



FY 2012

2nd Quarter Report

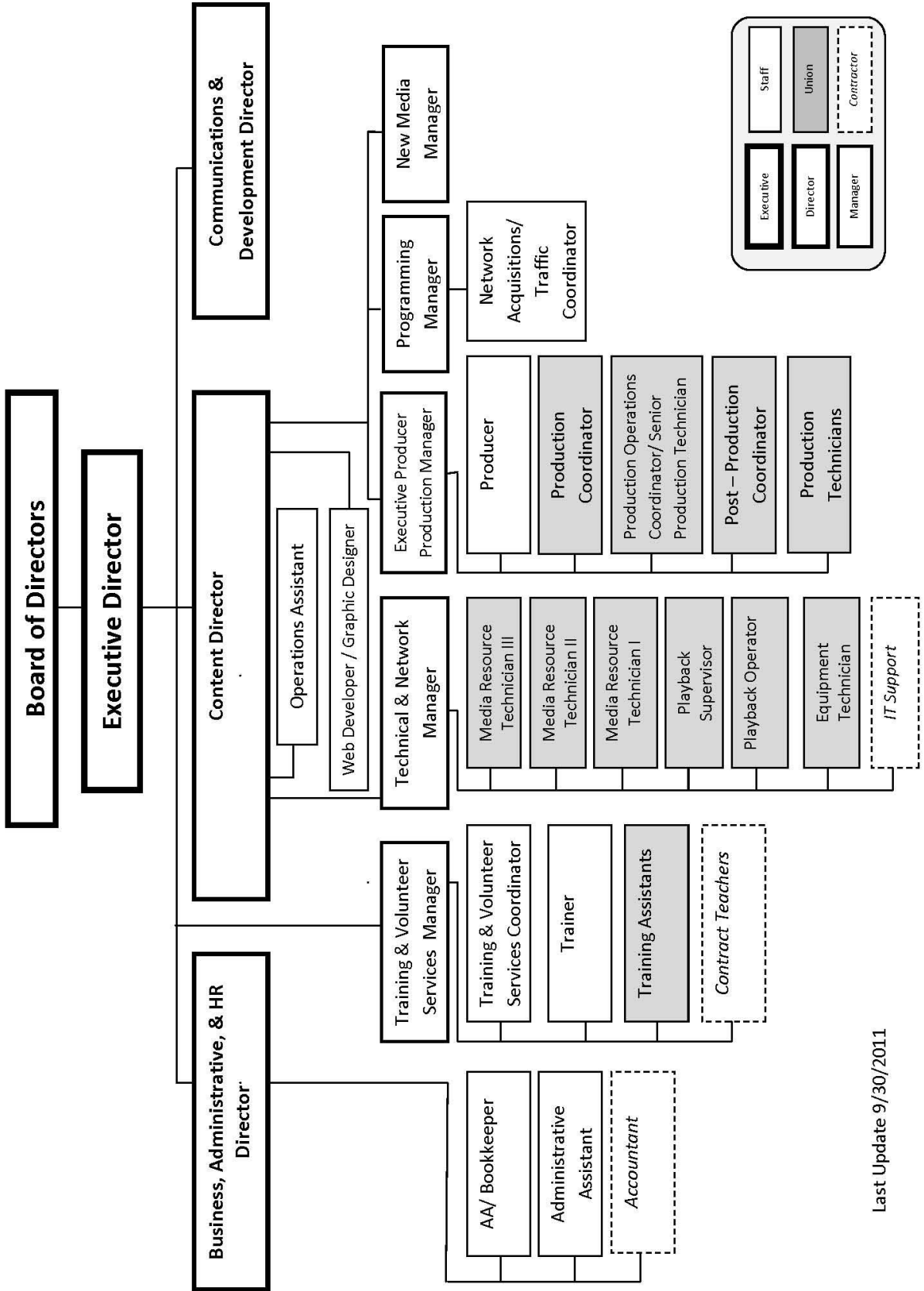
October 1, 2011 – December 31, 2011

a service of
Montgomery
COMMUNITY TELEVISION, INC.

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Rockville, MD 20855
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Montgomery Community Media

Organizational Structure



Last Update 9/30/2011

PRODUCTION SERVICES

As we wrap up 2011, the Production Department is gearing up for the new year with a variety of completed projects and many more in the pipeline. We are all excited and adjusting very well to our new production digs following the renovations. Production Services' new home is getting closer and closer to completion. With that said, the renovations have not stopped the productivity of the department. The shows must go on... here are some of the highlights:

NEW SHOWS:

Once again this year, MCM lived up to its commitment to the arts by producing four hours of great jazz music at the Silver Spring Jazz Festival. This four-part series included some top names in the jazz community and proved to be a well-received program. Also this quarter, the production team helped put together one of the very best Monty Award presentations. The new venue for the show was at the beautiful and charming Black Rock Center for the Arts. The entire event went smoothly and the Production Department was a big part in making it look professional. In addition, this yielded MCM another hour of original programming, which began airing this quarter.

In MCM's ongoing relationship with Bethesda Green (sponsor of our signature program "Think Green"), the series spotlights companies in Montgomery County that are making a difference in their communities by implementing an array of green initiatives. MCM provided a production crew to capture Bethesda Green's "Green Gala" on video. This footage was then edited into a one-hour program that aired this quarter. In addition, MCM put together its 22nd Annual NPO Day event. Over three hours of footage was captured of three very powerful social media experts. We are presently in the editing stage of this program and anticipate three more hours of original programming.

A new edition to MCM's yearly productions took place as MCM hosted and videotaped the meeting of the Rockville Chamber of Commerce. We hope this will turn out to be long lasting relationship with the chamber. We were able to put together a one-hour program which will air within the next quarter.

Each year the Arts and Humanities Council puts together their annual Arts and Humanities Awards show as well as the Executive Ball. These events provided us with enough content for a couple of 'Montgomery County on Location' (MCOL) spots, CRTW spots and a 1.5 hour special to run on the Montgomery Channel.

MCM continues to provide Bruce Adams, the head of the Office of Community Partnerships and Pledge 25 with productions covering their yearly events. This quarter MCM produced a one-hour MCOL special highlighting the World of Montgomery Festival and Volunteer Day. These events were produced together and aired within the quarter.

NEW PROMOS and PSAs:

Every quarter brings with it four different "Do and Go" PSAs and this quarter is no different. MCM celebrated November with a 30-second American Indian Heritage Month promo. We did a lot of work with Tony Spearman-Leach, Director of MCM Communications & Development, in providing promos which inspired our community to donate to MCM: first, a 30-second promo to entice people to "Give The Max"...and then another spot for the "Pepsi Refresh" Campaign. It was followed with a "Toys for Tots" promo. Each quarter we try to produce some new promotions for the two channels. This quarter started out by televising

some of last year's holiday spots and winter promos. By the end of December new spots were televised: a new generic promo for "21 This Week" along with a 10 and 15 second "You Are Watching" promo, filmed at the beautiful ice rink in downtown Silver Spring.

THINK GREEN:

Freelance producer Susan Stark has joined forces with Co-Producer/Cameraman, Tony Zucconi to work on the series. This new team will not only keep the production quality high but will also save money and expedite the production process. Three new ½ hour programs were produced this quarter. MCM continues to satisfy our sponsorship relationship with Bethesda Green by providing and airing a "Think Green Minute", which airs in the show and outside of the show as a standalone 60-second PSA.

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 county to use in their County Report This Week program. The MCM production staff has played a very important role filling in for the personal gaps at County Council. The Council utilized our editors for a few days this quarter to cover employees' vacations and sick time.

NEW BUSINESS:

There is a lot of optimism about what is coming along in the pipeline, with some real dollars starting to be generated. For example, we started a new project for Sodexo. We have a verbal commitment from Interfaith Works for work in this upcoming quarter, and we continue to evolve with the Montgomery County Correctional Facility... all good revenue sources.

ACCESS USERS

This quarter started the pre-production of the new 501c3. This access program is being produced by an access producer in partnership with the Production Department, which will be lending a hand on a monthly bases providing crew and camera/editing equipment.

THINGS COMING UP:

Just a short list of things that starting to happen as we speak: MLK Day Event, which will be produced into a program. The Mid-Atlantic Jazz Festival, HeatherStone Video (trade-out for web design work), Black Rock video (trade-out for Monty's hosting), California Pizza Kitchen donation PSA, and Bullying Symposium, are just a few upcoming items. We are also in the planning stages to renew our relationship with Montgomery Works and to create a few PSAs to promote job seeking information.

What follows is a complete list of the productions for "21 This Week" Shows, "21 This Week" Promos, MCOLs and CRTW packages for this quarter:

21 This Week-

Weekly half hour public affairs show covering national state and local political issues. This show is produced Fridays at 6pm except a Friday prior to a holiday weekend when the previous week's episode is repeated.

Episode 312: October 14, 2011

Host: Casey Aiken

Guests: Ida Ruben, Mark Uncapher, Jim Shalleck, Susan Heltemes

Topic: Peace Resolution, Big Box Stores, Redistricting, Occupy Wall Street.

Episode 313: October 21, 2011

Host: Susan Heltemes

Guests: Cynthia Rubenstein, Liz Rubin, Jim Shalleck, Rich Parsons.

Topic: Congressional Redistricting, Rockville elections, 15 cents tax increase, Sports.

EPISODE 314: October 21, 2011

HOST: Casey Aiken

Guests: Jim Hurson, Steve Kreseski, Jerry Cave,

Susan Heltemes

Topic: Occupy Wall Street, 2011 Special Session, Redistricting, Municipal Election

EPISODE 315: November 4, 2011

HOST: Casey Aiken

Guests: Sam Statland, Mark Uncapher, Jerry Cave, Rich Parsons

Topic: Lulu Lemon Murder, Big Box Debate, Herman Cain

EPISODE 316: November 18, 2011

Host: Casey Aiken

Guest: Rich Parsons, Henry Hailstock, Liz Rubin, Susan Heltemes

Topic: Congressional District Race, Montgomery County Competitiveness, General Assembly, State of the Nation

EPISODE 317: December 2, 2011

Host: Casey Aiken

Guests: Elbridge James, Mark Uncapher, Liz Rubin, Susan Heltemes

Topics: Legislative Agenda, ICC Opens, Alan Gross, By Stander in Chief

EPISODE 318: December 9, 2011

Host: Casey Aiken

Guests: Jim Shalleck, Robin Uncapher, Henry Hailstock, Susan Heltemes

Topics: Legislative Agenda, ICC Opens, Alan Gross, By Stander in Chief

EPISODE 319: December 16, 2011

Host: Casey Aiken

Guests: Steve Kreseski, Mark Uncapher, Cynthia Rubenstein, Susan Heltemes

Topics: Year in Review

Promos-Generic or topical spots promoting various shows on the channel.

21 This Week Topical – Promos for each 21 This Week show: Episodes 312 thru 319

MCOL/PM & PEG NEWS

Events happening in the county day/night.

- 10/5-Bethesda Green Gala & PET OF THE WEEK
- 10/12-Taste of Bethesda & PET OF THE WEEK
- 10/19-World of Montgomery Festival & PET OF THE WEEK
- 10/26-Blair Mansion & PET OF THE WEEK
- 11/2-County Executive's Awards for Excellence & PET OF THE WEEK
- 11/9-Fab Foundations (Bra Shoot-MCOL) Animal Extinction (Think Green- PEG) & PET OF THE WEEK
- 11/16-Executive Ball Promotion for Dec 4th & PET OF THE WEEK
- 11/23-2011 Monty Awards & PET OF THE WEEK
- 11/30-Rockville Chamber of Commerce & PET OF THE WEEK
- 12/7-Executive Ball Event & PET OF THE WEEK
- 12/21-CRTW-BEST OF SHOW, NO SHOW DELIVERED; MCOL- FAB FOUNDATIONS
- 12/28-Animal Extinction & PET OF THE WEEK

LIST OF PROGRAMS COMPLETED

Montgomery Channel ON Location	06-Oct-11	0:02:00	Taste of Bethesda 2011
8th Annual Silver Spring Jazz Festival	07-Oct-11	0:57:30	Project Natale
Around The County 19	07-Oct-11	0:01:00	Weekly Community Event Calender on Events in MoCo.
Around The County 19	07-Oct-11	0:01:00	Weekly Community Event Calender on Events in MoCo.
PSA - PLEDGE 25 (Community Service Week 2011)	11-Oct-11	0:00:30	Montgomery County's Community Service Week 2011
Montgomery Channel ON Location	13-Oct-11	0:02:00	Bethesda Green "Green Gala"
21 This Week #312	14-Oct-11	0:27:30	Topics: Peace Resolution, Big Box Stores, Redistricting, Occupy Wall Street.
21 This Week Topical Promos	14-Oct-11	0:00:30	Promo's for each 21 This Week show.
8th Annual Silver Spring Jazz Festival	14-Oct-11	0:57:30	Marcus Johnson
Think Green #25	18-Oct-11	0:27:30	1) Maryland Zoo in Baltimore 2) Vampire Energy 3) Lucy's Consignment Store
Think Green Minute	18-Oct-11	0:01:00	Think Green Minute is sponsored by Bethesda Green.
21 This Week #313	20-Oct-11	0:27:30	Topics: Congressional Redistricting, Rockville Elections, 15 Cent Tax Increase, Sports.
21 This Week Topical Promos	20-Oct-11	0:00:30	Promo's for each 21 This Week show.
Around The County 19	20-Oct-11	0:01:00	Weekly Community Event Calender on Events in MoCo.
Around The County 19	20-Oct-11	0:01:00	Weekly Community Event Calender on Events in MoCo.
Montgomery Channel ON Location	20-Oct-11	0:02:00	World of Montgomery Festival- Wheaton, MD
Montgomery Channel ON Location	26-Oct-11	0:02:00	Blair Mansion Mystery Dinner Theater
21 This Week #314	28-Oct-11	0:27:15	Topics: Occupy Wall Street, 2011 Special Session, Redistricting, Municipal Election.
21 This Week Topical Promos	28-Oct-11	0:00:30	Promo's for each 21 This Week show.
2011 County Executive's Awards for Excellence	01-Nov-11	1:27:30	
Give to the Max Day	02-Nov-11	0:00:30	Promo highlighting MCM's Give to the Max Day donations.

Montgomery Channel ON Location	03-Nov-11	0:02:00	County Executive's Awards for Excellence in the Arts and Humanities
21 This Week #315	04-Nov-11	0:27:30	Topics: Lulu Lemon Murder, Big Box Debate, Herman Cain.
21 This Week Topical Promos	04-Nov-11	0:00:30	Promo's for each 21 This Week show.
2nd Annual Bethesda Green Gala Awards	04-Nov-11	0:57:30	
Around The County 19	04-Nov-11	0:01:00	Weekly Community Event Calender on Events in MoCo.
Around The County 19	04-Nov-11	0:01:00	Weekly Community Event Calender on Events in MoCo.
American Indian Heritage month Promo	04-Nov-11	0:00:30	Promo
Montgomery Channel ON Location	08-Nov-11	0:02:00	Fab Foundations- Extraordinary Bra's.
Montgomery Channel ON Location (MCOL)	10-Nov-11	0:27:30	MCOL- Special- Community Service Week
Toys for Tots PSA	14-Nov-11	0:00:30	PSA
21 This Week #316	18-Nov-11	0:27:30	Topics: Congressional District race, Montgomery County Competitiveness, General Assembly, State of the Nation.
21 This Week #317	18-Nov-11	0:28:50	Topics: Legislative Agenda, ICC Opens, Alan Gross, By Stander in Chief.
21 This Week #318	18-Nov-11	0:27:30	Topics: Legislative Agenda, ICC Opens, Alan Gross, By-Stander in Chief.
21 This Week #319	18-Nov-11	0:27:30	Topic: Year in Review
21 This Week Topical Promos	18-Nov-11	0:00:30	Promo's for each 21 This Week show.
21 This Week Topical Promos	18-Nov-11	0:00:30	Promo's for each 21 This Week show.
Around The County 19	18-Nov-11	0:01:00	Weekly Community Event Calender on Events in MoCo.
Around The County 19	18-Nov-11	0:01:00	Weekly Community Event Calender on Events in MoCo.
Around The County 19	18-Nov-11	0:01:00	Weekly Community Event Calender on Events in MoCo.
Around The County 19	18-Nov-11	0:01:00	Weekly Community Event Calender on Events in MoCo.
Montgomery Channel ON Location (MCOL)	18-Nov-11	0:02:00	Executive Ball- Promotion
Montgomery Channel ON Location (MCOL)	18-Nov-11	0:02:00	ICC 2nd phase
Montgomery Channel ON Location (MCOL)	18-Nov-11	0:02:00	Rockville Chamber of Commerce
2011 Monty Awards Ceremony	29-Nov-11	0:57:30	MCM 2011 Monty Awards Ceremony
Pepsi Refresh Everything Challenge Promo	02-Dec-11	0:00:30	Promo
Think Green #26	02-Dec-11	0:27:30	1) Eat Drink Go Local 2) Green Home Expo 3) Solar Decathlon 4) Bethesda Green Gala 5) Styrofoam
Around The County 19	15-Dec-11	0:01:00	Weekly Community Event Calender on Events in MoCo.
Around The County 19	15-Dec-11	0:01:00	Weekly Community Event Calender on Events in MoCo.
	Q2 Total	10:57:35	

TRAINING AND VOLUNTEER SERVICES

New Programs and Projects

There were approximately 23 new projects started this quarter by MCM Volunteers, Presenters and the Production classes.

Classes and Workshops

The regular block of classes was held this quarter. We were short one class due to renovation and Studio B not being available. Training and Volunteer Services (TVS) held an 'Intro to Video Basics' workshop with about 30 people attending and another one is scheduled in January before the classes begin.

Current Activities

The Monty's was held at Black Rock Center for the Arts in Germantown and was a huge success. A survey was sent out to all that attended and the results indicated that all except one liked it outside of MCM. We are now in the process of looking at ideas on what changes if any will be made next year.

Training and Volunteer Services (TVS) and Communications and Development worked on a Groupon offer for a Citizens Journalism/Back Pack class to be held in the winter and spring of 2012. There were 15 purchases of the offering for a full class. This class should begin at the end of January. The class also is open to all ages. Most of the people who have signed up are in the 36-50 age range.

Planned and Coming Up

A new look is schedule for the program Studio 501 (c) 3 beginning in the winter of 2012. This program, which was previously produced and taped by the Studio Technician class, will now be shot and taped by the Production Department. This is a combined effort between the Production Department and Training and Volunteer Services (TVS). The Training and Volunteer Services (TVS) will supply a volunteer Producer to work with the Production Department as far as finding guest, preproduction shoots and other needs in preparing the segments that will be used in the show.

Training and Volunteer Services (TVS) met with Chelsey School to teach a daytime class at the end of January/February. This class is still in the planning stage. Groupon Citizen Journalism class will begin at the end of January and a Social Media class is also in the planning stage but should be a 3-4 week class beginning in February/March. Alliance Hometown Video Award activities should begin late in January and run through mid March. Still in the planning stages is an advanced Green Screen class which will be directed to Producers and crew of their shows using the expanded Studio B Green Screen and the focus will be their production needs.

Certifications and Classes

New Certifications

New Certifications Certification Code	Total
C-Intro	29
C-Ftech	12
C-Fproducer	10
C-Studio Tech	4
C-PEditFCP	11
C-Scamera	5
C-SCAudio	5
C-SCCG	5
C-SCSwitcher	6
C-SCVT	4
C-SFloor	6
C-Sprompter	5
C-SDirector	1
C-Slighting	7
C-SProducer	8
C-SCVT	5
Grand Total	123

New certifications for the second quarter totaled 123. This number reflects total certifications, rather than individuals, since many students obtain certifications in more than one area.

First Quarter Training Classes and Capacity

Classes/Workshops	Number of Classes	Total Capacity	Number Attended
Intro to Video Basics	1	60	40
Studio Lighting	1	12	11
Field Edit	1	16	16
Post Prod FCP	1	25	2
Grand Total	4	113	69

While first quarter classes continued, an additional four were held in the second quarter with 69 students in attendance. This number may not reflect the number of certifications as some students may not have completed portions of the course.

Number of New, Continuing, and Completed Projects

Project Status	Total
New	23
Continuing	140
Completed	0
Grand Total	163

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

PROGRAMMING

For both MCM cable channels (19 & 21) in constant 24/7 operation, administrative, scheduling, and operational activities were done daily. This period included the Programming Quarter of September 26 through December 25. Applications and schedules were implemented for over 120 approved Series programs from Montgomery County residents and MCM itself. 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 MCM. Dozens of requests for schedule changes from original instructions from County Resident Program Presenters and Members were implemented.

Hundreds of individual programs, Series episodes, program and MCM-services promotional spots, thematic channel identifications, event calendars, and funding notices made by MCM (Production Department) were scheduled on both channels.

Programming continued to consistently schedule the Disclaimer Statement to play directly before each non-MCT produced program every time one is played. 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. The Disclaimer appeared in these Breaks. Also, the hours of locally supplied video programming on the channels were increased.

Several weekly timeslots on Channels 21 and 19 continued to be used for play of the PEG Network program series "County Report This Week". MCM 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 MCM 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" 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
Channel 19 VBB/Washington Ear	365
Grand Total	365

Program Analysis This Quarter		
	Hours Played	Number of Different Programs Played
First Run	372	674
Repeat	3,571	19,376
Total of First Run + Repeats	3,943	20,060

Channel	Total Hours
19	1,787
21	2,156
Grand Total	3,943

Origin	Total Hours
MCT Access	988
Mont. County	367
Maryland	198
Non-Local	1,513
Metro	520
Unknown	20
MCT	109
MCT Training	6
MCT Prod Svs	223
Grand Total	3,943

Category	Total Hours
Arts	205
Community	415
Educational	255
Ethnic	198
Growth	62
Health	125
Humanities	43
Inspirational	1,151
Promotions	50
Public Affairs	305
Sports	106
Youth	1,010
Unknown	20
Grand Total	3,943

COMMUNICATIONS AND DEVELOPMENT

A service trade agreement was established between Germantown's Black Rock Center for the Arts and Montgomery Community Media for the use of the Center's facilities for the 26th Annual Monty Awards. The agreement is valued at nearly \$2,953, and will be in exchange for production services at Montgomery Community Media for the Center's 10th anniversary celebration. This trade agreement provided substantial labor and resource savings to Montgomery Community Media for this annual effort.

During November, 2011, a database of over 200 small and medium sized retail chamber of commerce members was developed to raise the awareness of Montgomery Community Media's resources and opportunities. All chambers of commerce operating within Montgomery County were targeted. Solicitation faxes and emails were deployed to each of the retail establishments seeking in-kind donations of silent auction items and door prizes for the 2011 26th Monty Awards and the 2011 22nd Annual Nonprofit Organizations' (NPO) Day. In-kind donations valued at over \$2,500 were received from establishments such as Germantown's Corner Bakery Café, Gaithersburg's 300 Shady Grove Bowling, Silver Spring's Fillmore Theatre, Zipcar, Rockville's Lifetime Fitness, Drink More Water, Heirloom Maps, Your Interior Muse and Giant Foods, LLC. The Monty Awards small silent auction presented several of these in-kind donations and generated nearly \$300.00 in cash revenue.

During December, 2011, Montgomery Community Media's submission for Pepsi's Refresh Everything social media charity competition on Facebook was accepted. Our entry for Backpack Journalism brought national and regional awareness of our backpack journalism program. Although our entry was unsuccessful in this competitive round, it did attain a very noteworthy placement in the national \$10,000-level competition. Montgomery Community Media will again re-enter in April, 2012, with Pepsi's 2012 competitions.

Montgomery Community Media launched its first Groupon offering concurrent with the Pepsi Refresh Everything campaign in December, 2011. MCM's Groupon offer was its new Citizen Journalism class. Groupon made the offer available electronically to its 1.4 million unique subscribers in the metropolitan Washington, DC area. Fifteen (15) individuals purchased the class priced at \$300 per person and valued at \$600 per person. Three (3) Groupon Citizen Journalism classes are now scheduled at MCM, and the first class will launch on January 23, 2012. This effort generated over \$2,700 in cash revenue. As a result of its participation with Groupon, Montgomery Community Media enjoyed an increase of nearly 25,000 unique visits to its website in December, 2011, and hundreds of online and telephone inquiries about its training programs. Montgomery Community Media intends to offer additional training programs on Groupon as well as continue to seek opportunities with Amazon's Living Social and Google's Local Bargains.

A successful corporate support submission for \$2,000 in underwriting was made to TD Bank in December, 2011. On Valentine's Day, February 14th, Montgomery Community Media will record and subsequently broadcast a ½-hour program featuring TD Bank's Speed Networking in Montgomery Community Media's studio. This economic development activity will engage all of the TD Bank stores located throughout Montgomery County and the chambers of commerce. TD Bank will present its opportunities that support Montgomery County's small business community during the Speed Networking session. Several

examples of successful business relationships established through a Montgomery County TD Bank Speed Networking session will be highlighted.

Throughout the 2nd Quarter a robust effort has been made toward the \$15,000 fiscal year goal in individual giving. As of December, 2011, the opt-in FACIL database of 3,293 contacts was updated and corrected by NCOA and CASS in preparation for a bulk-mail annual fund solicitation. Additionally, Montgomery Community Media's bulk mail and business reply permits were either updated or established. Through on-line solicitations, the Rockville Rewards program, the Monty's Award silent auction and the President and Executive Director's challenge match to the board, Montgomery Community Media has nearly matched the total for all of FY'11's individual giving and is approximately 50% to our FY'12 goal of \$15,000 in individual giving. The matching fund requirements for the Arts & Humanities Council of Montgomery County's Operating Grant as well as our training and education programs will be emphasized as a need for individual giving in the upcoming mail solicitation for individual giving.

As we reached out for in-kind donations, Montgomery Community Media was contacted by the owner(s)/manager(s) of the California Pizza Kitchen franchises at Gaithersburg's Rio/Washingtonian Center and Bethesda's Montgomery Mall. During January 24th – 26th, February 15th – 16th, March 20th – 22nd, April 17th – 18th and May 22nd – 24th, the cash equivalent reflecting twenty (20%) per cent of the gross receipts of qualifying purchases at those two franchise locations will be donated to Montgomery Community Media. Montgomery Community Media will support this initiative will flyer distributions, board and staff support, electronic newsletter notifications and broadcast support.

The Communications & Development and Training and Volunteer Services Departments have established a partnership with The Puppet Company to prepare and jointly submit grant proposals to the Macy's Foundation, the Target Corporation and the Jim Henson Foundation. These grants will focus on the preservation of the art of puppetry through media, the media presentation and broadcast of classical children's morality plays using puppetry, and the training of new MCM directors, producers and studio staff during performance recordings.

A very successful 22nd Annual NPO Day was held on November 28th. The focus of the session was on nonprofit sustainability and harnessing social media for operating revenue generation. Presenters were successful Montgomery County businessmen: Richard Harrington, Jerome Leonard and Aaron Overton. The event was well attended and a sample of the participants included representatives from the National Capital Area United Way, the National Fatherhood Initiative, and the Montgomery County Public Schools Foundation. Montgomery Community Media will hold an additional NPO Day in March, 2012 addressing additional issues surrounding nonprofit sustainability.

The movie theatre branding strategy began Thanksgiving weekend in the six major movie theatres (80 movie screens) throughout Montgomery County. The scheduled movie screen flight weeks were November 18th through December 1st and December 16th through December 29th. A make-good flight is also scheduled for the entire month of March, 2012. Also within the counters and lobbies MCM's spots will display on the plasma screens on December 2nd through December 15th and the months of February and March of 2012. The campaign is estimated to yield 2,145,873 impressions at the 79 movie theatre screens and plasma displays in Montgomery County: Bethesda, Gaithersburg, Germantown,

Kensington, Rockville, and Silver Spring. A corresponding print brand effort will be launched in The Gazette's business section under our trade agreement with them.

Montgomery Community Media has made tremendous progress within its social media and communications efforts. There are over 5,500 subscribers in our Constant Contact database, and over 10% of those subscribers participate in Montgomery Community Media's LinkedIn presence. MCM's social media entities – LinkedIn, Facebook, YouTube, YahooGroups, and Constant Contact – are all fully integrated. Montgomery Community Media also launched a Google Places site and a PayPal account during the 2nd Quarter.

TECHNICAL AND NETWORK SERVICES

Production Facilitation

Over the quarter, Technical Support was provided for 80 Studio Productions totaling 559 hours of production time. This represents a significant increase in both total productions and in production hours from the previous Quarter. A larger increase in Studio production time is normal during the fall however still ongoing renovations at the MCM production studios, likely limited that increase.

In addition to the normal load of productions, technical preparations for and execution of MCMs' annual Monty Awards took place on Sunday November 13th, and for the first time, was hosted at Germantown's BlackRock Center for the Arts. Then on October 24th, the Technical Staff provided support for the County Executive's Awards for Excellence in the Arts and Humanities. Both productions were produced using the County Mobile Production Vehicle (MPV). Then in late November, the Media Day for Non-Profits (NPO Day) took place on Monday November 28th in the MCM Studios.

Administration:

As with recent years, and with what has become a common theme, this quarter represented a busy although very different time for Technical Services.

As mentioned above, studio usage was somewhat limited during the quarter as was general facility usage, due to the still ongoing lease improvements at the MCM Studios and administrative offices. Because of this heavy activity, many of the ongoing projects for technical services were brought to a temporary halt. However work did continue in other areas. The County has asked that MCM continue to prepare a plan for additional HD expansion with an eye to being a complete HD facility within 3 to 4 years.

The plan, as is currently being implemented, would move MCM's smaller Studio B to HD within 9 calendar months, provide additional Digital & HD conversion support to MCM's Master Control facility, and provide the MCM production department with the ability to shoot limited, switched HD productions in the field, currently a critical missing production component.

In keeping with the Studio/Master Control HD conversion, Staff continues to investigate and plan, as much as possible to increase the speed and capacity of MCM's outside internet. Despite improvements in recent years, currently MCM has what would be considered in the modern world a "Slow Connection". As the importance of the worldwide web and MCM's

web participation increases, this slow connection will be wholly inadequate to service future web initiatives. Although held up by holidays and construction work, Technical Staff along with Administration Staff, worked throughout the quarter with various departments of the County to improve and expand MCM's "Network Pipe". While MCM requested and received a Barracuda Networks' *Link Balancer-Model 430* from County Procurement, MCM Technical Staff, and MCM's outside IT contractor worked with County IT Staff to join MCM to the County's Fiber Net System. Once Completed, MCM's internet bandwidth should improve nearly 300 percent, allowing the potential for much improved services to County residents and the ability to more fully participate in County PEG projects.

Along with the network improvements, MCM Administrators took the opportunity, during the recent construction, to add an "Audio Loop" to MCM's classroom. The system takes an audio signal from a microphone or other sound source, and sends it through low power FM transmission, so that persons with hearing impairment can easily listen to ongoing discussions. Unfortunately the system was damaged as it was installed. Repairs are currently scheduled for early in the new year. Improvements to MCM's classrooms are an ongoing project to make them more accessible to the hearing impaired and provide a better footing for expanded instruction for county residents.

During this quarter MCM experienced two additional technical challenges, as both the corporations' business server backup tape system, and one of MCM's training MacTops failed. The Server Tape System had to be scrapped and completely replaced, while the Macintosh was eventually diagnosed and repaired, albeit not to 100%. However the experience points to a danger area for MCM's public training plan, as the entire current crop of training machines is ageing, and now well beyond their service life. This situation is similar to the Server Backup event. Likewise it was well beyond industry standards either for longevity or operational relevance, being too small in capacity, and its media no longer readable by modern drives. Together these incidents point to a weak spot for MCM, as Technical Staff and the organization strive to implement new systems and offerings to the public, while struggling to maintain and update older ones.

As a note, Technical Services continues to monitor the performance and integration of MCMs next generation field camera, the JVC HM700. As of January 2012, the HM700s have not only been available to the Access Community and professional staff for more than a full year, but have been the primary field training camera for a full year as well. As with recent Quarters, the HM700s (at 4,037 checkout hours/336 hours weekly) easily exceeded 50% of all other camera checkouts combined, and are quickly approaching 60% of Field camera usage.

ADMINISTRATION

There were no additions or terminations this quarter. Staff was engaged with setting up performance goals for this current fiscal year.

MCM Directory

Executive Board of Directors

President	Lee Klumpp
First Vice President	Nancy Poole
Second Vice President	Paul Silverman
Secretary	Marian Merewitz
Treasurer	Marion Hayes Hull

Administration

Executive Director	Merlyn Reineke
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
Training & Volunteer Services Coordinator	Mandi Wyndham
Trainer	Ellen Donnelly
Teaching Assistant	Michael Bailey
Teaching Assistant	Tchad Moore
Teaching Assistant	Yen-Ming Chen
Teaching Assistant	John Buckley
Teaching Assistant	Katherine Cunningham
Teaching Assistant	Philip McTighe
Teaching Assistant	Eileen Scott
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

Production

Executive Producer / Production Manager	Jon Sullivan
Producer	Obunwa Nwaogbe
Production Coordinator/Director	Bryan Lyles
Post-Production Coordinator	Diego Torres
Production Operations Coordinator / Senior Production Technician	Anthony Zucconi
Production Technician	Ally Potter
Production Technician	Andra Gorman
Production Technician	Jazmyne Brooking
Production Technician	Barbara Krieger
Production Technician	David Robinson
Production Technician	John Ruggiero
Production Technician	Paul Likos
Production Technician	Susan Klein
Production Technician	Omri Haberman
Production Technician	Brittney Dorsey
Production Technician	Brett Fox
Production Technician	Heather Goldsmith
Production Technician	Dario Lanzano
Production Technician	Ryan Celli
Production Technician	Russell Baker
Production Technician	Ronan Connolly
Production Technician	Nicholas Rhule
Production Technician	Delante Sealey

Programming

Manager	Stuart Garfinkle
Network Scheduling/Traffic Coordinator	Lisa Clark

Communications & Development

Director	Tony Spearman-Leach
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