



**For Immediate Release**

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**LOCAL PUBLIC MEDIA VENTURE NOW ON-LINE**

**Oviedo-based Non-profit Turns Its Microphones on Central Florida Issues and Voices**

The recession's impact on two black-owned Seminole County businesses, senior citizens having words with children and one Orlando organization's efforts to keep up with new media are the key topics of the inaugural edition of *Central Florida Matters*, a locally-produced program of **Carroll McKenney Foundation for Public Media, Inc. (CMF)**.

Now available on the CMF web site <http://cmfmedia.org> the insightful programs can be enjoyed in a 49-minute full-length program or in individual short audio features, on-line via on-demand audio streaming and downloadable audio podcasts.

In this inaugural posting of *Central Florida Matters*, these local issues and voices are featured:

**Coping with the Economy in Seminole County: The Recession's Impact on Local Black-Owned Businesses.** Through the voices of Paul Royal, a Winter Springs patent agent, and Lincoln Salmon, an Oviedo insurance agency owner, you'll hear how they're coping with the recession's impact on their businesses and the role ethnicity plays in their business life. Now available on-line at this link: <http://cmfmedia.org/2009/08/black-owned-businesses/> (length -- 18:42)

**OTTER -- Older Teachers Teaching Early Readers.** Local senior citizens Eleanor Salmanowitz, Jean Dolan and Rita Tepfor are OTTER volunteers in a service developed by the Foster Grandparents Program of Central Florida, in which older volunteers read to pre-kindergarten students in Central Florida. Jane Watkins and Megan Duesterhaus describe the origin and purpose of OTTER. Now available on-line at this link: <http://cmfmedia.org/2009/08/otter/> (length -- 11:14)

**Beyond Broadcast – A Media Mashup.** “Mashing up” technology creates new ways of delivering news and information via on-line, wireless and other electronic media. It also challenges “old media” – like radio, TV and print – to embrace these “new media” opportunities. Hear how one local TV station is confronting new media from comments by WFTV Channel 9's Shawn Bartelt and Bob Jordan. UCF radio and TV professor Tim Brown weighs in on the future of the mashup. And voices from the street chip in with their own perspective of “mashups.” Now available on-line at this link: <http://cmfmedia.org/2009/08/beyond-broadcast/> (length – 8:16)

**Commentary:** CMF Public Media volunteer and founder, Stephen McKenney Steck, comments on why public media matters. Now available on-line at this link: <http://cmfmedia.org/2009/09/commentary-august-27th-2009/> (length – 3:43)

Featured on each segment's Web page are pictures from the interviews, on-line Web links to other sources relative to the feature, longer excerpts from the extended interview with program participants, and transcripts (when available).

Other pages on the CMF site provide additional information about Carroll McKenney Foundation: upcoming programming, history and future plans, governance and budget. While at the site, a visitor can subscribe to the CMF E-Letter and to Issues & Voices – a CMF blog. An on-line contribution opportunity is also available for visitors or listeners wishing to make a tax deductible contribution to non-profit CMF. (More.....)

The next edition of *Central Florida Matters* program is planned for Thursday, September 17, with the individual feature components becoming available for download on Tuesday, September 22.

Anticipated content and features for that program may include a voter issue segment on the upcoming municipal elections in the cities of Oviedo and Altamonte Springs; another "Coping with the Recession in Seminole County" feature about a local food pantry's challenges; and the historical roots of a local community in East Seminole County.

*Central Florida Matters* is the inaugural program of Carroll McKenney Public Media's mission to produce and distribute program content via the Internet, featuring local issues and voices that matter. The program is hosted and produced by Desta L. Horner and Stephen McKenney Steck.

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Carroll McKenney Foundation for Public Media, Inc., is a non-profit, tax exempt 501(c)(3) publicly supported charity. Located in Oviedo, Florida, CMF produces and distributes program content via the Internet, such as downloadable audio podcasts featuring local issues and voices that matter to Central Florida. The state of Florida recognizes CMF as exempt from state sales tax and approved to conduct charitable solicitations.