



# **FY 2012**

# **3rd Quarter Report**

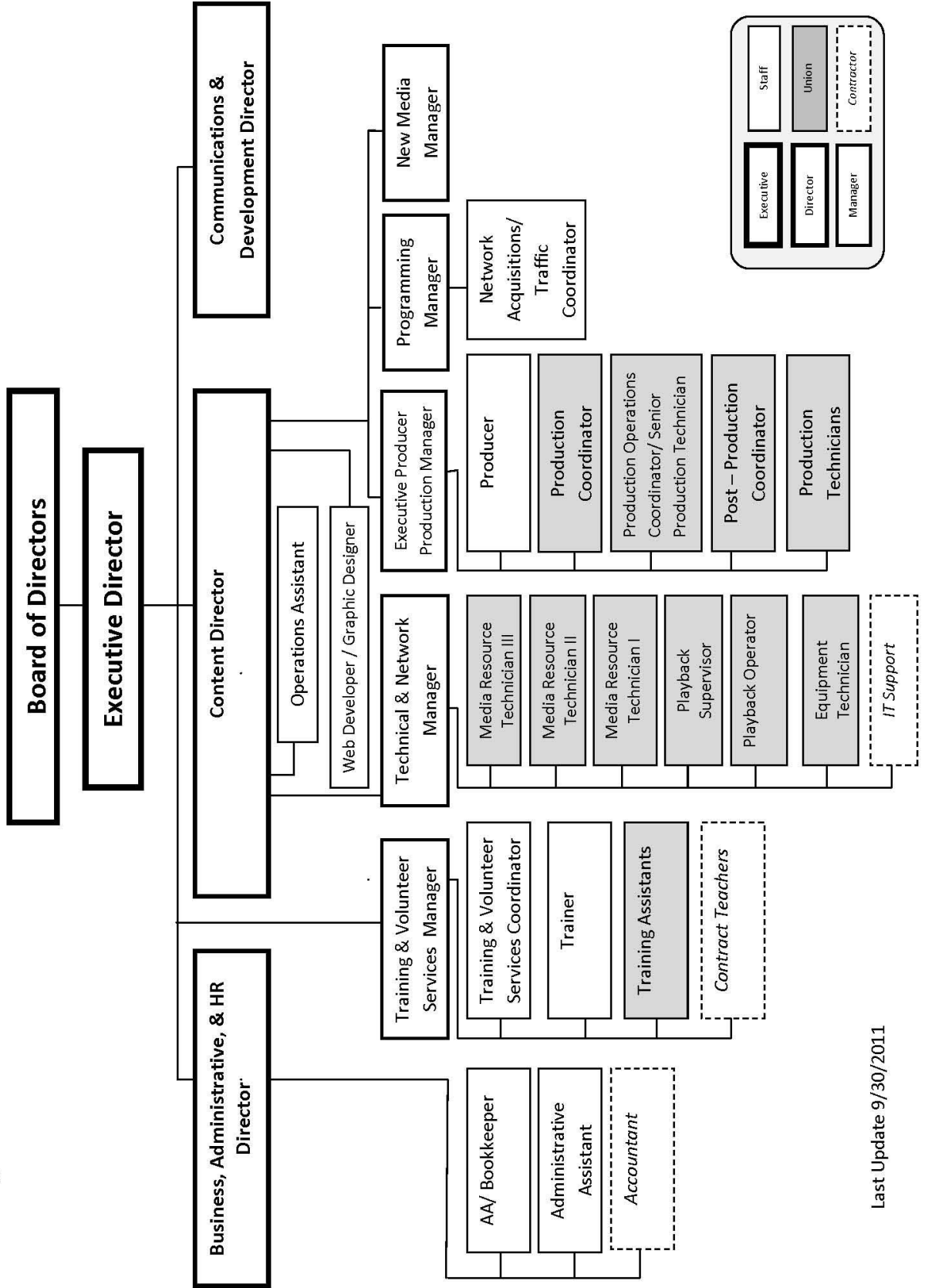
January 1, 2012 – March 31, 2012

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

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With the re-launch of MCM's new web site this quarter, the Production Services department started to feel what it really means to feed the content hungry monster. Training of the Production Technicians has started to provide almost daily, "snacking and tagging" activities. The Production department continued to work with the web team to supply graphics and video for the actual web site launch. In addition, Production Services had to stay on top of the usual list of weekly productions. They included 12 Do and Go's, 24 Around the County's and 13 two-minute packages for MCOL and CRTW. Work continues to move slowly on the very detailed Inmate Orientation Video for the Montgomery County Department of Corrections.

Successful original programs were created this quarter include:

- NPO DAY: Videotaped in MCM's studios, generating 3 X 1:00 Programs that ran this quarter;
- Rockville Chamber of Commerce: A meeting was held in our studios and 1 hour program was aired;
- Mid-Atlantic Jazz Festival: will render 10 hours of great Jazz
- "Bullying" symposium: Videotaped and air a 90-minute MCOL Special. This was a PEG collaborative effort, however, MCM carried most of the water by providing the equipment and crew to shoot and edit the final program.

MCM was happy to join the Training department to create this year's Candidates Spotlight. MCM provided a forum for the local candidates to speak and for the residents of Montgomery County to make well-informed decisions about the primary election.

Production Services took and revised the MCM program, "Studio 501(c)3". This series was given a new face lift and launched this quarter. The new included a powerful and compelling look at the issue of human trafficking in Montgomery County. In addition, "T.D. Bank Speed Networking" took place at the MCM studios and was videotaped. It is presently in the edit suite for airing at a later date.

Work-for-hire projects included the Endocrine Society, InterFaith Works, Black Rock Center for the Arts and the Jubilee Fund Raising Video. Production Services is in the post production stage and plan on completing it in April.

We ended the quarter working with the league of Women Voters and put together the Board of Education Debates. MCM's production crew set up their new VARTO system (a mini TV studio) at the Wheaton Regional Library to capture all the excitement of the debate. The footage was then turned into a 90-minute program and aired two days after it was shot in order to let residents have crucial information leading up to the primary.

The Production Services department began the quarter with its routine list of weekly productions including:

- 1) Do and Go's 12 X :30
- 2) Around the County 24 X :60

3) MCOL's/CRTW 13 X 2:00

MCOL Fourth Quarter Episodes:

- Episode 46 - MLK Day Event Preview
- Episode 47 - Nigeria Subsidies Protest
- Episode 48 - MLK Day Event
- Episode 49 - Sports Bars
- Episode 50 - Child Welfare Services
- Episode 51 - Latino Parent Conference
- Episode 52 - Parkland MS Black History Month Assembly
- Episode 53 - National Black HIV/AIDS Awareness
- Episode 54 - Bullying in Schools
- Episode 55 - Mid Atlantic Jazz Festival
- Episode 56 - Early Voting Announcement
- Episode 57 - Gluten Free Pizza
- Episode 58 - Early Voting Affects

4) 10 Episodes of 21 This Week

- Episode 320 - Bag Tax
- Episode 321 - New Taxes in Maryland/ Has MLK's dream been realized?
- Episode 322 - Affordable housing / kids wearing pedometers
- Episode 323 - Gas Tax/Same Sex Marriage
- Episode 324 - Farming on the Ag Reserve/ O'Malley's latest proposal
- Episode 325 - Same Sex marriage Approved/Budget issues
- Episode 326 - GOP Presidential Primary Review/ More issues added to the voting ballot
- Episode 327 - Redistricting/Bag Tax results
- Episode 328 - Major voter's issues
- Episode 329 - County Exec & County Council fighting for economic development/Slots after Effects

5) 8 New Station Promos and 5 "Coming Up' Next's

## LIST OF PROGRAMS COMPLETED

PROJECTS COMPLETED AND RELEASED THIS QUARTER			
Montgomery Channel ON Location (MCOL)	04-Jan-12	0:02:00	MLK Day Pre- Event 2012
21 This Week Ep# 320	06-Jan-12	0:27:30	Topic: Bag Tax
21 This Week Topical Promos	06-Jan-12	0:00:30	Promo's for each 21 This Week show.
2011 NPO DAY	10-Jan-12	0:57:30	Aaron Overton of Heatherstone discusses how to generate \$50,000 in 30 days.
Think Green Ep# 27	10-Jan-12	0:27:30	1) Hedgeapple Farms 2) Safeway Bethesda 3) Ready 40 4) Leftovers/ Delightful Cooking
Montgomery Channel ON Location (MCOL)	12-Jan-12	0:02:00	Montgomery County Nigerians protest Fuel Subsidy Removal in Nigeria- World Bank
Around The County 19	13-Jan-12	0:01:00	Weekly Community Event Calendar on Events in MoCo.
Around The County 19	13-Jan-12	0:01:00	Weekly Community Event Calendar on Events in MoCo.
2011 NPO Day	19-Jan-12	0:57:30	Richard Harrington CEO of Rhed Pixel explains how it is easy to amplify your message with the use of visual media.
Montgomery Channel ON Location (MCOL)	19-Jan-12	0:02:00	Animal Extinction
Montgomery Channel ON Location (MCOL)	19-Jan-12	0:02:00	MLK Day Event 2012
21 This Week Ep# 321	20-Jan-12	0:27:30	Topic: New Taxes in Maryland/ Has MLK's dream been realized?
21 This Week Topical Promos	20-Jan-12	0:00:30	Promo's for each 21 This Week show.
Around The County 19	26-Jan-12	0:01:00	Weekly Community Event Calendar on Events in MoCo.
Around The County 19	26-Jan-12	0:01:00	Weekly Community Event Calendar on Events in MoCo.
21 This Week Ep# 322	27-Jan-12	0:27:19	Topic: Affordable housing / kids wearing pedometers.
21 This Week Topical Promos	27-Jan-12	0:00:30	Promo's for each 21 This Week show
Montgomery Channel ON Location (MCOL)	27-Jan-12	0:02:00	Sports Bras- Fab Foundations
Montgomery Channel ON Location (MCOL)	27-Jan-12	0:02:00	Child Welfare Services
Montgomery Channel ON Location (MCOL)	02-Feb-12	0:02:00	Latino Parent Conference
21 This Week Ep# 323	03-Feb-12	0:27:30	Topic: Gas Tax/Same Sex Marriage
21 This Week Topical Promos	03-Feb-12	0:00:30	Promo's for each 21 This Week show
Dr. Martin Luther King, Jr. Day Celebration 2012	06-Feb-12	1:57:30	Montgomery County's 18th Annual Rev. Dr. Martin Luther King tribute and celebration at the Music Center at Strathmore.
2011 NPO DAY	07-Feb-12	0:57:30	Jerome Leonard, President & CEO of Taylor / Leonard Corporation explains how NPO's can gain through the use of social media.
21 This Week Ep# 324	10-Feb-12	0:27:30	Topic: Farming on the Ag Reserve/ O'Malley's latest proposal
21 This Week Topical Promos	10-Feb-12	0:00:30	Promo's for each 21 This Week show.
Around The County 19	10-Feb-12	0:01:00	Weekly Community Event Calendar on Events in MoCo.
Around The County 19	10-Feb-12	0:01:00	Weekly Community Event Calendar on Events in MoCo.
Montgomery Channel ON Location (MCOL)	15-Feb-12	0:02:00	Black History Month Assembly- Parkland Middle School
Montgomery Channel ON Location (MCOL)	22-Feb-12	0:02:00	National Black HIV/AIDS Awareness
Around The County 19	23-Feb-12	0:01:00	Weekly Community Event Calendar on Events in MoCo.
Around The County 19	23-Feb-12	0:01:00	Weekly Community Event Calendar on Events in MoCo.
21 This Week Ep# 325	24-Feb-12	0:27:30	Topic: Same Sex marriage Approved/Budget issues
21 This Week Topical Promos	24-Feb-12	0:00:30	Promo's for each 21 This Week show.
Montgomery Channel ON Location (MCOL)	24-Feb-12	0:02:00	Bullying In Schools
21 This Week Ep#326	02-Mar-12	0:27:30	Topic: GOP Presidential Primary Review/ More issues added to the voting ballot

21 This Week Topical Promos	02-Mar-12	0:00:30	Promo's for each 21 This Week show.
Think Green Ep# 28	02-Mar-12	0:27:30	1) Nature Conservancy 2) chiropractic first 3) nutrition 4) Pasquale's Gluten-Free Pizza 5) MyGreenMontgomery.org
Around The County 19	06-Mar-12	0:01:00	Weekly Community Event Calendar on Events in MoCo.
Around The County 19	06-Mar-12	0:01:00	Weekly Community Event Calendar on Events in MoCo.
Board Of Education - At Large	06-Mar-12	0:08:43	Candidates present themselves to the voting public in the 2012 Primary Elections
Board of Education - District 2	06-Mar-12	0:13:00	Candidates present themselves to the voting public in the 2012 Primary Elections
US Congress - District 3 (REPUBLICAN)	06-Mar-12	0:07:00	Candidates present themselves to the voting public in the 2012 Primary Elections
US Congress - District 6 (DEMOCRAT)	06-Mar-12	0:17:53	Candidates present themselves to the voting public in the 2012 Primary Elections
US Congress - District 6 (REPUBLICAN)	06-Mar-12	0:15:13	Candidates present themselves to the voting public in the 2012 Primary Elections
US Congress - District 8 (DEMOCRAT)	06-Mar-12	0:04:40	Candidates present themselves to the voting public in the 2012 Primary Elections
US Congress - District 8 (REPUBLICAN)	06-Mar-12	0:08:30	Candidates present themselves to the voting public in the 2012 Primary Elections
US Congress- District 3 (DEMOCRAT)	06-Mar-12	0:06:00	Candidates present themselves to the voting public in the 2012 Primary Elections
US Senate - DEMOCRAT	06-Mar-12	0:06:15	Candidates present themselves to the voting public in the 2012 Primary Elections
US Senate - REPUBLICAN	06-Mar-12	0:16:27	Candidates present themselves to the voting public in the 2012 Primary Elections
Montgomery Channel ON Location (MCOL) - Jazzfest 2012	08-Mar-12	0:02:00	A look back on the Third Annual Mid Atlantic Jazz Festival
21 This Week Ep# 327	09-Mar-12	0:27:30	Topic: Redistricting/Bag Tax results
21 This Week Topical Promos	09-Mar-12	0:00:30	Promo's for each 21 This Week show.
Montgomery Channel ON Location (MCOL) Early Voting	14-Mar-12	0:02:00	Early Voting
Montgomery Channel ON Location (MCOL) Special Report- Bullying	14-Mar-12	1:28:00	Special Report
21 This Week Ep# 328	16-Mar-12	0:27:30	Topic: Major voter's issues
21 This Week Topical Promos	16-Mar-12	0:00:30	Promo's for each 21 This Week show.
Montgomery Channel ON Location (MCOL)	20-Mar-12	0:02:00	An interview with Patrick Maggi of Pasquale's Deli in Damascus. Patrick explains about the making of Gluten Free Pizza.
Around The County 19	21-Mar-12	0:01:00	Weekly Community Event Calendar on Events in MoCo.
Around The County 19	21-Mar-12	0:01:00	Weekly Community Event Calendar on Events in MoCo.
21 This Week Ep# 329	23-Mar-12	0:27:30	Topic: County Exec & County Council fighting for economic development/Slots after Effects
21 This Week Topical Promos	23-Mar-12	0:00:30	Promo's for each 21 This Week show.
Third Annual Mid-Atlantic Jazz Festival - Ep#2	26-Mar-12	0:57:30	Tonight's featured act: The Trumpet Summit
Third Annual Mid-Atlantic Jazz Festival-Ep#1	26-Mar-12	0:57:30	Tonight's featured act: The Paul Carr Quintet
Third Annual Mid-Atlantic Jazz Festival-PROMO	27-Mar-12	0:00:20	Promotion of the upcoming Mid Atlantic Jazz Festival
2012 Board of Education Candidates Forum	29-Mar-12	1:11:40	A Forum with the Board of Education candidates For At-Large and District 2.
Montgomery Channel ON Location (MCOL)	29-Mar-12	0:02:00	Sonya Burke reports about the success of the Early Voting program at the largest early voting venue in the county.
21 This Week Ep# 330	30-Mar-12	0:27:30	Topic: O'Malley's latest proposal/The Supreme Court reviews Obamacare
21 This Week Topical Promos	30-Mar-12	0:00:30	Promo's for each 21 This Week show.
	<b>Q3 Total</b>	<b>17:51:30</b>	
	<b>FY12 Total</b>	<b>52:51:05</b>	

## **TRAINING AND VOLUNTEER SERVICES**

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### **New Programs and Projects**

There were 19 new projects started this quarter by MCM Volunteers, Presenters and the Production classes. The projects covered many categories including Community, Ethnic, Inspirational, Arts, Youth, Educational, and Humanities and also include a wide range of topics as highlighted below:

- Teens in leadership activities
- Intro to foreign cultures
- Dance and Choral performances by the South African Children's Choir
- Reality panel discussion with teenagers
- Real Estate in the D.C. Metro area
- Programs promoting African and African American activities in French and English

### **Ongoing Volunteer Programs with Descriptions**

**Deliteful Cooking**, Produced by Dietician Ruth DeVoe

This program focuses on healthier ways of cooking. In a recent episode, Susan Belsinger, author of several health-conscious cookbooks, prepares stir-fry greens, orange-red onion salad and thyme scones, using an alternative method of preparation in an effort to make a healthy yet tasteful meal.

**Fantasy Sports and World Report**, Produced by Bryan Lyles

This program focuses on the world of Fantasy sports with subject's including NFL Fantasy Recap, Fantasy UFC and wrestling and the NCAA College Basketball Tournament.

**Forward Motion**, Produced and hosted by Karen Allyn

This program features guests from all walks of life, from politics to cupcake bakers and a man that makes violins out of baseball bats. Guest s this quarter included Meaghan Mountford "Sugarlicious" who displayed her many sweet creations from cakes to candies; and local artist Dalis Dandson, gave an amazing demonstration of spinning and dyeing yarn.

**Fresh TV**, Produced by Frank Nelson

A long time program that showcases local blues and rap bands as well as local artists, in the D.C. metro area. Some of the bands are well known and some just beginning their careers.

**Health Talk with Deb**, Produced and hosted by Nurse Debbie Halevy

This show discusses different aspects of health and fitness. Topics range from running to the benefits of Health screenings.

**Revista Semanal Montgomery**, Produced by Marian Merewitz and hosted by Gracie Rivera-Oven

This program is a public affairs panel featuring Spanish/Latino professionals and highlights their vital roles in the community.

**Transforming Lives**, Produced and hosted by Sheila Ogilvie.

The program spotlights individuals, companies and charities whose great work transforms and improves the quality of life of residents. Guests have included The Charmettes, Ethel Gaines and Dr. Robert DeWitty from Howard University Cancer Center. Other guests include Anna Riley and Vonda Rhodes Kemp from Delta Sigma Theta Sorority Inc- talking about the Financial Fortitude Challenge.

### **Classes and Workshops**

The regular blocks of classes were held this quarter. In addition, MCM offered its first ever Introduction to Social Media class. A class designed to teach beginners the basics of setting up and utilizing social media venues such as Facebook, Twitter and LinkedIn.

The first Citizen Journalism class was offered through Group-on came to a successful end, with seven in attendance. The next session will be offered in late Spring. The students enjoyed the class and commented on the ease of using the Sony Bloggie HD cameras, and were inspired to do more.

### **Current Activities**

With the launch of MCM's new website, Training and Volunteer Services began developing workshops to inform and engage Producers on contributing and blogging on the site. These workshops will grow to include all who would like to participate in blogging or posting information.

A class in Backpack Journalism was offered to Chelsea High School students, and finished the beginning of April. Portions of the class were held at MCM while the editing portion mainly held at Chelsea. Approximately 10 programs are expected to air on MCM channels and on the website.

MCM's Creative Connections held an Open House on March 12 to introduce members as well as the public to MCM and its new website. Approximately 70 attended.

### **Planned and Upcoming**

Studio 501 (c) 3, the program previously produced and taped by the Studio Technician class, is getting a new look. Revisions to this program began this winter and now include a combined effort between MCM's Production and Training & Volunteer Services Departments. The format for the program will include MCM's Production team shooting and taping the show while the Training Department will provide volunteer Producers to help recruit guests and provide additional support where needed.



## Certifications and Classes

New Certifications	
Certification Code	Total
C-Intro	34
C-Ftech	10
C-Fproducer	5
C-Studio Tech	0
C-PEditFCP	8
C-Scamera	17
C-SCAudio	11
C-SCCG	12
C-SCSwitcher	12
C-SCVT	9
C-SFloor	13
C-Sprompter	12
C-SDirector	0
C-Slighting	0
C-SProducer	6
<b>Grand Total</b>	<b>149</b>

### New Certifications

New certifications for the second quarter totaled 149. 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
Field Camera	1	16	15
Field Editor	1	15	16
Field Producer	1	16	13
GrouponCJ	1	30	7
IntroVBasics	1	60	42
SocialMedia	1	11	12
Studio Dir 12	2	6	1
Studio Prod	1	11	11
Studio Tech	2	25	28
<b>Grand Total</b>	<b>18</b>	<b>205</b>	<b>156</b>

### Third Quarter Training Classes and Capacity

While there were 18 classes held in the 3<sup>rd</sup> quarter, a total of 156 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	19
Continuing	109
Completed	25
<b>Grand Total</b>	<b>153</b>

### 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.

## **PROGRAMMING**

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To keep both MCM cable channels (19 & 21) in constant 24/7 operation, many administrative, scheduling, and operational activities were done daily. This period included the Programming Quarter of December 26 through March 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's Production Department were scheduled on both channels.

Beginning in March and leading to the Maryland Primary Election (April 3), MCM channels carried many programs about Candidates appearing on the Primary ballots. These programs included individual Candidates' statements, Public Access productions, Candidates' debates, and public affairs discussions.

Programming continued to consistently schedule the MCM Disclaimer Statement which plays directly before each non-MCM produced program that airs.

Breaks between programs on MCM 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 MCM's Production Department and County residents were used effectively. The Disclaimer appeared in these Breaks. In addition, 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 episode 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 MCM.

## Programming Analysis

Program Analysis Video Bulletin Board	
Program Title	Hours
Channel 19 VBB/Washington Ear	360
<b>Grand Total</b>	<b>360</b>

Program Analysis This Quarter		
	Hours Played	Number of Different Programs Played
First Run	367	662
Repeat	3510	18,354
<b>Total of First Run + Repeats</b>	<b>3,877</b>	<b>19,016</b>

Channel	First Run	Total Hours
19	263	1,756
21	104	2,120
<b>Grand Total</b>	<b>367</b>	<b>3,877</b>

Origin	First Run	Total Hours
MCT Access	82	1,011
Mont. County	65	325
Maryland	26	202
Non-Local	81	1,417
Metro	95	538
Unknown	1	14
MCT	5	149
MCT Training	0	5
MCT Prod Svs	12	216
<b>Grand Total</b>	<b>367</b>	<b>3,877</b>

Category	First Run	Total Hours
Arts	14	186
Community	25	459
Educational	21	239
Ethnic	28	187
Growth	0	47
Health	2	131
Humanities	4	14
Inspirational	197	1,086
Promotions	0	32
Public Affairs	54	373
Sports	20	89
Youth	2	1,015
Unknown	0	20
<b>Grand Total</b>	<b>367</b>	<b>3,877</b>

## COMMUNICATIONS AND DEVELOPMENT

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### GRANT APPLICATIONS COMPLETED – JANUARY, 2012 – MARCH, 2012

During the FY'12 3rd Quarter, MCM was active in grant research, preparation and submission. More than \$356,000 in grant requests was submitted to at least fourteen funders. The following grants were submitted:

- 1) Arts & Humanities Council of Montgomery County: General Operations Grant - \$130,000 - \$140,000;
- 2) Arts & Humanities Council of Montgomery County: Advancement Grant (for mobile digital lab) - \$57,000;
- 3) Capital One Bank: Capital Once Upon A Time - \$10,000;
- 4) Capital One Bank: Backpack Journalism - \$15,000;
- 5) Constellation Energy EcoStar Grant - \$5,000;
- 6) IBM Fund for Community Service - \$1,000;
- 7) Knight Foundation Community Information Challenge – preliminary application;
- 8) Kresge Foundation Facilities Investment Grant (for mobile digital lab) - \$55,000;
- 9) Motorola Mobility Foundation (for mobile digital lab) - \$50,000;
- 10) TD Bank Foundation Backpack Journalism with Financial Literacy - \$10,000;
- 11) Target Corporation: Arts & Culture in Schools - \$2,000;
- 12) Target Corporation: Early Childhood Reading - \$2,000;
- 13) Toyota 100 Cars for Good – one (1) Toyota Sierra;
- 14) US Airways Community Foundation (for mobile digital lab) - \$17,000.

The TD Bank Corporation approved the grant for Speed Networking at \$2,000. On Valentine's Day, February 14th, Montgomery Community Media recorded and subsequently will broadcast a ½-hour program in the Spring. It will feature TD Bank's Speed Networking in Montgomery Community Media's studio. This economic development activity engaged all of the TD Bank stores located throughout Montgomery County and the chambers of commerce. TD Bank presented 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 in the broadcast. Partners for this event included:

Patch.com  
African American Chamber of Commerce of Montgomery County  
Corporate Volunteer Council of Montgomery County  
Gaithersburg-Germantown Chamber of Commerce  
Greater Bethesda-Chevy Chase Chamber of Commerce  
Hispanic Chamber of Commerce Montgomery County  
Latino Economic Development Corporation

Mid-Atlantic Hispanic Chamber of Commerce  
Montgomery County Chamber of Commerce  
Montgomery County Department of Economic Development  
Rockville Chamber of Commerce  
Rockville Economic Development Corporation  
Rockville Women's Business Center  
Wheaton Kensington Chamber

## **GRANT UPDATES**

### Google for Nonprofits Ad Words Grant (In-Kind)

Now that the Digital Media Department is operational that team has begun the implementation of tools towards the use of the Google Ad Words Grant and the numerous Google products made available to MCM for free.

## **AFFILIATE PROGRAM PARTNERSHIPS**

### California Pizza Kitchen

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.

### Groupon

During December, 2011, Montgomery Community Media launched its first Groupon offering. 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 launched on January 23, 2012. This effort generated over \$3,300 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.

## **NATIONAL REPORTING TOOLS**

MCM has successfully completed and received approval for its Maryland Cultural Data Project report and its GuideStar profile. These reports are often required by foundations and corporations for the submission of funding requests.

## **FACIL DATABASE UPDATE**

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.

## **STATE OF MARYLAND CABLE LEGISLATIVE ISSUES**

MCM's Director of Development & Communications testified before the Maryland Senate concerning Senate Bill 567, the establishment of a commission to review the Telecommunications & Telephony Taxes and Fees. He joined the Montgomery County Cable Commissioner, the Alliance for Community Media and the Maryland Municipal League in the effort to advocate for the shared interests of the PEG organizations and the public access stations within Maryland.

## **COMCAST FRANCHISE RENEWAL FOCUS GROUPS & STAKEHOLDER SESSIONS – MARCH – APRIL, 2012**

MCM sent out emails to over 6,000 residents, businesses and organizations to encourage participation in the Comcast Franchise Contract Renewal focus groups and stakeholder sessions in March and April, 2012. This activity also allowed MCM to establish new relationships with the B'Nai Brith Youth Organization, Boy Scouts of America, Boys & Girls Clubs, Girl Scouts of America and United Way agencies. MCM will continue to support this activity throughout the Comcast Franchise Contract renewal process.

## **OPEN HOUSE – MARCH, 2012**

MCM had a highly successful Open House on March 12, 2012. Over 80 guests attended the presentations done by Training & Volunteer Services, Production Services and the Communications & Development staff. Another Open House will be planned for the Fall, 2012, in the effort to further engage the residents, organizations and businesses of Montgomery County.

## **NON-PROFIT PARTNERSHIPS**

University of Maryland Baltimore County

MCM is participating in the 2012 Walter Sondheim Maryland Nonprofit Leadership Program at the University of Maryland Baltimore County. This program could provide a paid intern to MCM from the University of Maryland during 2012.

National Fatherhood Initiative

MCM established a letter of understanding with the National Fatherhood Initiative in support of their funding requests that require video production. The National Fatherhood Initiative and MCM are seeking additional ways in which to collaborate and to mutually improve sustainability through partnering.

## **DEVELOPMENT COMMITTEE MEETING – FEBRUARY 28, 2012 (TELECONFERENCE)**

The Development Committee has begun the process of developing and recommending the implementation of a tiered membership structure with features and benefits for MCM. This effort was discussed by the Board in its most recent meeting following the development committee's teleconference. The By-laws Committee and the Development Committee will work towards this common goal.

## **MONTGOMERY COUNTY THEATRE INITIATIVE**

MCM was highly promoted on 80 movie screens, in addition to all of the LED monitor displays, at the movie theaters throughout Montgomery County. The March, 2012 impressions make-good schedule was especially fortuitous, because it coincided with the launch of "The Hunger Games" movie trilogy which caused the 3rd highest national attendance record in movie history. MCM maximized its opportunity to have the residents, businesses and organizations of Montgomery County more aware of its offerings and programs.

## **TECHNICAL AND NETWORK SERVICES**

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### **Production Facilitation**

Over the quarter, Technical Support was provided for 120 Studio Productions totaling 771 hours of production time. This represents a 50% increase in total productions over the previous quarter, and a 22% increase over Q3-FY12. It also represents a rise in total production hours of 38% over last quarter, and 32% over Q3-FY12.

Although heavy usage is expected during the Winter quarter, an increase of this size is abnormal, and may indicate some pent up demand from the previous Fall. Studio usage was somewhat limited during the Fall quarter as was general facility usage, due to lease improvements that were ongoing at the MCM Studios and administrative offices, starting in the late summer and continuing into early January.

In addition to the normal load of productions, technical preparations for and execution of the Martin Luther King Jr. Awards at Strathmore Hall took place in mid-January. Just a few weeks later, on February 4, MCM recorded the Stop Bullying Symposium which was held at the Silver Spring civic building. Both productions used the County Mobile Production Vehicle. Then in late February, Technical Staff provided support for the Mid-Atlantic Jazz Festival using MCM's Varto Mobile Production Studio, recording 10 acts and twelve hours of footage over the multi-day event.

Finally, on the evening of March 26, Technical Staff provided heavy support before and during the recording of The League of Women Voters - Board of Education Candidates Forum, held at the Wheaton Library. This was the first time out for MCM's new HD Production Studio in a Briefcase. The small and very portable unit is designed to provide limited switched multi-camera HD productions in the field without the requirement to bring along a studio engineer, a current restriction of both the Varto and MPV systems.

### **Technical Administration:**

As mentioned above, studio usage that had been limited during the late Summer and Fall quarters began to return to normal during the 3rd quarter.

As small projects related to the recent renovations continued throughout the quarter, work continued on MCM's move to High Definition production. The County has asked that MCM prepare a plan for additional HD expansion with an eye to being a complete HD facility within three to four years.

The plan, as is currently being implemented, would move MCM's smaller Studio B to HD within the next 18 weeks, 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, a critical missing production component.

That plan got a big boost midway through the quarter, as our much-anticipated County Equipment began to arrive.. By quarters end, nearly all of the new equipment had arrived and installation for the Studio B HD Transition was well underway.

As a part of that upgrade, MCM will be turning to Black Magic Design's New *HyperDeck Studio*, a Solid State Drive (SSD) recording deck. Like the HM700 Field Camera, the HyperDeck Studio is a next generation file based recording appliance. Built to replicate the traditional Video Tape Recording (VTR) decks that so many MCM volunteers and professionals in the industry are familiar with, the HyperDeck Studio provides the ability to record file-based content in the highest quality possible, and provides the file in a removable, discrete and portable cartridge. A viable studio recording solution was the one remaining technology challenge to MCM's studio HD transition. With the adoption of the HyperDeck Studio, MCM can now transition to HD as quickly as possible.

In keeping with the Studio/Master Control HD conversion, staff continues to investigate, plan, and implement, as much as possible, to increase the speed and capacity of MCM's outside internet. Despite delays due to the holidays and construction work, Technical staff along with Administration staff, worked throughout the quarter with various departments of the County and MCM's IT contractors to improve and expand MCM's "Network Pipe" and join MCM to the County's Fiber Net System. Completed in late March, this project effectively doubled the corporate bandwidth and offers the potential for greatly improved service and offerings, including the ability to more fully participate in County PEG projects. Unfortunately, County usage restrictions severely limit the uses that MCM can apply to the new bandwidth.

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 1953 checkout hours / 162 hours weekly) easily exceeded 50% of all other camera checkouts combined, and are quickly approaching 60% of total Field camera usage.

## **ADMINISTRATION**

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MCM welcomed Ashley Morrill to the Production Department as a Production Technician. MCM also welcomed Sonya Burke, Multi Media Manager, Michael Walsh, Web Administrator and Michelle Queen, Web Coordinator to the Content Department.

MCM said good-bye to John Buckley, Teaching Assistant and Oby Nwaogbe, Producer.

Congratulations to Ellen Donnelly, Ellen was nominated and recognized for her outstanding customer service and her continued commitment to MCM's strategic plan.

The MCM staff continues to evaluate performance goals for this current fiscal year.



# MCM Directory

## Executive Board of Directors

President .....	Nancy Poole
Vice President .....	Paul Silverman
Secretary .....	Linda Macklin
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
Web Administrator .....	Michael Walsh
Multi-Media Manager .....	Sonya Burke
Web Coordinator .....	Michelle Queen

## 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 .....	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 Agridellis
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
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 Ruggerio
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
Production Technician .....	Ashley Morrill

## Programming

Manager .....	Stuart Garfinkle
Network Scheduling/Traffic Coordinator .....	Lisa Clark

## Communications & Development

Director .....	Tony Spearman-Leach
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