

Montgomery Community Media
www.mymcmedia.org
Request for Proposals (RFP)
Legal and Financial Consultant

RFP Release Date: August 5, 2026
Proposal Deadline – August 31, 2026

1. Introduction

Montgomery Community Media (MCM) seeks proposals from qualified consulting firms or independent consultants to provide financial, legal, and regulatory analysis supporting MCM's strategic planning initiative.

MCM is Montgomery County's nonprofit community media organization, providing local journalism, public access television, media training and career development.

This work will be conducted concurrently with MCM's strategic planning process.

This project is funded through the Montgomery County FY26 Nonprofit Strategic Planning Grant Program.

2. Project Objective

Engage an experienced consultant to evaluate the legal, financial, and regulatory environment affecting community media and provide actionable recommendations that strengthen long-term sustainability, revenue diversification, and organizational resilience.

3. Scope of Work

- Complete Community Media landscape assessment that includes:
 - Funding trends
 - Legal and regulatory issues affecting PEG organizations
 - Consolidation models, and
 - Impact of communications laws, reductions in federal public media funding and other support, and declining cable franchise revenues
- Propose recommendations for revenue diversification and risk mitigation to support a sustainable community media system in Montgomery County
- Coordinate with MCM's Strategic Planning Consultant

4. Deliverables

- Project Work Plan and Timeline
- Revenue Diversification Recommendations
- Participate in at least one strategic planning session
- Community Media Landscape Assessment: Conduct an environmental scan including public media funding trends, cable franchise revenue declines, technology, regulation, community needs
- Share findings throughout the engagement to support the final strategic plan
- Presentation of findings to MCM leadership

5. Consultant Qualifications

- Expertise in telecommunications policy, media law, or related disciplines.
- Experience with Public, Educational, and Government (PEG) organizations or comparable community media organizations.
- Knowledge of cable franchise funding, and public media funding structures.
- Knowledge of the PEG media ecosystem, including governance models, public access operations, local government relationships, and challenges facing community media.
- Experience conducting sustainability or revenue diversification studies.
- Experience presenting to executive leadership and governing boards.
- Access to expertise in legal, regulatory and financial analysis. Proposals may be submitted by one firm or a multidisciplinary team.

6. Proposal Requirements

- Cover Letter
- Firm Overview
- Relevant Experience, Key Personnel and Resumes
- Description of Proposed Methodology
- Proposed Workplan (Two-Three-Month Timeline)
- Three References
- Proposed Fee Schedule

7. Evaluation Criteria

- Relevant Legal and Financial Consulting Experience – 20%
- Experience with PEG and Community Media Organizations – 20%
- Proposed Methodology and Project Approach – 20%
- Qualifications of Project Team – 20%

- Alignment with MCM's Mission and Values* - 10%
- Cost Proposal – 10%

**Alignment with MCM's Mission and Values - Demonstrated understanding of MCM's mission; experience using inclusive, equitable, and accessible practices to engage stakeholders and support community-centered planning.*

MCM may conduct interviews with one or more finalists before making a final selection.

Evaluation Summary

Proposals will be evaluated on relevant strategic planning experience, demonstrated PEG/community media expertise, project methodology, understanding of the project objectives, qualifications of the proposed team, and cost.

8. Anticipated Timeline

- RFP Issued – August 5, 2026
- Questions Due – August 12, 2026
- Responses Posted – August 14, 2026
- Proposal Deadline – August 31, 2026
- Interviews (if necessary) – Early September 2026
- Consultant Selected – Mid to Late September 2026
- Project Begins – October 2026
- Project Completion – TBD

9. Proposal Submission

Jasmine N. White

Chief Executive Officer

Montgomery Community Media

JWhite@mymcmedia.org

Subject Line: COMPANY NAME Legal & Financial Consulting Proposal

10. Questions

Questions regarding this RFP shall be submitted via email to Jasmine N. White by the deadline listed above. Responses to substantive questions will be shared with all known interested proposers.

11. Budget

Maximum budget: \$12,000, inclusive of all costs. The proposal should include all costs associated with completion of the project.

12. Additional Information

Appendix A – Background Information

Montgomery Community Media (MCM) is the county's nonprofit community media organization serving Montgomery County residents through local journalism, public access television, media education, and civic engagement programming.

This engagement informs and runs concurrently with MCM's strategic planning process.

Reservation of Rights

Montgomery Community Media reserves the right to reject any or all proposals, request additional information, negotiate with the selected proposer, waive minor informalities, or cancel this solicitation if it is determined to be in the best interest of the organization.

RFP Process

This process is conducted through a fair and open competitive process consistent with the requirements of the Montgomery County FY26 Nonprofit Strategic Planning Grant Program.

Proposal Checklist

- Cover Letter
- Firm Overview
- Relevant Experience, Project Team and Resumes
- PEG/Community Media Experience
- Project Methodology
- Project Timeline
- Three References
- Cost Proposal (not to exceed \$12,000)
- Disclosure of Conflicts of Interest