



For Immediate Release

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Heard in Central Florida

**Presenting More Issues and Voices that Matter in Central Florida --
Another on-line audio portal launched by Carroll McKenney Public Media (CMF)**

Celebrating the excitement of a new year, Carroll McKenney Foundation for Public Media's on-line presence of local programming featuring issues and voices that matter will take another step in its evolution on New Years Day, Friday, January 1, 2010. CMF will launch *Heard in Central Florida* (HCF), presented on-line at <http://cmfmedia.org/> (click on the green and white HCF logo).

The new year will find CMF's Website growing in its purpose as a portal to a variety of spoken-word events heard in Central Florida. The foundation's board chair, Judy Duda, noted that "*Heard in Central Florida* will present audio recordings of local events addressing important – and often little publicized – issues about which listeners may benefit from greater awareness."

Duda said CMF's first step with *Heard in Central Florida* "will be a collaboration with the Seminole County League of Women Voters. CMF recorded their recent *Hot Topics Luncheon* program featuring a local panel of subject matter experts speaking on the subject of 'youth substance abuse' in Seminole County."

"Collaborating together in this manner -- broadens the League's reach while it advances a listener's awareness of this critical subject in Seminole County," said Stephen McKenney Steck, co-founder and president of CMF, a publicly supported local charity governed by local public media advocates.

Deana Schott, president of the Seminole County League of Women Voters added that she found "CMF constantly alert to on-line strategies to extend its public media commitment to issues and voices that matter in Central Florida, particularly with local organizations which have a similar goal. The League and CMF seem to fit that value perfectly!"

In this first collaborative initiative, *Heard in Central Florida* will present a gavel-to-gavel audio recording of five (5) panelists speaking to and answering questions from an audience about Seminole County and its youth substance abuse problem. Hear it on Friday, January 1, 2010 at <http://cmfmedia.org/> (click on the green and white HCF logo).

The panelists are -- The Honorable Nancy Alley, 18th Circuit Court Judge and juvenile advocate; Investigator Todd A. Moderson of the Seminole County Sheriff's Office Intelligence Center; Sgt. Danny Camargo of the Seminole County Sheriff's Gang Suppression Unit; Assistant State Attorney Dawn Courtright from the 18th Circuit Juvenile Division; and Steve Barnes, once a troubled teen in Seminole County and now, as an adult, vice chair of the Seminole Soil and Water Conservation District.

On *Heard in Central Florida*, hear each panelist discuss the various strategies used to deal with Seminole County's youth who are arrested on drug charges. Hear answers to "jail or rehabilitation -- which and why?"

The HCF Website will also contain useful and additional content information besides just the gavel to gavel program...such as bios of each speaker, links to content-related Web sites relevant to each speaker's remarks, pictures of the event, an on-line comment section, and the ability for the listener to email the HCF link anyone who may be interested in the subject matter.

Schott emphasized that “while the on-line series is a *presentation* of CMF Public Media, the panel program is a *production* of the Seminole County League of Women Voters.” In 2010 Schott anticipates that “such a collaboration will result in the gavel-to-gavel audio recording by CMF of more of the League’s *Hot Topic Luncheons* (HTL) and other League programs.”

CMF Board chair Judy Duda encouraged residents of Seminole County stating that “if you know of a local speaking event on an issue you believe is relevant to Central Florida and believe it to be appropriate for this series let us know. Simply click on the ‘contact’ link found on the Website and tell us about it.”

Steck added that such potential events “might include civic club speeches, chambers of commerce luncheon programs, or non-profit organization’s workshop keynote addresses. Our experience is that there are many local subjects being addressed in substantive ways by significant subject matter speakers and usually heard by a small gathering of attendees. And there the message stops.” Steck said *Heard in Central Florida* is created to extend that important issue to a wider on-line audience, “particularly from local organizations that may not have the on-line resources to advance it in this manner.”

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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.

CMF’s Website provides 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. An on-line contribution opportunity is also available for visitors or listeners wishing to make a tax deductible contribution to non-profit CMF.

The state of Florida recognizes CMF as exempt from state sales tax and approved to conduct charitable solicitations.

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