



**NEWS RELEASE**  
For Immediate Release

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## **County's Nonprofits Featured in New "Give Locally" Cable Program**

**Westminster, Maryland (December 1, 2009)** – Carroll's nonprofits can now promote their missions year round on local television by taking part in the *Give Locally - Nonprofit Showcase*, a new program created by the Community Media Center of Carroll County. Beginning in December, the program will feature information about individual organizations and their needs.

Since October, the Community Media Center (CMC) has videotaped brief "testimonial" spots by local nonprofits about their organizations and how they have made a difference in the community. The spots will be grouped together into segments. To frame each segment, local guest presenters will highlight the importance of giving within your own community.

The new program replaces the CMC's Annual *Holiday Open House for Nonprofits*, a live 8 hour production that drew nearly 50 organizations from around the county, and ran for a decade. In early 2009, CMC staff members began meeting with representatives from local nonprofit organizations to reorganize and revitalize the holiday event.

"Even though there was a great deal of affection for the Open House as a hallmark of the holidays, the group felt that it was critical in these times to do more," said Marion Ware, the CMC's Executive Director. "We are bringing the Open House into the digital age by making our nonprofits more accessible."

The transition will allow more nonprofits to reach out to more people. The updated format, which replaces the holiday theme with "giving locally," means that there is no limit to the number of spots that can be aired and they can run at different times throughout the year. Additionally, the spots will be available for viewing online at the CMC's website and OurCarroll.com in the nonprofit directory. They will also be provided to each organization to use as they choose.

Nonprofits who missed the December *Give Locally* kickoff can contact the CMC to have their testimonial spots included later in the year. There is no charge for nonprofits to be included in the program. The CMC's Organizational members may elect to have a more comprehensive public service announcement included in lieu of the testimonial spot.

The *Give Locally - Nonprofit Showcase* will air on December 2 and 3 at 8:30 am, 5 pm and 10 pm. Additional dates and times can be found under local channels at [www.cmcmd.tv](http://www.cmcmd.tv).

*Graphic: Give Locally - Nonprofit Showcase Logo*

### **About the Community Media Center**

The Community Media Center is a 501c-3 non-profit organization serving residents and nonprofits of Carroll County, Maryland. We operate the county's Public, Education, and Government Access Center. Our mission is to provide the facilities, equipment, and technical support necessary to allow everyone to affordably access today's dominant communications technologies. Visit [www.cmcmd.tv](http://www.cmcmd.tv) or call 410-386-4415 for information.

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