomery Community Media is also working hard to keep residents informed with accurate, up to date information during this crucial time. We've been reporting on the many important issues that have dominated our lives over the past year. With our Montgomery County point of view, MCM's stories on Covid 19 testing and vaccines, the 2020 elections and racial reckoning, our current economic challenges, and our schools and businesses reopening have proven to be a valuable resource for residents to find out what is happening in their communities. Our tireless staff has been working remotely to produce content for all of our platforms, including our website, [www.mymcmedia.org](http://www.mymcmedia.org), social media and of course, cable channels 19, 21 and HD Channel 995.

Local information can be the most valuable to our daily lives, yet it can be the hardest to obtain. Our audiences have grown exponentially over the past year. Our website visits grew 236% to 1.9 million and our social media audiences also grew more than 100% over 2019.

MCM's hyperlocal news and programming is produced in English and Spanish, and our platforms share community content that is produced in multiple other languages.

We've produced many virtual programs and events that connected nonprofits, health officials and economic influencers with the local residents who needed them.

Multimedia content is key for today's communication. The public must have access to the knowledge, tools and facilities to create content that reflects their lives. MCM helps to level the playing field for all county residents, and we've continued to do so with virtual media classes and events. Soon, we will be holding virtual summer camps for kids.

Equitable access for our diverse county, critical local information and programming, and platforms that connect us all are vital to our communities. We asked for your continued support in providing these essential skills, tools and content in our county.

With highest regards and appreciation,

Nannette Onley Hobson

CEO

Montgomery Community Media

## **MCM Highlights of Contributions 2020-2021**

### **MCM Technical Staff Supports Virtual Council Meetings**

- MCM quickly responded to the County Council's need for technical support for their virtual council meetings by providing a staff of qualified Zoom Moderators to handle the complex nature of the meetings, ensuring they were secure, and acting as coordinators for county staff and engineers. To date, MCM has a staff of four people available to meet council's needs in this area.
- MCM simulcast all townhalls and news conferences held by the council and the County Executive on our cable channels.
- MCM provides daily news coverage of the Covid 19 impact on residents, the school system and the government response.

### **MCM Creates and Supports Racial Equity Initiatives**

MCM posted and aired 42 videos focused on African Americans during Black History Month. These includes a series of 6 stories focused on African American artists in the county. The series was produced with funding from the Slavin Foundation.

MCM's continued to produce our award winning **#See Me Montgomery** project, which highlights the personal stories of county residents as they speak intimately about racial experiences to promote better understanding in our community.

- **MCM Celebrates Black History Month**
  - **Playlist: 42 new videos**
    - <https://www.youtube.com/playlist?list=PLHhZeHpemi3w1XIUOhISHPK5Mr6xrRcrD>
  - **Black Artists in Montgomery County**
    - **Preston Sampson** <https://youtu.be/wgedyh5Q-YU>
    - **Cynthia Farrell Johnson** <https://youtu.be/lc74xd0lvw>
    - **Levi Robonson** <https://youtu.be/pRXj13wikw4>
    - **Paula Cleggett** <https://youtu.be/06bD3J87T2k>
    - **Doudgy "Dew" Charmant** <https://youtu.be/R3cvhA4gEcA>

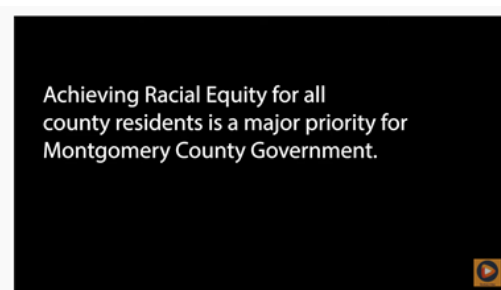


- **#SeeMeMontgomery**

### SeeMe Montgomery Playlist

77 videos

<https://www.youtube.com/playlist?list=PLHhZeHpemi3zpdymQfb1UB3flhEeOUZS2>



### Will Jawando Words Can be Used as a Weapon to Hurt

Some hurtful words stay with you forever. Will describes how a chance bump into an older lady confused and wounded him from childhood on. As part of the campaign for racial equity in Montgomery County, Maryland, MCM invited residents to describe a racial experience and share how it affected them. This is Councilmember Will Jawando's response.

<https://youtu.be/uwSxE9PYEn0>

### Dr. Travis Gayles Impact of Being Called the "n-word" Lasts a Lifetime

The impact of being called the "n-word" stays with the minority child for a lifetime. It's important to have the resources to counter the negativity the word evokes and the people to uplift and to stop the child from internalizing the insult. This is County Health Officer Travis Gayles' response.

<https://youtu.be/Z9XgCsFAsRY>

### Chil Kong How to Prepare Your Children for Racism

How do you prepare your children to deal with racism? And at what age do you talk to them about it? A playground incident spurred Adventure Theatre MTC Artistic Director Chil Kong to have the talk when his son was four years old.

<https://youtu.be/LcFH4e2ZlJA>



### **Leon Seemann Hiding One's Kippah Under a Hat to Fit In**

Fitting in can be an issue for children and adults who choose to respect their religion by the clothes or the head coverings they wear. As part of the campaign for racial equity in Montgomery County, Maryland, MCM invited residents to describe a racial experience and share how it affected them. This is Leon's response.

<https://youtu.be/0XfO0SLOIBw>

### **Carson Henry The small things count too.**

It's easy to ignore some events involving people of color, according to YMCA of Greater Washington Association Executive Carson Henry. We do so, he adds, to the detriment of everyone. Henry shares how ignoring different reactions can be if events involve a different part of town, and a different set of people can only be ignored to the detriment of all.

[https://youtu.be/\\_jghqYYmYR4](https://youtu.be/_jghqYYmYR4)

### **Karla Silvestre Derogatory References to a Person are Hurtful**

No matter what the term, if it's a derogatory reference to a person, it is hurtful.

This is Karla Silvestre's response.

Silvestre is the Director of Community Engagement at Montgomery College.

<https://youtu.be/UMYif98SxHk>

## **Small Business Network (SBN) Helps Businesses Cope**

MCM adapted our Small Business Network monthly program to help the small business community during these impactful days. The focus of these programs included topics such gaining access Paycheck Protection Program, managing employees during Covid 19 lockdown, and planning for reopening. These programs featured experts who answered FAQ's, and provided resources for small business owners to tap into for help. Three episodes were produced in Spanish and specifically addressed the needs of the Spanish speaking business community. These shows were sponsored, in part, by the Montgomery County Economic Development Corporation.

- **SBN Special Edition: How to Manage Your Paycheck Protection Program (PPP) Loan June 2020**

<https://youtu.be/f4hEYKYLkv8>



- **Why Black Businesses Matter February 2021**

Bola Audena, Tony Parchment, and C. Marie Taylor join Kelly Leonard for MyMCM's February episode of Small Business Network at Home.

<https://youtu.be/KF3Ly5U2tA4>

- **Small Business Road to Economic Recovery Part I November 2020**

Marilyn Balcombe and Georgette "Gigi" Godwin join Kelly Leonard for Montgomery Community Media's November episode of Small Business Network at Home. The series of monthly sessions facilitated by Leonard address topics of interest to small business owners in Montgomery County.

Marilyn Balcombe is the president and CEO of the Gaithersburg-Germantown Chamber of Commerce.

Georgette "Gigi" Godwin serves as president and CEO of the Montgomery County Chamber of Commerce.

<https://youtu.be/ODc1b9Wv5ws>

- ***"Small Business Road to Economic Recovery, Part 2." December 2020***

Anna Behnam, Jane Redicker, and Ken White join Kelly Leonard for MyMCM's December episode of Small Business Network at Home. The series of monthly sessions facilitated by Leonard address topics of interest to small business owners in Montgomery County.

Anna Behnam is the Chair for the Greater Bethesda Chamber of Commerce.

Jane Redicker serves as President and CEO of the Greater Silver Spring Chamber of Commerce.

Ken White is the Board Chairman for the Maryland Black Chamber of Commerce.

[https://youtu.be/QV\\_-raZPxEO](https://youtu.be/QV_-raZPxEO)

- ***Masterminds, Business Coaching and So Much More September 2020***

Sylvia Henderson and Wendy Swire joined Kelly Leonard for Montgomery Community Media's September episode of Small Business Network at Home. The series of monthly sessions facilitated by Leonard addresses topics of interest to small business owners in Montgomery County.

Sylvia Henderson is the CEO and co-founder of MindTeam Solutions.

Wendy Swire is the principal at Swire Solutions.

<https://youtu.be/PRH5GfCHnR4>

- ***Marketing to Corporate America in 2021 January 2021***

Tracey Edwards, Julia Hodge, and Jon Suber join Kelly Leonard for MyMCM's January episode of Small Business Network at Home. Tracey Edwards is a Senior Supplier Diversity Specialist at WSSC Water.

Julia Hodge is Vice President for Supply Chain Management with the Metropolitan Airports Authority. Jon Suber is Manager of Supplier Diversity and Development at Freddie Mac.

<https://youtu.be/hVVihJnxgbg>

- ***Successful Marketing in a Recovering Economy September 2020***

Laura Varner-Norman and Sherron Washington joined Kelly Leonard for Montgomery Community Media's August episode of Small Business Network at Home.

Laura Varner-Norman is the Vice President of Sales and Multicultural/LGBT initiatives at iHeartMedia. She is a marketing professional with over 20 years of experience in digital, radio, event and television integrated marketing; as well as campaign development for corporate partnerships.

Sherron Washington, M.A. is the founder and CEO of the P3 Solution marketing and communications firm located in Silver Spring. P3 Solution specializes in providing simple strategy, design and social media marketing solutions for small businesses.

<https://youtu.be/QgH0QjfrtvI>

- ***Maryland Commerce Secretary Kelly Schulz and MCEDC CEO Ben Wu June 2020***

Maryland Commerce Secretary Kelly Schultz and Montgomery County Economic Development Corporations's President and CEO Ben Wu joined Kelly Leonard for Montgomery Community Media's third episode of Small Business Network At Home

<https://youtu.be/Ld99zn4CAmI>

- ***Reviving Your Business Pitch in a New Economy July 2020***

The panel included Jamie Ratner, Arthur Toole, and Tien Wong.

Jamie Ratner is the founder and CEO of Cerfifikid, a website that provides family-friendly deals on experiences, products, and services. Arthur Toole is the co-founder and CEO of Meg Relief, a product that provides joint and muscle relief without drugs. Tien Wong is CEO of Opus 8 Inc, a Chevy Chase private investment and advisory firm. He is also the founder and host of The Big Idea CONNECTpreneur Forum which is a community of over 12,000 CESs, investors, entrepreneurs, venture capitalists, angels, and business leaders in the Mid-Atlantic Region.

<https://youtu.be/J1bXfNGcBBs>

- ***Hiring and Retaining Top Talent in a Covid World. October 2020***

Ellen Grealish is FlexProfessionals co-founder and partner.

Stacey Jungreis is a Human Resources consultant.

<https://youtu.be/KjdQ0sa1tVA>

- ***Small Business Network Features Montgomery County Councilmember Andrew Friedson May 2020 (The premiere of SBN at Home)***

Montgomery County Councilmember Andrew Friedson joined Kelly Leonard for Montgomery Community Media's first Small Business Network At Home edition.

<https://youtu.be/ZHmiul71h5M>



#SBN  
Small Business Network Features Montgomery County Councilmember Andrew Friedson

## ***SBN en Español***

Full Playlist: 3 new episodes

[https://www.youtube.com/playlist?list=PLHhZeHpemi3xOrJf\\_I-Bz2yEG0AYQYmKQ](https://www.youtube.com/playlist?list=PLHhZeHpemi3xOrJf_I-Bz2yEG0AYQYmKQ)



- ***SBN en Español - Episodio # 1 Recursos***

Este es el primer episodio de Small Business Network en Español donde hablamos de los recursos disponibles para los pequeños empresarios en el condado de Montgomery durante la pandemia Covid-19. Invitados: Concejal Nancy Navarro, Daniel Parra y Martha Jimenez

<https://youtu.be/LYWLXy-0Ses>

- ***SBN en Español - Programa de Protección de Pago de Nómina***

En el segundo episodio de SBN en Español se habla sobre el Programa de Protección de Pago de Nómina que en estos tiempos de crisis para los pequeños empresarios, provocado por la pandemia Covid-19, ha resultado en lograr mantener su personal y salvar sus empresas.

[https://youtu.be/\\_hri8EJSIU](https://youtu.be/_hri8EJSIU)

- ***SBN en Español - Episodio # 3: Recursos e Historias de Empresarios Locales***

En el Episodio # 3 de SBN en Español, Daniel Parra Director de Diversidad e Inclusión de la Corporación para el Desarrollo Económico del Condado de Montgomery, detalla los recursos disponibles para pequeñas y medianas empresas durante la crisis, y presentamos dos historias de empresarios hispanos del condado que han logrado transformar sus negocios para salir adelante.

[https://youtu.be/WK\\_2uwl749Y](https://youtu.be/WK_2uwl749Y)

## **Studio 501c3 Helps Nonprofits Communicate**

MCM's Studio 501c3 is a weekly program that highlights the work and missions of county nonprofit organizations. This collaborative program, hosted by Nonprofit Village Executive Director Kim Jones, helps nonprofits reach the people they serve and provide vital information to the public about resources that can help. During the Covid 19 crisis, this show has been especially important for both the organizations and the public.



Studio 501c3 Full playlist:

47 episodes since its debut in December 2019 and switched to virtual in April without missing a beat.

<https://www.youtube.com/playlist?list=PLHhZeHpemi3xSdo4ckJ0gzEomsSSdq3Nk>

Studio 501c3 EP 14 **Manna Food Center** April 2020 (first virtual on food insecurity in pandemic)

Manna Food Center is a grassroots nonprofit, founded by the community, according to Executive Director Jackie DeCarlo. On this episode of Studio 501c3, DeCarlo and show host Kim Jones discuss what the food center does for the community in times of crisis.



### **Full List of Shows/Nonprofits**

Studio 501c3: Circle of Rights Providing Stroke Education and Prevention

Studio 501c3: Silver Spring Village Neighbors Helping Neighbors Safely Age in Place

Studio 501c3: NAMI Montgomery County

Studio 501c3: Crittenton Services of Greater Washington

Studio 501c3: Comfort Cases Changing Lives of Foster Children

Studio 501c3: Community Health and Empowerment through Education and Research (CHEER)

Studio 501c3: Vikara Village Building Resilient Youth

Studio 501c3: Montgomery County Food Council

Studio 501c3: SciTech2u (Episode 39)

Studio 501c3: National Center for Children and Families (Episode 42)

Studio 501c3: YMCA Youth and Family Services (Episode 41)

Studio 501c3: Girls on the Run Montgomery County (Episode 36)

Studio 501c3: Empowering the Ages (Episode 38)

Studio 501c3 EP 35 Nourish Now

Studio 501c3 EP 33 Shepherd's Table

Studio 501c3 EP 32 Bender Jewish Community Center

Studio 501c3 EP 31 Montgomery County Collaboration Council

Studio 501c3 EP30 Women Who Care Ministries

Studio 501c3 EP29 Montgomery Coalition for Adult English Literacy (MCAEL)

Studio 501c3 EP 28 Court Watch Montgomery

Studio 501c3: EP 27 Proyecto Salud

Studio 501c3 EP 23 The Arc Montgomery County

Studio 501c3 EP 25 Montgomery Housing Partnership

Studio 501c3: Arts On The Block (episode 24)

Studio 501c3 Ep 22 Montgomery Community Media

Studio 501c3 EP 20 Madison House for Autism

Studio 501c3 EP 21 Imagination Stage

Studio 501c3 EP 19 LCMC (Literacy Council of Montgomery County)  
Studio 501c3 EP 18 Caring Matters  
Studio 501c3 EP 17 Community Reach  
Studio 501c3 EP 16 George B. Thomas Saturday School  
Studio 501c3 EP 15 Interfaith Works  
Studio 501c3 EP 14 Manna Food Center  
Studio 501c3 EP 13 One Montgomery Green  
Studio 501c3 EP 12 Rebuilding Together Montgomery  
Studio 501c3 EP 11 Maryland Black Business Chamber of Commerce  
501c3 EP10 New Orchestra of Washington  
501c3 EP 9 Passion for Learning  
Studio 501c3 Ep 8 Identity, Inc.  
Studio 501c3 Ep 7 Montgomery History  
Studio 501c3 Ep 6 ClancyWorks Dance Company  
Studio 501c3 Ep 5 Montgomery County Coalition for the Homeless (MCCH)  
Studio 501c3 EP 4 Community Bridges  
Studio 501c3: EP 3 Asian American LEAD  
Studio 501c3: EP 2 Empowered Women International  
Studio 501c3: EP 1 EveryMind Making Your Mental Wellness Our Mission

## **Full Local Election Coverage**

Elections were part of the many impactful events of 2020. While presidential politics dominated the headlines, MCM focused on keeping local voters informed and engaged while providing vital information about the Covid 19 adapted voter process. MCM provided a comprehensive playlist of local candidate statements to give viewers the information they needed to make informed decisions. Voters shared their views and concerns about issues and the future of our county with their communities through MCM coverage.

### **Candidates Statements Primary and General: 30 videos**

Full Playlists:

<https://www.youtube.com/playlist?list=PLHhZeHpemi3wLrRs5jEdIP6bVXE7-imw>

<https://www.youtube.com/playlist?list=PLHhZeHpemi3zXLQY16HcYwXDIKCN983HW>

### **Election Day 2020 19 videos**

English and Spanish coverage

Full Playlist:

<https://www.youtube.com/playlist?list=PLHhZeHpemi3xQzsW8PScHUqZgle3pa3Jx>



### Election 2020 News 71 Videos

English and Spanish

Full play list:

<https://www.youtube.com/playlist?list=PLHhZeHpemi3zXLQY16HcYwXDIKCN983HW>

Topics include early voting, sample ballots, ballot boxes and senior registration among many others



### Election 2020 Voter Voices 17 videos

English and Spanish

<https://www.youtube.com/playlist?list=PLHhZeHpemi3xefizncf8-fwUdYep0rSw2>

Residents share their election experiences. Includes registering, what influenced their vote and their experiences casting their ballot.

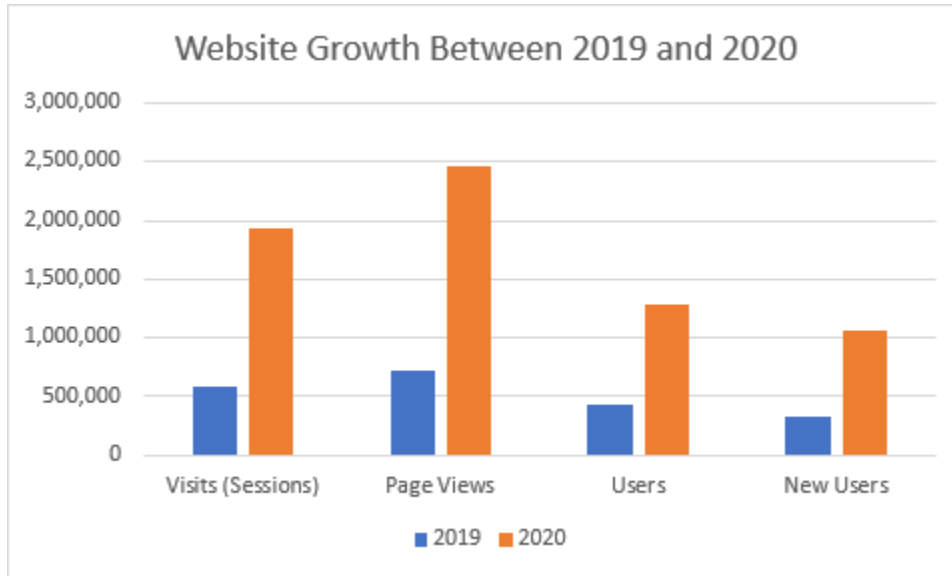


## MyMCM Growth 2019 to 2020

The year 2020 brought significant increase in the MyMCM audience. The growth on three platforms—website, Facebook, and YouTube--between 2019 and 2020 deserves a closer look.

### Website

We use Google Analytics to track numerous metrics, including sessions (visits), page views, users and new users. The graph below shows the growth between 2019 and 2020.



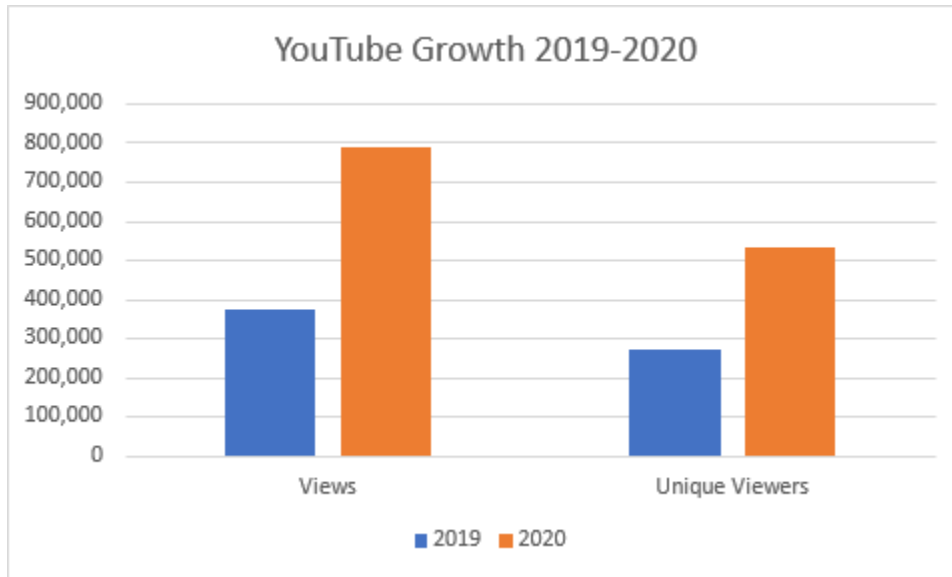
The percentage growth in the four metrics ranges from 203 to 243 percent as shown below.

|                  | Visits (Sessions) | Page Views | Users     | New Users |
|------------------|-------------------|------------|-----------|-----------|
| 2019             | 576,183           | 716,759    | 424,271   | 332,279   |
| 2020             | 1,933,149         | 2,458,388  | 1,284,034 | 1,054,563 |
| Increase         | 1,356,966         | 1,741,629  | 859,763   | 722,284   |
| Percent Increase | 236%              | 243%       | 203%      | 217%      |

## MyMCM Growth 2019 to 2020

### YouTube

YouTube provides extensive analytics. For the purposes of examining growth, this report looks at video views, watch time, new subscribers, impressions, and unique viewers.

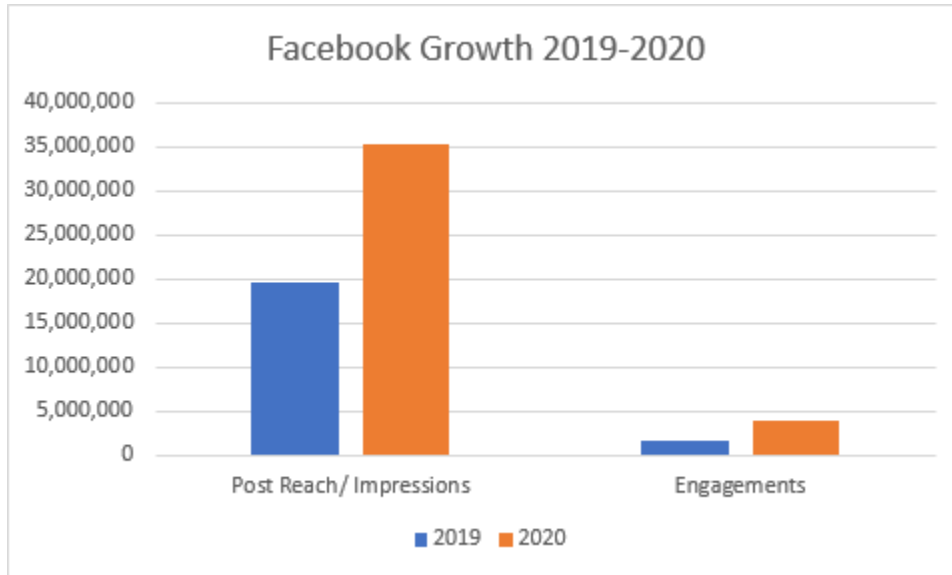


The percentage growth in the five metrics ranges from 91 to 145 percent as shown below.

|                  | Views   | Watch time (hours) | Increase in Subscribers | Impressions | Unique Viewers |
|------------------|---------|--------------------|-------------------------|-------------|----------------|
| 2019 Total       | 373,855 | 9,391              | 594                     | 3,528,000   | 272,000        |
| 2020 Total       | 787,651 | 19,633             | 1,454                   | 6,756,000   | 531,900        |
| Increase         | 413,796 | 10,242             | 860                     | 3,228,000   | 259,900        |
| Percent Increase | 111%    | 109%               | 145%                    | 91%         | 96%            |

## MyMCM Growth 2019 to 2020

Facebook continues to be the MyMCM platform with the largest following. To appreciate the growth in 2020, this report looks at the number likes, engagements, and impressions or post reach.



The percentage growth in the three metrics ranges from 13 to 129 percent as shown below.

| Year             | Post Reach or Impressions | Engagements | Likes  |
|------------------|---------------------------|-------------|--------|
| 2019             | 19,672,448                | 1,724,887   | 39,451 |
| 2020             | 35,362,442                | 3,949,529   | 44,677 |
| Increase         | 15,689,994                | 2,224,642   | 5,226  |
| Percent Increase | 80%                       | 129%        | 13%    |