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For Immediate Release

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ON-LINE PUBLIC MEDIA VENTURE TO LAUNCH
Local Non-profit to Focus on Central Florida Issues and Voices

By late-summer, Central Florida issues and voices that matter will be heard locally and world-wide by anyone with access to the Internet.

Carroll McKenney Foundation for Public Media, Inc. (CMF) is a new Oviedo (FL) based non-profit public charity launching a non-commercial and educational on-line public media program venture. CMF will produce and distribute the programming via the Internet in the form of short audio segments or features, and full length sound-rich audio programs and documentaries all available on-line via on-demand audio streaming and downloadable audio podcasts.

The foundation's board chair, Judy Duda, noted that "CMF's use of the Internet rather than traditional broadcast technology will position CMF to serve those audiences who are increasingly migrating from their exclusive use of broadcast services to a more widely accessible and inclusive Internet medium."

Explaining that CMF's program will be made available free to all users visiting the Web site at www.cmfmedia.org, Duda noted that "CMF's program content will be geographically derived from ever-widening circles in Central Florida with east Seminole County as its initial epicenter."

Initially, the on-line content will be produced under the series title *Central Florida Matters* and, later, *Central Florida: State of our Spirit*. Either series will be of varying lengths shaped by the amount of time necessary to effectively communicate the goal of the series. In short features each series will contain those "issues and voices that matter." Extensive use of on-line video is not contemplated for the foreseeable future.

The CMF board has also discussed a collection of longer term initiatives which include twice-yearly documentaries-- perhaps one on a local historical event and another on the faith-walk of local theology students. Additionally, the board will consider recruiting and developing local high school and college student voices as well as formalizing and funding a metro alliance of independent audio producers to present their work in digital media.

Duda stated that "CMF will purposefully address the seemingly narrower voices, faces, places and issues in our community, best produced by a grass roots public media enterprise like CMF." She said some media practitioners refer to this as "hyper local" or "street level" or "zip code-focused" local programming. CMF programming seeks not to duplicate programming on issues that are being substantially or sustainably addressed in the community by the mainstream local broadcast media.

CMF's subscriber E-Letter and its blog -- *Issues & Voices*, will be among the on-line tools CMF will use to gain user input into shaping programming and growing its audience.

Duda and 13 other Central Florida civic advocates were recruited to serve voluntarily as trustees by long-time Central Florida public media executive Stephen McKenney Steck. (A roster of the board may be viewed on-line by visiting http://cmfmedia.org/pdf/BOT_roster.pdf)

Steck founded this non-profit venture a year after his retirement from the Central Florida public broadcasting stations of WMFE-TV and Radio (Channel 24 and 90.7FM).

Steck served 38 consecutive years as president and CEO of the two stations before retiring in December 2007. He will celebrate 50-years in broadcasting this December, the last 43 of those years were spent in various programming, production, fundraising and management positions in non-commercial public media.

Steck's wife, Desta L. Horner, co-founded CMF. Horner is a retired public high school teacher in Seminole County. Both are native Floridians. Steck is a native of Orlando (FL). They have lived in Oviedo for the past 29 years. Though they have personally funded the initial start up costs of the project, both serve voluntarily and without financial compensation on the CMF board as trustees. Steck has the additional daily responsibility of being CMF's president and CEO. On a pro bono basis, both will serve as producers and reporters with CMF.

Steck said that the CMF board has adopted a vision, mission and goals for CMF which the board believes will lead to a compelling local programming alternative via on-line media. According to Steck, "CMF defines that alternative service as offering local programming regarding issues and voices that matter to Central Floridians."

CMF is a Florida not-for-profit corporation acknowledged by the Internal Revenue Service as an income tax exempt 501(c) (3) publically supported charity. The state of Florida recognizes CMF as exempt from state sales tax and approved to conduct charitable solicitations.

The CMF board has adopted a vision for CMF to become an established, unique and sustained Central Florida public media treasure, respected and utilized for its trusted program content and audio distribution methods and its collaborative relationship with like-minded Central Florida initiatives.

CMF's next board of trustees meeting – which is open to anyone – will be held at the Orlando Museum of Art on Tuesday, September 29, 2009 at 9am. Please subscribe to CMF's E-Letter by visiting www.cmfmedia.org/subscribe.

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Note: additional information about CMF is available in paper form or in digital form. It includes the following

1. Board biographies
2. *Central Florida Matters* Overview
3. Fact sheet
4. FAQ
5. Projected 3-year revenue and expense budget
6. (In digital form only) Pics of Duda, Steck, Horner

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