MEDIA MIXER

2025
MARCH 25

THROUGH THE LENS

of measurable impact and aspirational opportunity

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with contributions from
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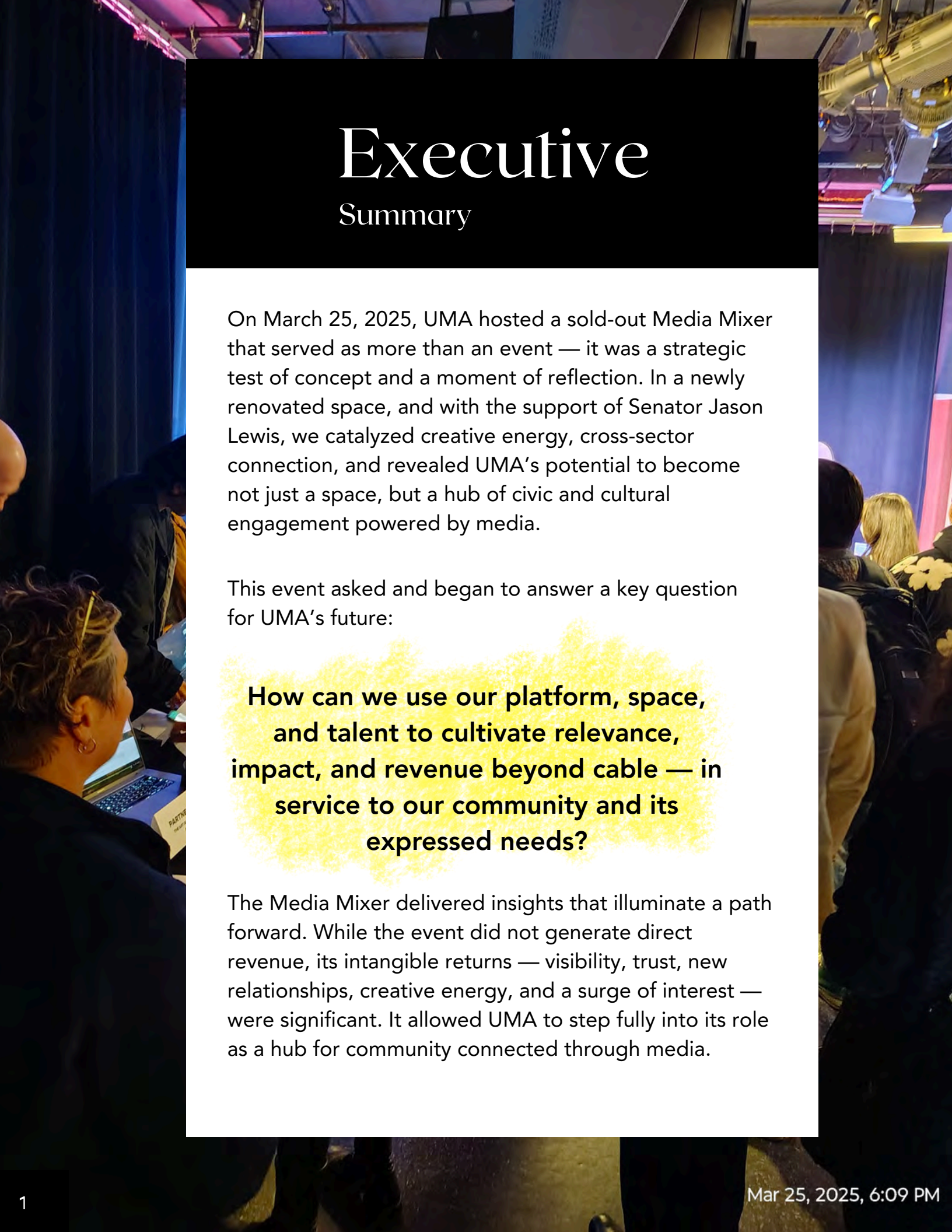
April 14, 2025

UMA



Executive

Summary

On March 25, 2025, UMA hosted a sold-out Media Mixer that served as more than an event — it was a strategic test of concept and a moment of reflection. In a newly renovated space, and with the support of Senator Jason Lewis, we catalyzed creative energy, cross-sector connection, and revealed UMA's potential to become not just a space, but a hub of civic and cultural engagement powered by media.

This event asked and began to answer a key question for UMA's future:

How can we use our platform, space, and talent to cultivate relevance, impact, and revenue beyond cable — in service to our community and its expressed needs?

The Media Mixer delivered insights that illuminate a path forward. While the event did not generate direct revenue, its intangible returns — visibility, trust, new relationships, creative energy, and a surge of interest — were significant. It allowed UMA to step fully into its role as a hub for community connected through media.

Purpose of Report

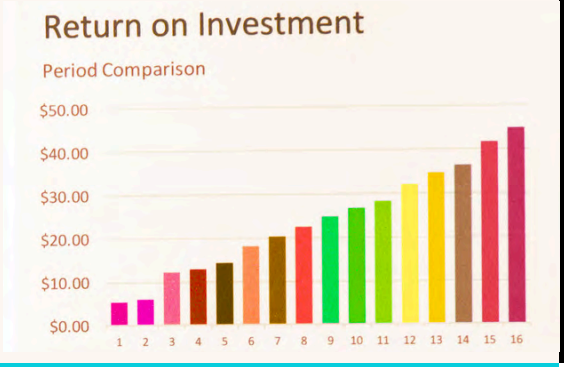
Lens to Future Impact

This report offers three interconnected frames of focus that help UMA identify possible steps for improvement, exploration, and opportunity. These lenses help us understand the event not just as a moment, but a strategic mirror, reflecting UMA's growing capacity and the possibilities ahead.

Three lenses:

- Close-Up - An assessment of the event itself, including immediate outcomes, feedback, and process review
- Wide Lens - What community ecosystem insights can UMA draw on to inform its next strategic steps.
- Depth of Field - Strategic Opportunities – Where UMA can go based on the frames of focus

Informed by these perspectives, we can explore what this means and the next steps that make sense.



Close-Up Part 1

Immediate results

STATS

75 Registrants - Sold out
66 attendees
+16 new to UMA
+1 new member
+1 new board possibility
10 Exhibitors signed up
2 UMA member exhibitors
6 Staff attendees
5 Board attendees

While not a profit generator, the event fulfilled its objectives: it built trust, visibility, and strategic positioning — key ingredients for future revenue and partnership development.

Attendees Response: they loved it!

- 93% of attendees made valuable connections
- 94% said they would attend another UMA event
- Over 90% rated the event as very good or excellent
- Senator Jason Lewis's and high caliber exhibitors participation created added credibility and draw
- Attendees filled out Media Mixer Directory

UMA Gains

- 10+ posts or shares across social media (including the Malden Chamber)
- Press release to be published (Advocate, April 18)
- 28 new social media contacts. Note social media followers skew older
- Increase from 24,000 to 36,432 Web Views March-April
- $280 Food sponsorship
- Brand awareness - UMA seen as connector
- New contacts and partner possibilities
- Directory of media professionals

UMA Investment

- Staff time: Over 100 total hours
- Direct expense: $200
- Immediate revenue: $60
- Food donation: valued at $280

Close up Part 2

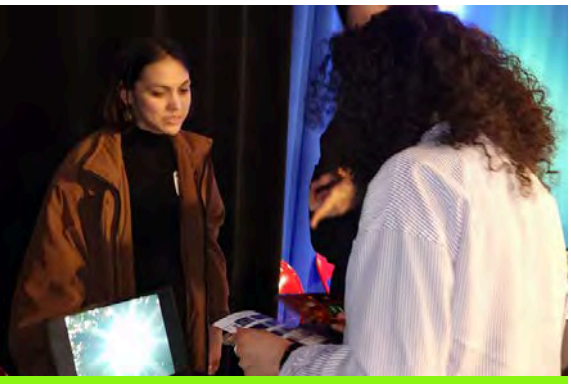
Process Review

What Worked

- Day of set up
- Advance registration and printed flyers
- Visible front-desk welcome team
- Brand alignment
- Senator Lewis as a credibility anchor

What was developed/enhanced

- Event planning template
- Draft of partner vetting steps
- Web analytics account set up



Opportunities for Improvement

- Centralized RSVP and guest tracking
  - Segment board, staff, VIPs, members
- Membership engagement strategy
  - Clear renewal system at check-in
  - Staff/volunteer phone outreach pre-event
- Professional photo/media coverage
  - Build in content capture roles per event
  - Offer studio time or promotion in exchange for pro bono media
- Track qualitative stories (quotes, micro-interviews, social posts)
- Develop and use ROI template for events and programs
- More focus on reporting: social media analytics, web analytics, staff time, event impact, and community engagement

IDEA

Create a standard “Event Measurement & Storytelling Toolkit” for all future UMA events — tying metrics, quotes, and visual documentation into one narrative asset.

Wide Lens

Community Ecosystem Insights

INSIGHTS

UMA's value lies in being both a place and a catalyst—connecting people, platforms, and purpose through media.

What We Heard and Observed

- UMA is seen as a neutral convening space for creativity and civic dialogue
- Attendees crave ongoing, informal connection spaces, and a sense of meaning in what they do
- Strong interest in storytelling projects centering on youth, immigrants, and cross-cultural themes
- Media is not just a tool — it is the medium for modern community-building
- Emerging interest in using journalism and media literacy to engage on civic and cultural levels

Attendee Event Interests

Input from attendee survey

Proposed Partnerships/Programs

- Documentary Training Workshops
- Civic Science Media & Journalism Partnership
- Theater events at UMA
- Solving society problems through arts/media monthly meetup

Depth of Field

Strategic Signposts & Next Steps

Insight/Feedback	Strategic Opportunity	What It Needs
UMA is seen as a hub	Convene cross-disciplinary events like mixer series...	Design plan starting with attendee feedback.
Prominent media organizations want to partner with UMA.	Expand partner projects to media related endeavors beyond current offerings	Time to research, plan and seek funding sources; review past partnership learnings
People are craving purposeful and fun gatherings	Consider use of the UMA space as a revenue generator.	Develop a fee structure for rentals and test
UMA not attracting younger crowd online	Expand and build on UMA and Malden gaming energy.	Support and amplify current gaming projects and seek their advise, contacts
Quality member projects generating excitement and looking to grow	Increase the caliber and quantity of programs that serve the community.	Expand perspectives and services for membership - to give space for growth.
Members and guests seek services, opportunities, beyond cable	Expand services and creative trainings drawing on the attendee talent pool	Curriculum design, scalable mentorship model, funding possibilities
People are excited about local journalism and storytelling	Build and expand Neighborhood View as a storytelling hub and potentially model for other communities.	Strategic plan, vision, and funding for Neighborhood View, incorporating potential to train other media centers.

Action Steps

From Idea to Implementation

CONCLUSION

The Media Mixer was not just an event — it was a signal. UMA is in motion. We're becoming the media-arts connector our community is craving. With deliberate strategy, focused resourcing, and visionary board support, we can now shift from concept to catalyst.

Plan future Networking and Other Events

- Develop plan that implements suggested process and reporting adjustments
- Review surveys for theme ideas
- Revisit Membership messaging strategy
- Establish budget/program

Decide which (if any) strategic opportunities UMA will pursue

- Determine staff investment needed
- Identify funding sources
- Develop plan,
- Design reporting and return on investment structure

Tell the Story

- Publish post-event highlights blog + visual story
- Position UMA as a creative lab for *civic, cultural, and media-driven connection*