



2011

4th Quarter Report

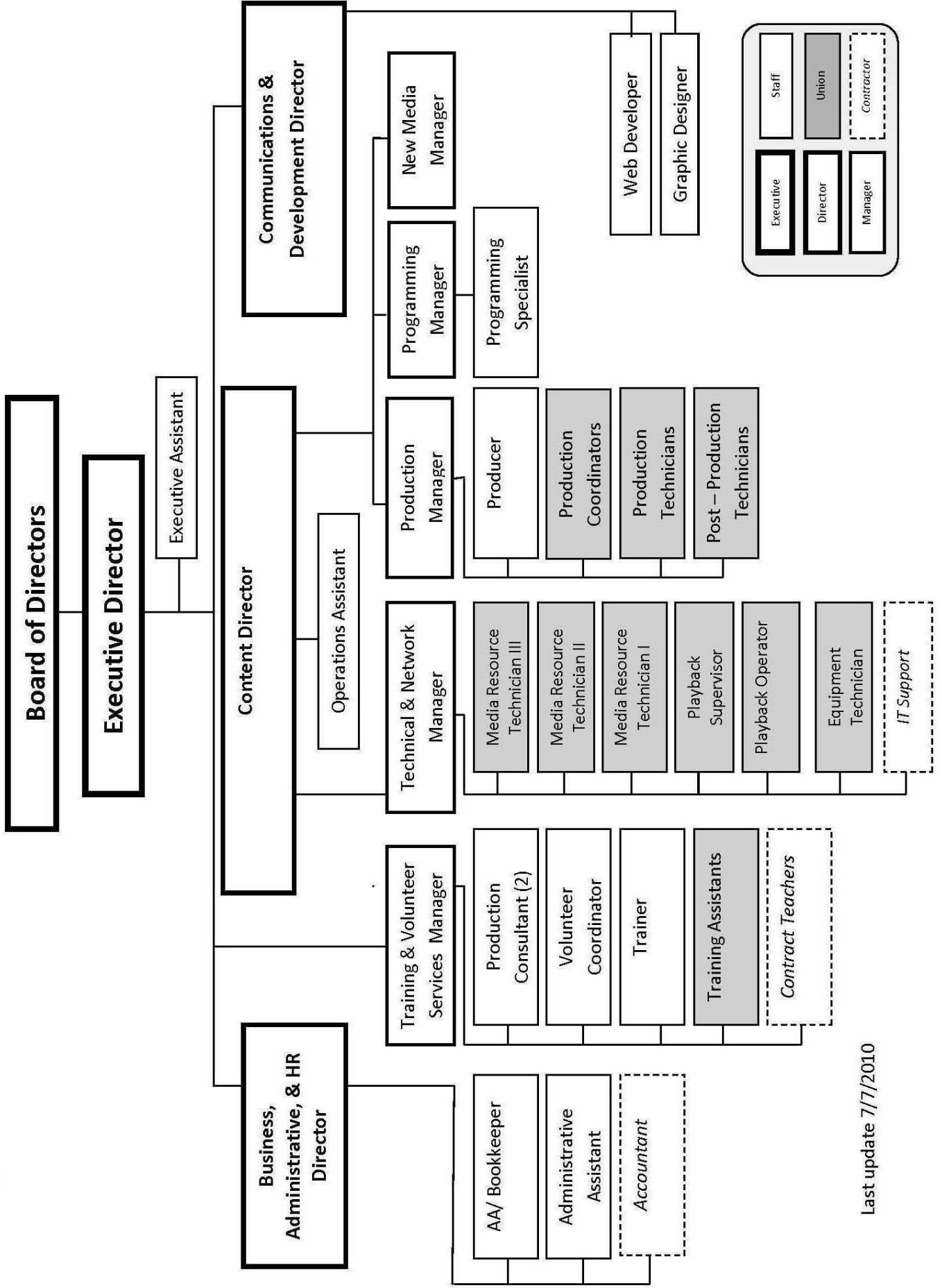
April 1, 2011 – June 30, 2011

a service of
Montgomery
COMMUNITY TELEVISION, INC.

7548 Standish Place
Rockville, MD 20855
301-424-1730

Montgomery Community Television

Organizational Structure



PRODUCTION SERVICES

NEW ON-AIR PROMOS:

In the world of new promos for the station, MCM has produced a variety of new and creative station on-air promos. For Access.19, spots included a metro train going by and dragging along MCM's logo, and a sidewalk scene where the logo gets wiped on by a passing car. Perhaps the most exciting spot was one entitled "Roulette": a very visual spot that highlights the key features of the Access.19 channel, and plans are underway to expand this concept to be a full blow campaign. For the Montgomery Channel, MCM wanted to also create a visual look as well, utilizing a technique called 'tilt-shift' photography. This is a process where the imagery looks as if it is time-lapsed but it also makes everything appear as if it were a miniature size.

In addition, MCM has kept the mission of celebrating diversity by creating promos that salute certain days or months. Examples of this can be seen in our Earth Day Salute, Asian Pacific Month (May) as well as Caribbean Heritage Month (June).

As mentioned in the last quarterly report, "Budget Bites", a series PSAs that asked County residents to let the nine Council members and County Executive know what residents think should be done with impending budget cuts around the county. This were completed and air successfully across the PEG network. Many thanks to Neil Greenberger at CCM for his editorial support on the campaign.

The Montgomery Jobs campaign was started last quarter and completed this quarter. Seven individual PSAs were produced to help people who are unemployed find jobs by providing them with great job finding tips. These spots will run thru the fall, thanks to sponsorships from Holy Cross Hospital and Abt Associates.

MCM expanded its work with Bruce Adam's "Pledge 25" campaign as the official media sponsor by putting together a PSA calling for volunteers to check out their web site and see where residents can go to join in the campaign. MCM has committed to the cause and will be doing much more work with Bruce and his team in the next quarter.

'Do and Go' continues to run smoothly....MCM produces this 30-event information bulletin board every week with the information coming from the Arts and Humanities Council of Montgomery County. In addition, several new "Coming Up Next" spots were created for new community access shows. Other promos included spots for the Valerie Ervin Roast, The Gandhi Brigade Youth Media Festival and the Silver Spring Blues Festival.

Finally, a PSA was produced promoting the World Elder Abuse Association. A tasteful call to action PSA was produced and aired throughout the PEG network.

THINK GREEN:

The face lift for THINK GREEN has been launched and is looking great! New graphics, new music, more professional voice over and a snapper look have all added to the production's on-air appeal.

PRODUCTION SERVICES CONTINUED...

NEW SHOWS:

THE MoCo SHOW is a pilot program hosted by Cheryl Kagan, and the production department got involved in the creation and production of a few other long form programs like the MCOL Special: the Valerie Ervin Roast, which was a one hour fundraiser for the Jubilee Association of Maryland and roast for County Council President Valerie Ervin.

THE GANDHI BRIGADE: JUST US YOUTH MEDIA FESTIVAL!: A half hour program showcasing the work of local youth with a focus on social change. MCM served a prime media partner with the Brigade, helping to promote entries to the competition portion of the festival in addition to creating interest and awareness of the event alongside the final production.

THE GAZETTE HEALTHY CHALLENGE KICK OFF AND FINALE: This is a half-hour program on the 7th Annual Gazette Healthy Challenge competition. The three teams picked this year are from Montgomery, Prince George's and Fairfax counties. The contestants will work together to get healthy through diet and exercise during this 12 week competition. In addition, MCM covered & produced 25 CEO'S YOU NEED TO KNOW: - a half hour program recognizing the region's top movers and shakers at an event hosted by the Gazette of Politics and Business.

This quarter also saw the premiere of the Takoma Park Folk Festival which will air throughout the summer with at least nine episodes.

NEW COUNTY WORK:

The Production Department supplies the County with production personnel every week for various county productions. In addition, MCM produces a 2-minute PEG package for the use in COUNTY REPORT THIS WEEK. MCM production staff continues to support the County in its coverage of the Council, which was very busy with a number of hearings during the FY '12 budget process. In June, the County Department of Recreation asked MCM to put a proposal together and develop ideas for a marketing campaign that would promote all the great activities that Montgomery County residents have at their disposal. The campaign is called, "We Are Montgomery". MCM has high hopes that the proposal will be accepted and production will get underway in July.

AWARDS:

Jon Sullivan received notice that he won a 2011 ACM award for Access Centers/Professional Promo category for his spot on the 2010 Maryland Governor's race. Congratulations Jon!

LIST OF PROGRAMS COMPLETED

PROJECTS COMPLETED AND RELEASED THIS QUARTER			
21 This Week #293	01-Apr-11	0:27:15	Topics: State Budget, County Budget, Charter Schools, Kegasmus
21 This Week Topical Promos	01-Apr-11	0:00:30	Promo's for each 21 This Week Show.
2nd Annual Mid-Atlantic Jazz Fest	06-Apr-11	0:57:38	Part 5 MAJF held at the Rockville Hilton was full 3 days of Jazz.
Do & Go #10	06-Apr-11	0:01:00	Do & Go fun finder. Finding fun in Montgomery County.
Around The County 19	06-Apr-11	0:01:00	Weekly Community Event Calendar on Events in MoCo
Around The County 19	07-Apr-11	0:01:00	Weekly Community Event Calendar on Events in MoCo
Around The County 21	07-Apr-11	0:01:00	Weekly Community Event Calendar on Events in MoCo
Around The County 21	07-Apr-11	0:01:00	Weekly Community Event Calendar on Events in MoCo
Montgomery Channel ON Location	07-Apr-11	0:02:00	Cherry Blossom 2011
County Report	07-Apr-11	0:03:00	Pet (1:00); Cherry Blossom
21 This Week #294	08-Apr-11	0:27:30	Topics: Natural Gas, State Park Projects, UMCP/UMB Merger, Soccer Fields, Alan Gross
21 This Week Topical Promos	08-Apr-11	0:00:30	Promo's for each 21 This Week show.
Artworks This Week	08-Apr-11	0:00:10	Coming Up Next spot.
CASRAM Access	08-Apr-11	0:00:10	Coming Up Next spot.
Earth Day Ch. 21	08-Apr-11	0:00:30	Coming Up Next spot.
Jorge Gestoso Show	08-Apr-11	0:00:10	Coming Up Next spot.
Musica Y Algo Mas	08-Apr-11	0:00:10	Coming Up Next spot.
Songs of Grace	08-Apr-11	0:00:10	Coming Up Next spot.
Today on Self Improvement by Yolanda Gamble	08-Apr-11	0:00:10	Coming Up Next spot.
2nd Annual Mid-Atlantic Jazz Fest	11-Apr-11	0:57:30	Part 6 MAJF held at the Rockville Hilton was full 3 days of Jazz.
Do & Go #11	12-Apr-11	0:01:00	Do & Go fun finder. Finding fun in Montgomery County.
Comedy Showcase Open (w/Disclaimer attached)	14-Apr-11	0:00:30	Promotional Spot
Montgomery Channel ON Location	14-Apr-11	0:02:00	Black Rock Center for the Arts
County Report	14-Apr-11	0:03:00	Pet (1:00) Black Rock Center for the Arts
Musical Showcase Open	14-Apr-11	0:00:15	Promotional Spot
Rockville Tagline Promo - GET INTO IT	14-Apr-11	0:00:30	Promotional Spot
21 This Week #295	15-Apr-11	0:27:30	Topics: General Assembly, Alcohol Beverage Tax, County Cable Fund, 150th Anniversary Civil War
21 This Week Topical Promos	15-Apr-11	0:00:30	Promo's for each 21 This Week show.
Do & Go #12	19-Apr-11	0:01:00	Do & Go fun finder. Finding fun in Montgomery County.
Around The County 19	20-Apr-11	0:01:00	Weekly Community Event Calendar on Events in MoCo
Around The County 19	20-Apr-11	0:01:00	Weekly Community Event Calendar on Events in MoCo
Around The County 21	20-Apr-11	0:01:00	Weekly Community Event Calendar on Events in MoCo
Around The County 21	20-Apr-11	0:01:00	Weekly Community Event Calendar on Events in MoCo
2nd Annual Mid-Atlantic Jazz Fest	21-Apr-11	0:57:30	Part 7 MAJF held at the Rockville Hilton was full 3 days of Jazz.
Falun Gong Stories	21-Apr-11	0:00:10	Coming Up Next spot.
Greek Christian Hour	21-Apr-11	0:00:10	Coming Up Next spot.
Life and Times	21-Apr-11	0:00:10	Coming Up Next spot.
Life Matters	21-Apr-11	0:00:10	Coming Up Next spot.
Montgomery Channel ON Location	21-Apr-11	0:02:00	History of Earth Day
County Report	21-Apr-11	0:03:00	Pet (1:00) History of Earth Day

Mortgage Solutions with Mark Rigney	21-Apr-11	0:00:10	Coming Up Next spot.
Potomac Pride	21-Apr-11	0:00:10	Coming Up Next spot.
Hometown Holidays 2011	25-Apr-11	0:00:30	Promotional Spot
2nd Annual Mid-Atlantic Jazz Fest	27-Apr-11	0:57:30	Part 8 MAJF held at the Rockville Hilton was full 3 days of Jazz.
Do & Go #13	27-Apr-11	0:01:00	Do & Go fun finder. Finding fun in Montgomery County.
Montgomery Channel ON Location	28-Apr-11	0:02:00	Gazette Healthy Challenge
County Report	28-Apr-11	0:03:00	Pet (1:00) Gazette Healthy Challenge
Think Green #20	28-Apr-11	0:27:30	1) Oyster Recovery 2)National Aquarium Animal Rescue Program 3) Potomac River Cleanup
21 This Week #296	29-Apr-11	0:27:30	Topics: Governor Schaefer, Joshus Starr, Secure Communities, Montgomery County Budget, Costco
21 This Week Topical Promos	29-Apr-11	0:00:30	Promo's for each 21 This Week Show.
Access 19 Car Reveal	29-Apr-11	0:00:15	Can be used as Channel IDs
Ch 19 - Access Granted 1	29-Apr-11	0:00:15	Can be used as Channel IDs
Ch 19 - Metro Train 1 CU	29-Apr-11	0:00:10	Can be used as Channel IDs
Ch 19 - Metro Train 2 WS	29-Apr-11	0:00:10	Can be used as Channel IDs
Do & Go #14	03-May-11	0:01:00	Do & Go fun finder. Finding fun in Montgomery County.
Backpack Journalism Promo	04-May-11	0:00:30	Promotional Spot
Around The County 19	05-May-11	0:01:00	Weekly Community Event Calendar on Events in MoCo
Around The County 19	05-May-11	0:01:00	Weekly Community Event Calendar on Events in MoCo
Around The County 21	05-May-11	0:01:00	Weekly Community Event Calendar on Events in MoCo
Around The County 21	05-May-11	0:01:00	Weekly Community Event Calendar on Events in MoCo
MWIR 1000th Show Promo	05-May-11	0:00:30	Promotional Spot
21 This Week #297	06-May-11	0:27:30	Topics: Bin Laden, Wrong to Cheerlead, Montgomery County Bag Tax, Bottled Water
21 This Week Topical Promos	06-May-11	0:00:30	Promo's for each 21 This Week show.
Montgomery Channel ON Location	09-May-11	0:01:57	Valerie Ervin Roast
County Report	09-May-11	0:03:00	Pet (1:00) Valerie Ervin Roast
Do & Go #15	10-May-11	0:01:00	Do & Go fun finder. Finding fun in Montgomery County.
CH 21 - Tilt Shift (Promo)	11-May-11	0:00:20	Promotional Spot
21 This Week #298	13-May-11	0:27:30	Topics: MCPS, Montgomery County Secure Communities
21 This Week Topical Promos	13-May-11	0:00:30	Promo's for each 21 This Week show.
Montgomery Channel ON Location	16-May-11	0:02:00	Gazette 25 CEO's
County Report	16-May-11	0:03:00	Gazette 25 CEO's
Montgomery Works #1	16-May-11	0:01:00	Job tips sponsored by local businesses.
Montgomery Works #2	16-May-11	0:01:00	Job tips sponsored by local businesses.
PROMO - Jubilee 2011 Roast of Valerie Ervin	16-May-11	0:00:30	Promotional Spot
Do & Go #16	18-May-11	0:01:00	Do & Go fun finder. Finding fun in Montgomery County.
Around The County 19	18-May-11	0:01:00	Weekly Community Event Calendar on Events in MoCo
Around The County 19	18-May-11	0:01:00	Weekly Community Event Calendar on Events in MoCo
Around The County 21	18-May-11	0:01:00	Weekly Community Event Calendar on Events in MoCo
Around The County 21	18-May-11	0:01:00	Weekly Community Event Calendar on Events in MoCo
Jubilee 2011 Roast of Valerie Ervin	19-May-11	0:57:30	A night of fund raising for the Jubilee.
21 This Week #299	20-May-11	0:27:16	Topics: County Budget, Purple Line, Who's Hot in MD Politics, Harman Killebrew
21 This Week Topical Promos	20-May-11	0:00:30	Promo's for each 21 This Week show.
Montgomery Channel ON Location	24-May-11	0:02:00	Building your Non-Profit: Congresswoman Donna Edwards

County Report	24-May-11	0:03:00	Pet (1:00) Congresswoman Donna Edwards
Do & Go #17	25-May-11	0:01:00	Do & Go fun finder. Finding fun in Montgomery County.
Gazette 25 CEO's You Need To Know	26-May-11	0:27:28	An Annual event hosted by the Gazette honoring the business owners in our community.
Montgomery Channel ON Location	26-May-11	0:02:00	Gandhi Brigade Event
County Report	26-May-11	0:03:00	Pet (1:00) Gandhi Brigade Event
Think Green #21	27-May-11	0:27:30	1) DinoRocks Puppet Show 2) Green IT Summit 3)Lowes Save a Tree
Do & Go #18	01-Jun-11	0:01:00	Do & Go fun finder. Finding fun in Montgomery County.
Around The County 19	02-Jun-11	0:01:00	Weekly Community Event Calendar on Events in MoCo
Around The County 19	02-Jun-11	0:01:00	Weekly Community Event Calendar on Events in MoCo
Around The County 21	02-Jun-11	0:01:00	Weekly Community Event Calendar on Events in MoCo
Around The County 21	02-Jun-11	0:01:00	Weekly Community Event Calendar on Events in MoCo
Montgomery Channel ON Location	02-Jun-11	0:02:00	Think Green- Save The Trees
Montgomery Works #3	02-Jun-11	0:01:00	Job tips sponsored by local businesses.
Montgomery Works #4	02-Jun-11	0:01:00	Job tips sponsored by local businesses.
Montgomery Works #5	02-Jun-11	0:01:00	Job tips sponsored by local businesses.
Montgomery Works #6	02-Jun-11	0:01:00	Job tips sponsored by local businesses.
21 This Week #300	03-Jun-11	0:27:30	Topics: County Budget, Purple Line, Who's Hot in MD Politics, Harman Killebrew
21 This Week Topical Promos	03-Jun-11	0:00:30	Promo's for each 21 This Week show.
PROMO - AFI Silver Docs 2011	03-Jun-11	0:00:30	Promotional Spot
PSA - PLEDGE 25	03-Jun-11	0:00:30	Promotional Spot
Do & Go #19	08-Jun-11	0:01:00	Do & Go fun finder. Finding fun in Montgomery County.
21 This Week #301	10-Jun-11	0:27:30	Topics: MCPS, Gansler, NAACP Lawsuit, Anthony Weiner
21 This Week Topical Promos	10-Jun-11	0:00:30	Promo's for each 21 This Week show.
PSA - MoCo 4th of July (Comcast Spot)	14-Jun-11	0:00:30	Promotional Spot
Do & Go #20	15-Jun-11	0:01:00	Do & Go fun finder. Finding fun in Montgomery County.
21 This Week #302	17-Jun-11	0:27:30	Topics: MCPS, Pepco and Trees, Free State, Redistricting
21 This Week Topical Promos	17-Jun-11	0:00:30	Promo's for each 21 This Week show.
Around The County 19	17-Jun-11	0:01:00	Weekly Community Event Calendar on Events in MoCo
Around The County 19	17-Jun-11	0:01:00	Weekly Community Event Calendar on Events in MoCo
Montgomery Channel ON Location	17-Jun-11	0:02:00	Art Stream
County Report	17-Jun-11	0:03:00	Pet (1:00) Art Stream
2011 Agricultural Fair PROMO (Prod Depart)	20-Jun-11	0:00:30	Promotional Spot
Takoma Park Folk Fest	20-Jun-11	0:57:30	Takoma Park Folk Festival
Do & Go #21	21-Jun-11	0:01:00	Do & Go fun finder. Finding fun in Montgomery County.
6 A19 Coming Up Nexts 1for M21	22-Jun-11	0:00:10	Coming Up Next spot.
Advice From Claysmile (CUN)	22-Jun-11	0:00:10	Coming Up Next spot.
Good News (CUN)	22-Jun-11	0:00:10	Coming Up Next spot.
Hour of Deliverance (CUN)	22-Jun-11	0:00:10	Coming Up Next spot.
In Transition with Libra Johnson (CUN)	22-Jun-11	0:00:10	Coming Up Next spot.
International Definition (CUN)	22-Jun-11	0:00:10	Coming Up Next spot.
Montgomery Channel ON Location	22-Jun-11	0:02:00	Silver Docs
County Report	22-Jun-11	0:03:00	Pet (1:00) Silver Docs

Selam Ethiopia	22-Jun-11	0:00:10	Coming Up Next spot.
21 This Week #303	24-Jun-11	0:27:30	Topics: MCPS, Tuition Petition, FDA, Republicans, US Open
21 This Week Topical Promos	24-Jun-11	0:00:30	Promo's for each 21 This Week show.
Gandhi Brigade: Just Us Youth Media Festival	27-Jun-11	0:27:30	The Gandhi uses the media arts as a tool for connecting youth to their community and to critical issues in their world.
3rd Annual Silver Spring Blues Festival 2011 SHOW PROMO	29-Jun-11	0:00:30	Promotional Spot
Do & Go #22	29-Jun-11	0:01:00	Do & Go fun finder. Finding fun in Montgomery County.
	Q4FY11 TOTAL	14:26:09	

TRAINING AND VOLUNTEER SERVICES

New Programs and Projects

There were about 30 new projects started this quarter by MCM Volunteers, Presenters and the Production classes.

Classes and Workshops

Training had an Advanced Green Screen workshop this quarter in addition to the regular sets of classes. Training also included a new 12-week Studio Tech/Director class in the January lineup that was completed in June. The class was full with twelve students rotating through all positions in the Studio. Previously certified Directors used this class as an opportunity to get more practice directing programs. Three Access Producers volunteered to tape their shows as part of the class. This added twelve additional programs completed over and above their regular times.

Current Activities

The ACM conference and Hometown Video awards submission and judging is complete. MCM had one Volunteer production, FORWARD MOTION, producer/host Karen Allyn that received an award. There were many youth tours given of the studio for Cub Scouts, Boy Scouts, Girl Scouts and other groups. The kids had the opportunity to become TV stars and enjoyed watching themselves with the Green Screen effect.

Youth Workshops

TVS has been working on the Backpack Journalism workshop which was open to High School and Middle School students in the area. These workshops are done in accordance with the Peg Youth Grant of \$20,000 for FY '11. There will be three, two-week sessions held during the summer months. There are 45 students signed up for this class beginning July 5, and all the classes are at capacity. The grant allowed MCM to purchase 15 Bloggie HD cameras, 10 hard drives, plus other support materials and lunch for the students for this workshop. It is hoped that this activity will grow into a year-round initiative that will also result on on-air and web-based content.

Planned and Coming Up

Another MPV training class is planned in August for the taping of the parade at the Ag Fair. A connection with the Jewish Council for the Aging of Greater Washington's SeniorTech program has started, as TVS Manager Larry Merewitz met with the COO of the SeniorTech program to start the conversation about how MCM can work with JCA as a media training center for their classes focused on the 50+ age group. Additional conversations will happen during the summer to work out details.

PROGRAMMING

For both MCM operated cable channels (19 & 21), administrative, scheduling, and operational activities were performed daily for smooth playout of the channels for the Programming Quarter of March 28 through June 26.

Applications and schedules were implemented for over 120 approved Series programs from Montgomery County residents and organizations. Each Series application can ask for a different program to play each week for up to 13 different programs. Also extensively scheduled were several non-Series programs made by County residents and MCT itself. Dozens of requests for schedule changes from original instructions from County Resident Program Presenters and Members were implemented.

Several programs, series episodes, program and MCM promotional spots, thematic channel identifications, event calendars, and funding notices made by MCM (Production Department) were scheduled on both channels. Breaks between programs on AMTV channels were filled with video programming essentially eliminating the appearance of alpha/numeric bulletin board CG. In these breaks, several promotional and informational programs created by AMTV's Production Department and County Residents were used effectively. Also, the hours of locally supplied video programming on the channels were increased.

Several weekly timeslots on Channel 21 continued to be used for play of the PEG Network program series "County Report This Week". AMTV participates along with other PEG Network members to create this weekly news-like, ½ hour program.

The number of program air copies held in the Videotape Library was reduced by returning uncalled-for or no-longer-requested-to-be-scheduled program tapes and DVDs to their owners. It is necessary that air copies of programs be culled because of limited space and to avoid confusion allowing proper service to Public Access Users and operation of AMTV channels.

Scheduling continued of program specific promotional spots for "21 This Week", the weekly "Event Calendars" (with separate ones for channels 19 and 21), and several "Montgomery County on Location (MCOL)" short informational programs produced by MCT.

Information continued to be supplied for updating and extending the A-List Program Guide which appears on the COMCAST cable channels informing viewers of details of available programs on MCT operated channels.

Programming Analysis

Program Analysis Video Bulletin Board	
Program Title	Hours
Bulletin Board 19	0
Bulletin Board 21	4
VBB/Washington Ear	372
Grand Total	376

Program Analysis This Quarter		
	Hours Played	Number of Different Programs Played
First Run	730	1,494
Repeat	3,202	21,038
Total of First Run + Repeats	3,932	22,532

Channel	Total Hours
19	1,778
21	2,154
Grand Total	3,932

Origin	Total Hours
MCT Access	857
Mont. County	315
Maryland	97
Non-Local	1,436
Unknown	10
Metro	548
MCT	124
MCT Training	8
MCT Prod Svs	511
Grand Total	3,932

Category	Total Hours
Arts	550.70
Community	433.60
Educational	264.61
Ethnic	146.08
Growth	106.64
Health	72.97
Humanities	50.05
Inspirational	834.27
Promotions	46.32
Public Affairs	300.16
Sports	0.46
Youth	96.52
Unknown	1,017.14
Grand Total	3,932

New Certifications	
Certification Code	Total
C-Ftech	2
C-PEditFCP	11
C-SAD	1
C-Scamera	17
C-SCAudio	14
C-SCCG	12
C-SCSwitcher	14
C-SCVT	11
C-EFPproducer	5
C-SFloor	18
C-Sprompter	16
C-Sproducer	7
C-SDirector	1
Grand Total	129

Certifications and Classes

New Certifications

New certifications for the third quarter totaled 129. This number reflects total certifications, rather than individuals, since many students obtain certifications in more than one area.

Classes/Workshops	Number of Classes	Total Capacity	Number Attended
Studio Basics	2	12	12
Studio Ctrl Rm	2	12	12
Studio Dir 6w	2	6	4
Studio Dir 12	1	3	2
Studio Producer	1	12	12
Studio Tech	1	16	16
Studio Lighting	1	12	12
Field Producer	1	16	15
Field Camera	1	16	16
Field Edit	1	16	16
Editing Basics	1	8	8
AdvGrScrSwit	1	18	7
Creative Connection	2	60	46
Grand Total	18	207	178

Second Quarter Training Classes and Capacity

While there were 18 classes held in the 4th quarter, a total of 178 people attended. This number may not reflect the number of certifications as some students may not have completed portions of the course.

Project Status	Total
New	30
Continuing	108
Completed	29
Grand Total	167

Number of New, Continuing, and Completed Projects

The Project Status chart below displays the new projects in development by volunteers, ongoing or continuous projects, and completed projects this quarter.

COMMUNICATIONS AND DEVELOPMENT

In April, 2011, Montgomery Community Media successfully filled the Director of Communications and Development position. Anthony (Tony) Spearman-Leach joined MCM from Michigan's Charles H. Wright Museum where he was the Chief of Communications and also was directly responsible for development, retail and guest service operations. As an active Johns Hopkins University alumnus, he is pleased to return to Maryland and to become a resident of Montgomery County in late-July 2011.

Montgomery Community Media is pleased to be the recipient of a Google AdWords (In-Kind) grant valued at up to \$120,000 per annum in Google AdWords in-kind on-line advertising support and free use of many Google products. The award was announced on June 27, 2011. This grant will support the launch of MCM's new website and play a significant role in enhancing MCM's on-line outreach, awareness and service to what is already a robust website presence.

MCM's newly-formed Development Committee (formerly it had been an advisory group) held its inaugural meeting on June, 22, 2011. It is chaired by Beth Suarez, whom has extensive experience in development at PBS and is now at Catholic Charities USA. The Development Committee shall directly address and support the future sustainability of Montgomery Community Media through board engagement, strategies for individual giving, corporate support and corporations and foundations. Tony and Beth shall work together through the next fiscal year to expand this committee's membership and populate it with the necessary skills and talents to further build upon Montgomery Community Media's recent successes in this fiscal year.

TECHNICAL AND NETWORK SERVICES

Production Services

Production services were provided for weekly productions of **"21 This Week"** and **"Montgomery Week in Review,"** as well as various community and client productions.

Production Facilitation

Over the quarter, Technical Support was provided for 137 Studio Productions totaling 838.75 hours of production time. This represents a sizable and dramatic increase in both total productions (40%), and total hours (44%) from the previous Quarter.

In addition to the normal load of productions, technical preparations for and execution of the **Jubilee Roast of Valerie Ervin** at the Silver Spring Civic Building (using MCM's Varto/VT-4 Mobile Production Studio) took place in May. Then in mid-June, Technical Staff provided support for the **Silver Spring Blues Festival** using the County MPV (Mobile Production Vehicle). Also in early April, staff oversaw the live to air satellite transmission of the **General Conference of The Church of Jesus Christ of Latter-day Saints**, and just a few

weeks later, in conjunction with Maryland Public Television, **The Chesapeake Bay Volunteer-A-Thon**.

Administration:

As with recent years, and with what has become a common theme, this quarter represented a busy time for Technical Services. Along with nearly continual Studio usage, over 5,000 hours of Field Camera usage, and more than 1,900 hours of editing suite usage, many of the channel improvement projects continued into and often through the Quarter.

Just before mid May Synergy Broadcast, the makers of MCM's Master Control System, arrived on site to complete the installation of the new master control output cards, the last official component of the MC upgrade. Despite some ongoing quirks, and configuration issues, the system is performing well.

Throughout the quarter work moved ahead on the ongoing channel enhancements that MCM has committed itself, and often it own monies to. In early April, the final components arrived for MCM's rebuild of its AudienceTV system. Audience TV is a computer based signage system that offers as one of its features the ability to handle Television channel "branding". Capital Networks, the maker of the AudienceTV system, was good enough to provide a free upgrade to the current software version, and staff was able to reuse the broadcast grade video processing card from the original systems, but extensive and high-end rebuild work was still required. That hardware work is now completed and staff is working with both the AudienceTV software, and Synergy Broadcasts' support personnel to integrate the rebuilt systems into MCM's channel playout.

In addition to the above listed web improvements, and as part of MCM's current streaming video efforts, Staff has been working with the Granicus Company, our current streaming provider, to move to the next level in streaming technology. MCM has agreed to become a partner in the Granicus effort to modernize their internet offerings. To that end, MCM installed new prototype streaming servers and is currently running them simultaneously with its original streaming systems. These have been undergoing Granicus beta-testing for much of the quarter, and deployment is imminent. The new service is planned for implementation in early-to-mid FY12.

In consideration of the Granicus and Master Control developments, staff continues to investigate and plan, as much as possible to increase the speed and capacity of MCM's outside internet. Currently MCM has what would be considered in the modern world a "Slow Connection". To help alleviate this bottleneck, the County has recently agreed to assist MCM in two important ways. Firstly they have offered to provide MCM with access to the County's own intranet, and through that to the worldwide internet. Secondly, they have offered to purchase for MCM, a networking device that should allow the Company to access several other internet service providers at the same time. This ability would allow MCM to build speed and capacity into our own network systems, without the expense normally associated with such speed.

Although County Capital Replacement Funds had been zeroed for FY'11, MCM has continued to research, and plan, for improvements to its production and business

infrastructure. MCM hopes to move forward on upgrades to HD for several facilities areas in FY12. During the quarter the County tentatively signed on to those plans and we hope will provide the finances. The plan calls for HD conversion of Studio B, Master Control, and also to the professional staff's multi-camera field production abilities.

Following on MCMs reception and adoption of the new JVC GY-HM700 "ProHD" field cameras, Technical Services continues to monitor their performance and integration into the organizations workflow. The HM700 is the next generation field camera for use by both Access members and the professional staff. As mentioned in the Q3 report, the HM700s well exceeded any expectations of their use, and that pattern has continued. As in Q3, the HM700s (at 3,466 checkout hours / 288 hours weekly) easily exceeded 50% of all other camera checkouts combined, almost doubling that combined number.

ADMINISTRATION

Montgomery Community Media welcomed Tony Spearman-Leach as the Director of Development and Communications.

Jimmy Albert, Studio Supervisor received the Employee Recognition award for this quarter. Jimmy was nominated by a teammate for his positive attitude, outstanding customer service and his alignment with our company values.

ADMINISTRATION

Staff Chart

Executive Board of Directors

President	Lee Klumpp
1 st Vice President	Nancy Poole
2 nd Vice President.....	Paul Silverman
Secretary	Marian Merewitz
Treasurer.....	Marion Hayes Hull

Administration

Executive Director	Merlyn Reineke
Executive Assistant	Alysia Thaxton
Accounting Director/ Human Resources Manager	Debbie Billings
Bookkeeper	Lynda Gruver
Administrative Assistant	Delores Willett

Content

Director	Eric Eggleton
Operations Assistant.....	Shannon Romano
IT Support & Web Developer.....	Clifford Laufer

Training and Volunteer Services

Manager	Larry Merewitz
Volunteer Coordinator	Genaye Channel
Production Consultant.....	Lisa Clark
Production Consultant.....	Mandi Wyndham
Trainer	Ellen Donnelly
Teaching Assistant	Michael Bailey
Teaching Assistant	Tchad Moore
Teaching Assistant	Yen-Ming Chen
Teaching Assistant	John Buckley
Teaching Assistant	Raven Fleteau
Teaching Assistant.....	Maurice Cottom
Teaching Assistant.....	John Pitt
Training and Volunteer Assistant.....	William Davenport

Technical & Network Services

Manager.....	Patrick Thorpe
Media Resources Technician I.....	Jimmy Albert
Media Resources Technician II.....	Elias Agritellis
Media Resources Technician III.....	Daniel Immerman
Media Resource Technician.....	Michael Valentine
Playback Supervisor	Cyrus Gardner
Playback Operator.....	Kristopher Miller
Operations Technician	Isaac Wesley
Facilities Assistant	Jamelah Fain

ADMINISTRATION

Staff Chart continued....

Production

Executive Producer / Production Manager.....Jon Sullivan
ProducerObunwa Nwaogbe
Production Coordinator/Director Bryan Lyles
Post-Production Coordinator..... Diego Torres
Production Operations Coordinator / Senior Production Technician..... Anthony Zucconi
Production TechnicianAlly Potter
Production TechnicianAndra Gorman
Production Technician.....Jazmyne Brooking
Production Technician Barbara Krieger
Production Technician Jung Hu Lee
Production Technician David Robinson
Production Technician..... John Ruggerio
Production Technician.....Paul Likos
Production Technician.....Ryan Celli
Production Technician.....Susan Klein
Production Technician.....Omri Haberman
Production Technician.....Brett Fox
Production Technician.....Heather Goldsmith
Production TechnicianDario Lanzano

Programming

Manager Stuart Garfinkle
Programming Specialist Demetrius Sykes

Development & Communications

DirectorTony Spearman-Leach