



MONTGOMERY
COMMUNITY MEDIA

April 11, 2023

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

Dear Council President Glass and Council Members:

I am honored to speak to you this evening as the CEO of Montgomery Community Media, the organization that sparked my passion for connecting people through media over 15 years ago. MCM is Montgomery County's nonprofit public access organization, that provides media education and equipment to residents, businesses, and nonprofits, while distributing reliable Montgomery County news every single day.

We manage 3 public access cable channels and multiple social media platforms, creating opportunities for content producers, students, artists, and Montgomery County's future journalism and broadcast communications workforce.

Last year we reopened our renovated offices and studios in Rockville, welcoming back our dedicated volunteers to produce programs in person. Our Silver Spring Media Lab and podcast studio is thriving as we provide learning opportunities for senior citizens and SSL hours for high schoolers that lead the training. At MCM's Party with a Purpose, we honored servant-leader heroes of Montgomery County, and raised money to provide training to low-to moderate income families. And during an extremely challenging time in our country and county, our small, but mighty team, managed to win 6 Emmys for our Spanish-language programming and the prestigious Community Service Award, for a grand total of 7 Emmys.

While we are extremely proud of our successes, we are not yet ready to rest on our laurels. Now, more than ever, we are hyper-focused on the future and sustainability of MCM. As cable revenues decline, we must be creative and experimental in our funding approach because we have more work to do. As the landscape of media continues to rapidly change, MCM will continue to pivot and rise to the occasion; seeking partnership opportunities produce programming, like our local election coverage and social-issue oriented content such as our programming addressing the current Fentanyl crisis.

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7548 Standish Place · Rockville, MD 20855 · Phone 301.424.1730 Fax 301.294.7476

services of Montgomery Community Television, Inc.

We are committed to deepening our understanding of the critical issues of the county while we manage our public platforms. Our entire leadership team and staff continues undergo required training in diversity, equity, inclusion, and accessibility, LGBTQ+ matters, unconscious bias, microaggressions, and cultural competency, to make sure we are educated and prepared to serve the public.

MCM is proud of the role we play in this community as a reliable source for local news, community-created content, and training the future journalists of Montgomery County.

Our work is important because our community is important. We deeply appreciate your continued support of MCM's mission, and your commitment to ensuring this amazing, diverse, community continues to have a voice.

Thank you,

Jasmine N. White

Chief Executive Officer
Montgomery Community Media
7548 Standish Place
Rockville, MD 20855
mymcmedia.org