mcm
MONTGOMERY COMMUNITY MEDIA

Annual Report
FISCAL YEAR 2026



About MCM

Montgomery Community Media (MCM) is Montgomery County's nonprofit media hub connecting people through storytelling, education, and civic engagement. With studios in Rockville and Silver Spring, MCM empowers residents, nonprofits, and businesses to create, learn, and share their stories.



Mission

Connecting People.

Vision

Inspiring people to live their best lives.

Values

- Be BOLD: Take risks and be open to new ideas.
- Be FLEXIBLE: Embrace change.
- Be INCLUSIVE: Respect all voices.
- Act with INTEGRITY: Be honest and accountable.





FY26 IMPACT SNAPSHOT

- **5,600+ hours of youth media training**
- **1,837 news stories**
- **248 MCM members engaged**
- **600+ hours of member productions**
- **1,689,064 unique website visits**
- **10,505,061 digital impressions across platforms**
- **573 original MCM content pieces produced**
- **200 hours of original MCM content pieces**
- **17,455 hours of broadcast on cable channels 19 & 21**

Letter from CEO

Transformation begins when we recognize that the future requires more than preserving what we've built. It requires courage to imagine what comes next.

Over 50 years ago, public access television emerged from a commitment to democratizing media, creating opportunities for everyday people and historically underrepresented communities to tell their own stories and participate in public discourse.

For more than 40 years, Montgomery Community Media (MCM) has carried this mission forward with resolve and persistence. But as we operate within a landscape of declining cable revenues, evolving technologies, and changing audience expectations, we must rethink how we deliver services, strengthen our impact, and the most pressing issue of all: sustainability.

But here's the good news - there's much to build upon.

In FY26 we produced more than 1,800 local news stories, reached millions of people across our digital platforms, trained the next generation of storytellers through the Digital Futures Institute, expanded opportunities for emerging journalists and media professionals, and launched several community-centered programs like MoCo Stage Stories and The Pulse, which earned an Emmy nomination in its first year. These accomplishments matter, but truthfully, they are not enough. Despite our progress and achievements, MCM continues to face budgetary challenges. Adapting to this evolving financial reality underscores an important truth: our past successes and accomplishments alone will not secure our future.

Now is the time for us to build what Montgomery County needs MCM to become.

That means thinking bigger about expanding our workforce development programs. Creating pathways for young people and adults to gain the digital, production, journalism, and communications skills that increasingly define today's creative economy. Our Digital Futures Institute is already demonstrating what is possible when media education is connected to real-world experience and opportunity.

It means reimagining how we support community creators. The traditional public-access model will always be part of our history, but today's storytellers are building podcast empires, producing short-form videos, developing YouTube channels, and launching digital businesses. Our responsibility is to meet content creators where they are and give them the tools and community they need to thrive. Initiatives such as our creator-economy workshop are early examples of that evolution.

And it means becoming even more ambitious in strengthening our commitment to local journalism. This community deserves trusted, strong, accessible, independent local reporting. Our responsibility is to ensure that Montgomery County-focused stories reach residents across the platforms they use every day. MCM's digital growth shows that audiences are already finding us well beyond cable television.

We are also entering this next chapter with an opportunity to work with County leadership and community media partners to reconsider how cable funding resources are organized across Montgomery County. The strategic planning work now underway will help us confront declining funding, explore greater collaboration, more coordinated services, stronger partnerships, and diversified revenue. Our goal is to develop a sustainable model that responds to today's realities while preparing for tomorrow's possibilities.

None of this will be easy. Again, transformation rarely is. There will be difficult decisions and work that requires us to stretch beyond what has traditionally defined a public access station. This uncertainty does not mean failure. It can also be an invitation to imagine something better.

So, what's next?

This next chapter will position MCM as a modern community media organization adapting to change - one that develops talent, strengthens local journalism, equips creators, amplifies community voices, builds partnerships, and ensures Montgomery County continues to have a trusted place to tell its own story.

The future of community media will look different, and as its next chapter unfolds, MCM intends to be more than a part of the story. We intend to help shape it.

Stay tuned.



Jasmine N. White

CEO of Montgomery Community Media

Education and Community Engagement



Throughout FY26, Education & Community Engagement expanded opportunities for Montgomery County residents to learn, create, and share their stories. Despite the temporary closure of the Silver Spring Media Lab following January flooding, ECE maintained services through community partnerships and programming at Action Youth Media and MCM's Rockville studios.

THE DIGITAL FUTURES INSTITUTE (DFI)

Through DFI, MCM provided hands-on opportunities in digital storytelling, production, journalism, and media careers. The program included 12 Digital Storytelling Fellows, five Summer RISE students, a high school intern, and four college interns. Journalism interns gained newsroom experience through reporting and multimedia projects, with several moving on to opportunities in professional journalism and graduate study. Communications interns learned about digital media practices and content creation.



HIGHLIGHTS

- Awards: MCM youth and DFI productions received recognition at the Hometown Media Awards, Hispanic International Film Festival, BMore Film Festival, and Documentaries Without Borders International Film Festival.
- Fellowship: After the launch of the DFI fellowship in summer 2025, the FY25 fellows finalized and presented 3 full-length documentary films in September 2025 that highlighted stories of the LGBTQIA+ and BIPOC communities in Montgomery County. The FY26 cohort also worked on 3 projects over the summer to present in fall 2026, also focusing on amplifying the voices of underrepresented local groups.
- DFI: DFI participants produced reels, short-form videos, podcasts, PSAs, and news segments highlighting diverse Montgomery County voices.
- Member Programs: Member-produced programming also expanded, including The Ginny Congo Show and The Talk with James Shuler.
- Workshop: The "How to Make Money on Social Media" workshop introduced participants to content monetization, helping to break down the creator economy for attendees.





FY26 IMPACT

- 5,600+ hours of media training delivered through DFI
- 248 MCM members engaged
- 600+ hours of member productions
- 12 Fellows completed a 12-week intensive BIPOC & LGBTQIA+ Digital Storytelling Fellowship
- 112 hours of engagement in the community
- 175 youth-led productions

> **I will never forget the experience I had. I met new people and enjoyed the overall experience of working with others in a field where you learn different skills, from filming to capturing B-roll. A special thank-you to Julian and Delmar. Thank you so much for the experience. I will definitely carry what I have learned with me for the rest of my life.**
>
> *-Leo Villones*
> *MCPS Summer RISE Student*



Productions, Programming, and News

COMMUNITY STORYTELLING

MCM's Production, News & Public Information, and Education & Community Engagement teams collectively work to inform, engage, and amplify Montgomery County voices. From election coverage to youth podcasts, each department connects residents to news, events, the arts, and much more of what matters to Montgomery County.



HIGHLIGHTS & ACCOMPLISHMENTS

- The Pulse: MCM launched The Pulse, a weekly 30-minute news magazine hosted by Emmy Award-winning journalist Markette Sheppard. Recorded at locations throughout the county, the program highlights the people, issues, and communities shaping Montgomery County. In its first year, The Pulse received an Emmy nomination for Best Public Affairs Program.
- Local News: The News & Public Information team published 1,837+ news pieces, including 247 video news packages, and dozens of social media videos, demonstrating the importance of multimedia journalism. Coverage included education, public safety, local government, jobs, housing, sports, culture, and community issues.
- Civic & Public Information: MCM provided extensive public-service coverage of the 2026 Maryland primary election, including voter information, candidate statements, key races and issues, and election results. The team also produced Primary Election Decision 2026, a one-hour election special hosted by veteran journalist Chris Gordon.
- Original Programming: MCM continued producing programs that celebrate Montgomery County's diverse communities, including Liyt Nights & Drag Duels, The MCM LootBox, MoCo Stage Stories and Black Artists in Montgomery County. The department also supported major civic and cultural events, including the 2026 Dr. Martin Luther King, Jr. Day Tribute & Celebration.

FY26 BY THE NUMBERS

17,455	Hours of Broadcast Programming for MCM Channels 19 and 21
573	Pieces of MCM Video Content
247	Video News Packages
29	News Videos in Spanish



MCM operates Access 19 and Montgomery Channel 21, producing local news and original content that keeps Montgomery County informed and connected. Our coverage spans elections, civic issues, cultural events, and community stories across cable, YouTube, and social media.





DIGITAL REACH

Connecting Montgomery County in the Digital Age

Total Impressions	**10,505,061**
Social Media Followers	**90,838**
FY26 Website Visits	**1,689,064**
FY26 Total Audience Growth	**9.91%**
Engagement Rate Increased	**27.8%**
YouTube Subscribers	**11k+**

> **"You told my story so beautifully. It brought tears to my eyes. I am very grateful."**
>
> *-Ese Sifo*
>
> *Featured in: Bethesda resident becomes first man in Maryland to receive life-changing sickle cell treatment*

The Next Chapter

WHAT'S NEXT

As the future of community media is in constant flux, MCM remains dedicated to connecting residents of Montgomery County with the news, stories, and services that shape their daily lives.

Through the DFI program internships, MCM continues to support the growth of future creators by teaching vital media skills in a fast-changing landscape for storytellers, journalists, and content creators. The DFI Fellowship will host it's next cohort Summer 2027.

In summer 2026, MCM was awarded a $90,464 grant by the Maryland State Arts Council to continue coverage and promotion of the arts and creative community throughout Montgomery County, while advancing several priorities outlined in MCM's 2025–2027 Strategic Plan. MCM's newest arts program, MoCo stage stories, will showcase the world of performance art. A new original recurring open-mic style program, *Studio A Sessions*, will premiere fall 2026.

In addition, MCM received a $75,000 Strategic Planning Grant through the Montgomery County Office of Grants Management's Fiscal Year 2026 Nonprofit Strategic Planning Grant Program. The grant will support a comprehensive strategic planning initiative designed to strengthen MCM's long-term sustainability and position the organization to meet the evolving needs of Montgomery County residents, in addition to capacity building and technical assistance to respond to the decline of cable funding and pursue centralization of services within the Montgomery County cable system.



TESTIMONIALS

"Montgomery Community Media has been an important part of my community involvement since 2009, giving me the training, resources and platform to turn ideas into programming that serves and informs others... I value MCM as a place where community voices are encouraged, supported and given the opportunity to reach a wider audience."

-Sheila Ogilvie, MCM Member

"You did a superb job of telling my story - which I hope can bring strength to others in our community and elsewhere. Do keep posted if there are ways I can be supporting your good work."

-Phil Shapiro

featured in "World's Happiest Liver Transplant Patient"

"Working with Montgomery Community Media has been a meaningful opportunity to share more about Kai Wellness Collective and the work we're doing in our community. I really value the way MCM creates space for local organizations and the people behind them to be seen and connected to the larger Montgomery County community."

-Kai Wellness Collective

"MCM not only gave me the platform to share, but presented my story in a way that was heartfelt, eye-catching, clear, concise, and well-packaged. I added the video onto my website and of course shared it on social media, where it got triple-digit views. I couldn't be more pleased with the outcome, as it allows followers and visitors new to Envisage Candle & Bath Company to learn about me and my brand."

-Maria Richardson of

Envisage Candle & Bath Company

"One of the highlights of the fellowship for me has really been the training sessions...There's a lot that this fellowship has taught me about being a well-rounded multimedia professional."

-Sheridan Lee,

DFI Summer 2026 Fellow

FINANCIAL SNAPSHOT

OVERVIEW

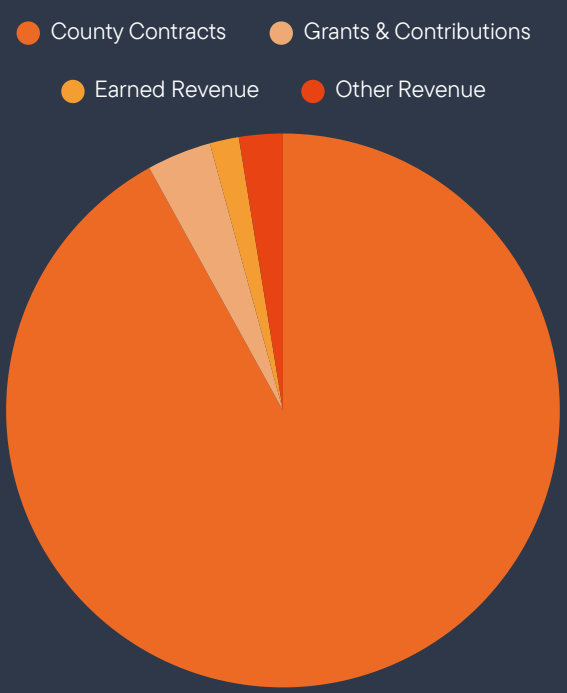
Montgomery Community Media (MCM) ended Fiscal Year 2026 in a stable financial position, supported by disciplined spending and the continued partnership and investment of Montgomery County in community media. While the year closed with an operating deficit, MCM maintained strong overall financial health through prudent management and healthy reserves.

County contracts remain MCM's primary source of funding, providing a strong foundation for operations. At the same time, MCM is broadening its base of support through grants, sponsorships, and production services to strengthen long-term sustainability and build a more diverse and resilient funding base.

As the funding environment for public media evolves, MCM remains focused on innovation, financial stewardship, and expanding access to local storytelling that connects people and strengthens community across Montgomery County.

WHERE OUR FUNDING COMES FROM

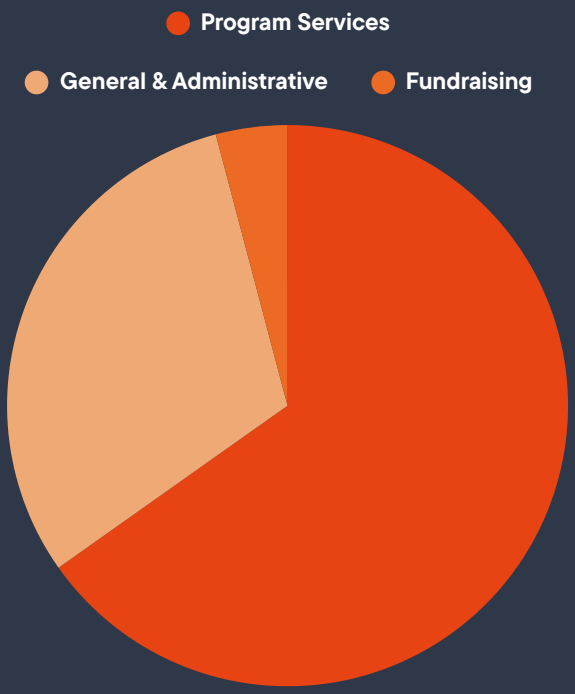
TOTAL REVENUE: **$2,957,069**



County Contracts: $2,719,785 (92%)
Grants and Contributions: $111,387 (3.8%)
Earned Revenue: $50,364 (1.7%)
Other Revenue: 75,533 (2.5%)

HOW WE USE OUR FUNDING

TOTAL EXPENSES: **$3,077,694**



Program Services $2,006,738 (65.2%)
General & Administrative: $944,145 (30.7%)
Fundraising: $126,811 (4.1%)

FY26 Operating Result
Operating Deficit: ($120,625)
Overall Financial Health: MCM's strong cash reserves and stable net assets continued to provide a solid foundation for operations.

Notes: Figures are drawn from MCM's audited financial statements. Revenue excludes unrealized investment gains. Expenses include depreciation and reflect functional allocations. Full audited financials available upon request.

THANK YOU

MCM BOARD OF DIRECTORS:

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President, Jeffrey Slavin
Vice President, Vernon Ricks
Treasurer, Juanita Farmer
Secretary, Eric Myers
At Large, Carmen Frazier-Holt

Members
Jud Ashman
Dottie Li
Heidi Webb

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Director of Finance & Administration
Nicole Pecora

HR Manager
Gayle Levin

Executive Assistant
Melissa Lamaze-Anthony

Administrative Assistant
Gina Wheeler

Development & Communications
Marketing Coordinator
Olivia Goldstein

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Danielle Ricks

Media Education Production Manager
Delmar Patterson

ECE Multimedia Production & Community Engagement Coordinator
Julian Lee

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Yen-Ming Chen
Isaiah Decruise
Lealin Queen

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Executive Producer
Fran Murphy

Reporter
Maryam Shahzad

Technical & Networking
Director of Operations
Michael Walsh

Programming and Scheduling
Paul Likos

Production and Creative Services
Production and Studios Manager Bryan Washington

Videographer/Editor
Andrew Vu Nguyen

Studio Supervisor
Jimmy Albert

Post-Production Coordinator
Robert Kanner

Production Coordinator
Jacob Ehlers

Video Editor at Montgomery County Govt
Roberto Martinez

Digital Content Coordinator
Asyja Byers

Production Team
Jaclyn Shin
Andrew Rouff (Part-time)
Chloe Johnson (Part-time)
Halhan Kringer Olouho (Part-time)
Jeffrey Kahn (Part-time)
Joseph Bozzonetti (Part-time)
Kinsey Gibb (Part-time)

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SCAN HERE

