

DECEMBER 2023

BOWIE COMMUNITY MEDIA CORPORATION

First Six Months Summary Newsletter



As the year draws to a close, we at the Bowie Community Media Corporation want to take a moment to extend our heartfelt wishes for a Happy Holidays and a New Year to our producers.

May this festive season bring you joy, love, and cherished moments with your loved ones. We look forward to another year of collaboration, community building, and sharing the stories that make Bowie such a special place.

Warm regards,

Bowie Community Media Corporation

IN THIS NEWSLETTER

PRESIDENT'S REMARKS

**HIGHLIGHTS FROM THE
PAST SIX MONTHS**

**CITY OF BOWIE
ACTION ITEMS**

**MOVING FORWARD AT
BCMC**

DECEMBER 2023

President's Remarks

By Candi Waller

I would like to express my sincere gratitude to each of you for your grace, patience, and understanding during the Board's transition at the Bowie Community Media Corporation.

Since assuming the role of President on June 1st, it has been an enlightening journey of learning and growth. The initial stages of this transition have been marked by a dedicated effort to begin restructuring and reenergizing our organization by the Board and Bowie TV staff, ensuring that it aligns with the evolving needs of the City of Bowie and community at large.

It is crucial to acknowledge that this is a journey, and meaningful transformations take time. As we navigate this path of revitalization, we want to assure you that your needs and feedback are at the forefront of our efforts. Your involvement is a driving force behind the positive changes we aim to bring to the Bowie Community Media Corporation.

Once again, thank you for your continued patience and support. We are committed to keeping you informed about our progress and look forward to the exciting developments that lie ahead.



CANDI WALLER
PRESIDENT & TREASURER

**We are pleased to take a moment to introduce ourselves
as the Board Officers of BCMC.**

**Together, we have been making significant strides in advancing
the mission of the Bowie Community Media Corporation. The
collective dedication, diverse expertise, and collaborative spirit
that each board member brings to the table have played a pivotal
role in propelling our organization forward. As a team, we have
been working diligently to enhance our programs, services, and
overall impact on the community and our producers.**

The Board Officers



CANDI WALLER

PRESIDENT & TREASURER



PAULA RAMSHACK

VICE PRESIDENT



TERRANCE PITTS

SECRETARY

DECEMBER 2023

We want to extend a thank you to both Wanda Rogers and Rob Powell.

Wanda & Rob, your work has significantly enriched the fabric of Bowie Community Media Corporation. Your commitment to excellence and your passion for community media have been an inspiration to us all.



ROB POWELL



WANDA ROGERS

We also want to highlight Mr. George Wood.

George, your guidance has been instrumental in navigating the complexities of this transition. We appreciate the time and effort you have invested in ensuring a seamless transition for the Bowie Community Media Corporation. Your commitment to programming shows during this period has not gone unnoticed, and we thank you for your dedication to delivering quality content to our community.



GEORGE WOOD

Highlights from the Past Six Months

- Before the transition, the number of paid producers stood at nine, and through various forms of engagement, and outreach, we have seen an incredible increase to thirty paid producers.

This accomplishment reflects the dedication of our existing producers and the positive response from potential new producers in our community. The commitment to creating diverse and engaging content has been instrumental in shaping the vibrant media landscape we are building together. We look to continue driving forward the mission of creativity, passion, and willingness in broadcast television during this transformative journey.

• Please Welcome our Technical Video Editor, Destiny Jackson!

Destiny joined us August 14, 2023, after graduating from Bowie State University with a degree in Visual Communication, and has quickly become an invaluable asset to the team.

Since starting in August, Destiny has demonstrated an unwavering commitment to excellence and has proven to be an integral part of our success. In just a few short months, Destiny has worked with 12 producers, uploaded 131+ shows to the BCMC TV YouTube, with more than 84+ shows sent to programming.

Her dedication and high-quality work reflect her skill and passion for visual storytelling.

Beyond her technical expertise, Destiny has also provided valuable content strategy insights, contributing to the overall enhancement of our television programming and expanding our reach in the digital space. Thank you, Destiny, and again, Welcome!



DESTINY JACKSON

**TECHNICAL VIDEO EDITOR
& ADMINISTRATIVE LEAD**

- **On September 26th, the Board, along with TV Programmer George Wood and Legal Advisor Kasey Edwards, met with the City of Bowie to discuss pertinent topics applicable to the advancement of BCMC/Bowie TV.**

Below is a summary of action items we will be working closely with the City on for the next several months.

- 1. Establish and Finalize Grant Agreement**
- 2. Implement and Test New Television Programming System**
- 3. Continue to work with the City of Bowie in its fiduciary role with BCMC/Bowie TV**
- 4. Updates to BCMC Governing documents to include all in studio and show file submission processes as well as memorializing producer verification process**
- 5. Producer Address Verification Update from the City of Bowie**

These action items are crucial for the smooth progress of our initiatives, and we are committed to addressing them promptly.

- **We want to express our sincere gratitude to Una Cooper, City of Bowie Communications Director, for her recommendation and support in guiding the Bowie Community Media Corporation to join the Alliance for Community Media.**

We are thrilled to be part of a national membership organization that advocates, promotes, and preserves the right to media training, production, distribution, civic engagement, and education. The Alliance's commitment to supporting diverse community voices through Public, Educational, and Government Access channels aligns with our mission at BCMC.

By becoming a member of the Alliance, we are not only connecting with a broader network but also gaining access to valuable resources that will undoubtedly contribute to the growth and success of our organization. This affiliation will open new opportunities for collaboration and learning, and we are excited about the possibilities it brings.

Once again, thank you Una for your recommendation, guidance, and ongoing support. We look forward to the benefits and collaborations that being a part of the Alliance for Community Media will bring to the Bowie Community Media Corporation.

- **The Bowie Community Media Corporation will be updating the website to enhance accessibility and ensure that more of our community can easily access this essential information.**

This update aims to streamline the process and make it even more convenient for viewers to stay informed and watch the shows. As we continue to grow and evolve, viewership is essential to our success.

By improving the accessibility of our channel, we aim to make it easier for everyone in our community to discover and enjoy the content that matters most to them.

- **After discussions with the Board and some of our producers, we will acquire a StreamYard account for the Bowie Community Media Corporation.**

This fantastic tool will open new possibilities for live streaming, collaborations, and enhanced production quality. We are eager to extend this benefit to our growing number of producers, providing you with a user-friendly platform to take your content to the next level.

Whether you are a seasoned producer or just starting, StreamYard offers a range of features that will elevate your productions and make the creation process more seamless. We look forward to seeing the innovative and engaging content that will undoubtedly emerge from this new capability.

- **There is also fantastic news regarding our YouTube presence!**

What started with 2 subscribers in June has now grown to 919 and continues to rise, all thanks to the continued efforts and dedication of our team.

The commitment to utilizing the YouTube platform for the various content our community of producers has to offer has truly paid off, and the traction we have gained is a testament to the quality and diversity of our productions.

This achievement reflects the collective creativity and hard work of each member of BCMC. As we celebrate this milestone, I want to express my gratitude to each producer for your contributions to our YouTube success.

Your content has not only captured the attention of our existing audience but has also attracted new subscribers who appreciate the unique perspectives and stories we share.

Looking ahead, let us continue to build on this momentum. We will continue to encourage new and existing producers to utilize YouTube and include their 2023 and beyond content on the platform.

It is a powerful tool for reaching a wider audience and sharing the incredible work produced by our community, and we will continue to make strides in solidifying a presence on the platform.

DECEMBER 2023

Moving Forward at BCMC

As we forge ahead at the Bowie Community Media Corporation, we are thrilled to share some exciting developments that will further enrich our community and empower our producers.

Moving forward, we are introducing continuous learning and skill development in television broadcasting. We will be offering training sessions on the latest tools and technology to ensure that you have the knowledge and expertise needed to create innovative content. We are also planning show content strategy sessions for producers who may need help with ideas for their shows.

To further promote BCMC/Bowie TV programming, we will be hosting an opportunity for us to come together to meet and greet while recording a 30 second promotion for your show. We want to highlight both you and your content throughout the week on the channel.

In our pursuit of excellence, we aim to bring more consistency to our programming. To support this, we encourage each producer to contribute content for two episodes per month (at least one hour of new content). This not only enhances the variety and frequency of our offerings but also provides you with more opportunities to highlight your creativity and talent. We are committed to providing each producer with the support needed to implement this ask. To better understand the content needs and provide tailored support to producers, we will be scheduling individual meetings with each producer. Your input is invaluable, and these sessions will help us ensure that you have the resources and assistance needed to bring your vision to life.

Our collective focus is on making BCMC the best in Community Access television. Dedication and creativity play a crucial role in achieving this goal, and we are committed to providing the support and resources necessary for your success.

Thank you to the community and the City of Bowie for being an integral part of the Bowie Community Media Corporation. Together, let us make our mark and create outstanding content that reflects the vibrancy of our community. Have a Happy Holidays and a Grand New Year!

Warm regards,

The BCMC Board