



**Commentary
For
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(Word Count – 464 words)

One year and countless hours of locally produced on-line programming later ...it's time to say "*happy 1st anniversary CMF*" ...and, I might add, "*I think we did it.*" Or, more correctly put... "*We think YOU did it.*" At least by *our* measurement standards.

Those measures are these...you and 56,000 other persons visited the CMF web pages one or more times during the past 12 months. You and they consumed a total of 196,000 pages. Most of the pages held content containing audio podcasts reflecting a number of local issues and voices that matter in Central Florida.

Overwhelmingly, on-line visitors came from the state of Florida though every state in the union was represented as were 64 other countries in the world.

Cities in Central Florida contributed the most visitors. And visitors from 220 other cities throughout the state also visited.

Content-wise, most of you visited the home page... or, you visited specific pages – the most popular of which were related to elections, political candidates, economy, health and social services and community history... and all of it local.

Financially, our meager budget was always in the black... often just barely, though revenue always exceeded expenses. Thank you.

Beyond numbers, our other successes are more abstract though equally as rewarding...

Governance-wise, we have maintained and increased the level of enthusiastic lay participation on our board of trustees. You are responsibly represented by local public media advocates.

Programmatically, we have developed and focused our on-line presentation style, our voices and our production standards.

On the stewardship side, though still limited in breadth, we have made the case for local financial support. Those who cared stepped up, and gave generously.

As we look to our second year there are two major issues we face – generating more publicity and gaining a deeper understanding of our web analytic data to learn more about how you use us. And, it would be wonderful if we could find a mentor-site with characteristics like ours. It's pretty lonely where we trod.

Budget wise, we will work to sustain our first year revenue base as well as expand it. We will apply additional funds to technology and publicity. We intend to grow our use of social media, like FaceBook. Toward the end of our 2nd year, we seek to fund a free-lance producer to help shoulder our workload as well as expand the volume and geographic reach of our on-line content.

In my commentary offered last year, I closed with the pledge that we would not "over promise and under-deliver." We have kept that pledge, and some say -- by comparison to their expectations -- we have even over delivered on many occasions.

Thank you for being here for our first year. Your participation reminds us that *Central Florida Matters!*

This is Stephen McKenney Steck.