



Montgomery Community Media, the County's award-winning community media center and the region's largest public access station, proudly serves the 1+ million residents of Montgomery County through content distribution, educational training, economic development, nonprofit partnerships and collaborations, and production services. We foster and sustain programming reflects and promotes the diverse communities that comprise the mosaic that is Montgomery County.

We are community connectors bringing together individuals and neighborhoods, chambers of commerce and local businesses, and nonprofit organizations to work together as partners in our County.

**Mission:** MCM creates and delivers unique media content that educates, entertains, informs and inspires those who live and work in Montgomery County.

**Vision:** Become the preeminent resource for all people who live, learn, work and play in Montgomery County to create and access media content that enhances our community.

### **MCM's Community Impact**

- MCM received the "Overall Excellence" national awards from Alliance for Community Media in 2016, 2013, and 2012.
- Partnership with the Arts and Humanities Council of Montgomery County to promote events through Culture Spotlight and broadcast of arts programming.
- Broadcast of sports events including the Washington Spirit.
- Monthly Small Business Network events connect small businesses through networking and educational programming.
- Annual conferences include the International Trade Forum, Small Business Day and the Josiah Henson Leadership Conference – livestream and broadcast.
- "A Day in the Life" of Montgomery County connects our community through a single day of photo/video sharing logged over 1,100 photos in 2016.
- 900 active volunteers annually complete 600+ projects and provide over 14,000 hours of on-air content in nearly a dozen languages.
- MCM training in production, editing, and youth multimedia classes annually reach over 1,000 students – ages 16 and up – to support the community in creating content to share.
- Volunteer bloggers cover topics of interest to the community including psychology, the culinary arts, interior design, public policy, and creative writing.

### **MCM Media Reach**

- MCM broadcast channels – 19, 21, and HD 995 – reach nearly 873,000 viewers in over 351,000 cable TV households.
- MCM's website, [www.mymcmedia.org](http://www.mymcmedia.org), offers hyperlocal news stories and information for 952,000 web visitors, with 2,980,022 annual page views.
- MCM's social media reach includes an electronic newsletter database of over 35,000 readers; Facebook we have 21,000<sup>+</sup> friends, and over 505,000 video views on YouTube.