



FY 2012

1st Quarter Report

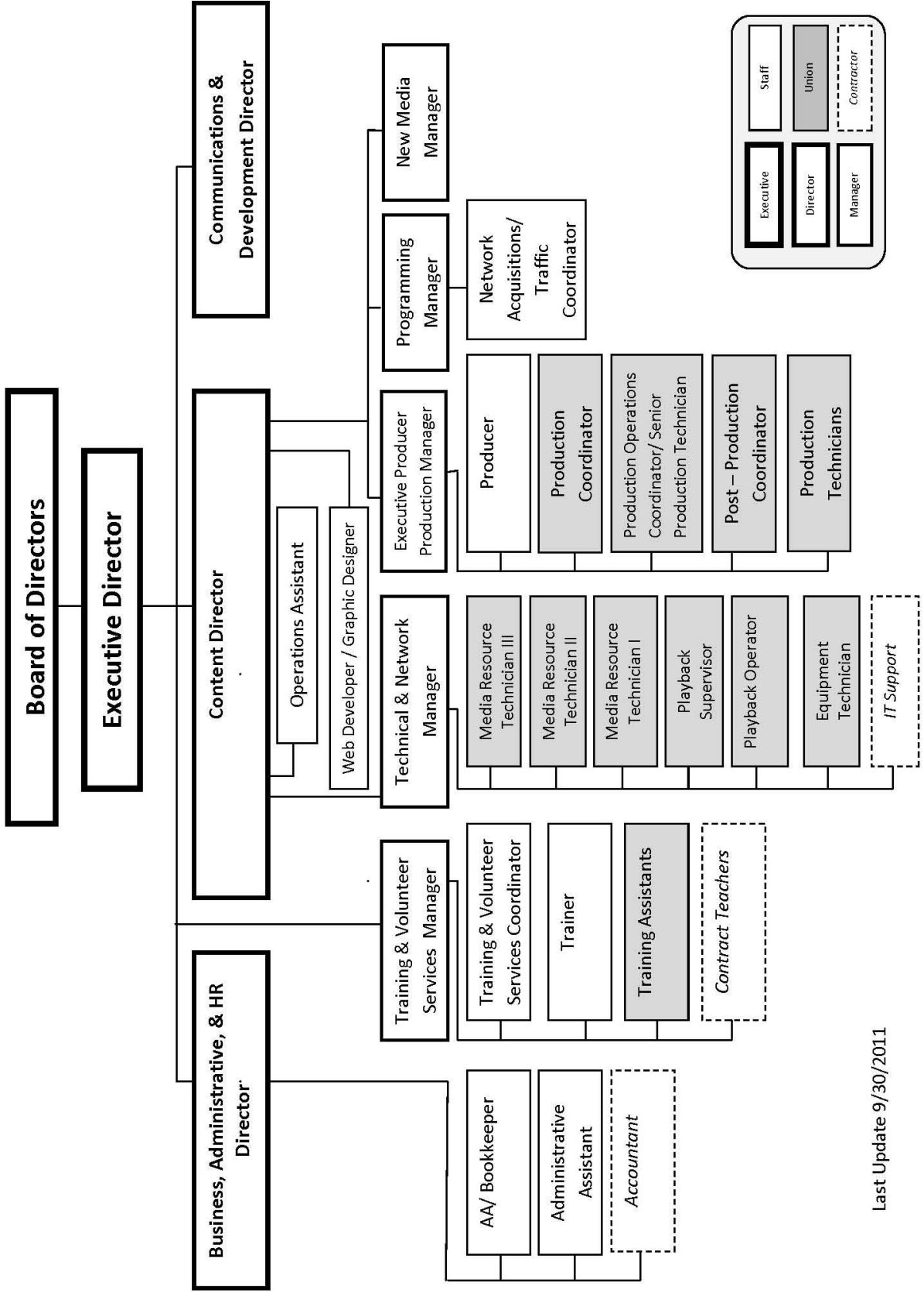
July 1, 2011 – September 30, 2011

a service of
Montgomery
COMMUNITY TELEVISION, INC.

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

Montgomery Community Media

Organizational Structure



Last Update 9/30/2011

PRODUCTION SERVICES

Amidst the dust and debris of the new remodeling and renovations here at MCM, the production department was still able to produce a significant amount of product this quarter. Here are some of the highlights:

NEW SHOWS:

Takoma Park Folk Festival: As last quarter ended, MCM started getting into full swing on a seven-part series for the Takoma Park Folk Festival. The series spotlighted many local Folk talent and provide numerous hours of programming for The Montgomery Channel.

Other new productions that added to our original programming requirement included five, one-hour shows for the Silver Spring Blues Festival in July, and four one-hour shows for the Silver Spring Jazz Festival in September. In addition, MCM added to its trade agreement with the Gazette Newspaper by producing and airing the “25 CEOs You Need to Know” and the “2011 Gazette Healthy Challenge”. Another item of interest was the editing and airing of *BackPack Beat*. This citizen journalism class for kids, run by the Training Department, not only garnered some revenue but made for some very interesting television and web content.

NEW PROMOS:

Each quarter, MCM produces updated promotions for the two channels. This quarter was a little light due to the remodeling of the facility. However, MCM was able to get a handful of “You’re Watching” station IDs for each channel. This footage was acquired at the 2011 Ag Fair in August.

The Ag Fair had the department pretty busy as we cranked out three very compelling promos. Each had a different purpose: one was for a sign up for events, one was to solicit volunteers and of course one that would let County residents know when the fair was going to be held.

Finally, we had our weekly run of “Do and Go” packages and “21 This Week” promos as well as promos for the *BackPack Beat* program.

NEW PSAs

In the Public Service Announcement category, we accommodated a request from NABET Union President Carl Meyers to produce a couple of PSAs for the very well deserving campaign for the Sonny Buchanan Foundation. Sonny Buchanan was fatally shot during the Beltway Sniper incident several years ago. The foundation, run by Sonny’s sister, was extremely pleased with the PSAs.

THINK GREEN:

Freelance producer Susan Stark continues to produce what is becoming a well polished show on a monthly basis. The program is progressing very nicely and is very low cost in comparison to other monthly TV shows. We continue 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 stand-alone 60-second PSA. Also, as part of the sponsorship agreement, we have fulfilled a least one segment within the program that would highlight Bethesda Green. For this we sent a crew to cover the Bethesda Green Gala Awards.

NEW COUNTY WORK:

The Production Department supplies the County with production personnel every week for various county productions. In addition, MCM produces a two-minute PEG package for the county to use in *County Report this Week*. More recently, the MCM production staff has played a very important role filling in the personnel gaps at County Council productions. The Council is planning on utilizing our editors in the upcoming quarter. MCM will provide its editing personnel for at least five days in October.

NEW BUSINESS:

New revenue is coming through our doors as we develop a new relationship with our friends at the Montgomery County Detention Center. MCM has been contracted to produce an inmate orientation video and it looks likely MCM will also produce one for the actual Correctional Facility as well. That's two new projects for this coming quarter.

The Endocrine Society is back with bigger and better ideas and although one of the projects stalled out this past quarter, we at MCM are confident that we will pick it back up in the upcoming quarter, if not by the end of the year.

ACCESS USERS

Each quarter, Jon Sullivan spends time with various access users to either critique or to find ways to better their productions. This is an ongoing and continuing process.

THINGS COMING UP:

Just a short list of things in the pipeline is as follows:

- The 26th Annual Monty Awards, where we will produce a stylize montage open for the show, videotape the entire event and then air it on the Montgomery Channel as well as Access 19.
- NPO Day is fast approaching, Nov. 28, and that event will be videotaped and turned into content. The World of Montgomery Festival and The Volunteer Day Awards Ceremony will be produced into a program, to be videotaped in October.
- And last but certainly not least, we are working with Tony Spearman-Leach and others to produce Movie theater ads and art work that would appear on the walls of our new facility at MCM. Plus, the production department is very involved with the design and look of the new web site. This process will continue for the next couple of quarters.

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

"21 This Week"

Episode 304: July 8, 2011

Host: Casey Aiken

Guests: Jim Shalleck, Susan Heltemes

Topic: Debt Ceiling, Union Dues, County Bargaining, Casey Anthony, Violent Video Games, Calorie Counting

Episode 305: July 15, 2011

Host: Casey Aiken

Guests: Democratic Activist, Susan Heltemes, Political Consultant, Rich Parsons, Chairman Of The Montgomery County Republican Central Committee, Mark Uncapher And Democratic Activist Cynthia Rubenstein.

Topic: Obama, Environmental Literacy, Chesapeake Bay, Ike Leggett Proposes A Teen Curfew, Calorie Counting.

EPISODE 306: JULY 22, 2011

Host: Casey Aiken

Guests: Sam Statland, J. Cave, Robin Uncapher,
Cynthia Rubenstein

Topic: Debt Ceiling, Polic Unions, Pepco and Trees, Healthfood and MCPS

EPISODE 307: JULY 29, 2011

HOST: Susan Heltemes

Guests: Sam Statland, Jim Shalleck, Liz Rubin, Henry Hailstock

Topic: Debt Limit, Maryland And Montgomery County, Special Session, Gay Marriage, Charter School, Miranda Rights

Episode 308: September 9, 2011

Host: Casey Aiken

Guest: Susan Heltemes, John Hurson, Steve Kreseski, Mark Uncapher

Topic: Maryland Redistricting, Flash Mobs, Obama's Jobs Report, Republican Wannabes, Sept 11 Remembrance

Episode 309: September 16, 2011

Host: Casey Aiken

Guests: Cynthia Rubenstein, Rich Parsons, J. Cave, Jim Shalleck

Topics: Poverty In America, Redistricting, Montgomery County To Take Of Pepco, Obama, Perry vs. Romney

Episode 310: September 23, 2011

Host: Mary Kane

Guests: Sam Statland, Robin Uncapher, Jean Roesser, David Hidalgo

Topics: White House- An Old Boys Club?, Baltimore Red Line Cut, \$500,000 Green Card, Governor's Race

Episode 311: September 30, 2011

Host: Susan Heltemes

Guests: Rich Parsons, Steve Kreseski, Liz Rubin, Cynthia Rubenstein

Topics: Cardin Race, More County Debt, Volunteer Boards, Maryland Laws

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

21 This Week Topical – Promos for each 21 This Week show: Episodes 304 thru 311

MCOL/PM & PEG NEWS

Events happening in the county day/night.

7/6- Think Green (Great Sage Restaurant) & Pet of The Week

7/13- Think Green (National Aquarium) & Pet of The Week

7/20- Think Green (Nest) & Pet Of The Week

7/27- Think Green & Pet of The Week

8/3- Think Green (Oyster Recovery Partnership- Peg) & Serving Together: Troops, Veterans & Family Care Project (MCOL) Pet Of The Week
8/10- The 63rd Annual Agricultural Fair- (Promoting Event) & Pet of The Week
8/17- The 63rd Annual Agricultural Fair-(Reporting From The Event) & Pet of The Week
8/24-County Executive & George Leventhal's Trip To Morazan, El Salvador & Pet of The Week
8/31-Think Green(Oyster Recovery Partnership) & Pet of The Week
9/7- Washington Revels & Pet Of The Week
9/14- 8th Annual Silver Spring Jazz Festival & Pet of The Week
9/21-Opening Of The Fillmore & Pet of The Week
9/28- Farm-To-Table & Pet of The Week

LIST OF PROGRAMS COMPLETED

PROJECTS COMPLETED AND RELEASED THIS QUARTER			
Around The County 19	01-Jul-11	0:01:00	Weekly Community Event Calendar on Events in MoCo.
Around The County 19	01-Jul-11	0:01:00	Weekly Community Event Calendar on Events in MoCo.
Montgomery Channel ON Location	01-Jul-11	0:02:00	World Elder Abuse Awareness Day.
Silver Spring Blues Festival 2011 Part 1	01-Jul-11	0:57:30	Part 1 of 5 concerts of various local and national blues artists as well as interviews with various musicians.
Montgomery Channel ON Location	06-Jul-11	0:02:00	Green IT
On Demand Promo TRT 15	06-Jul-11	0:00:15	Graphic Designed
On Demand Promo TRT 20	06-Jul-11	0:00:20	Graphic Designed
Think Green #22	06-Jul-11	0:27:30	Revisiting our best Think Green segments.
2011 Agricultural Fair Volunteer PROMO (Prod Dept)	07-Jul-11	0:00:30	Promo's for each 21 This Week show.
21 This Week #304	08-Jul-11	0:27:30	Topic: Debt Ceiling, Union Dues, County Bargaining, Casey Anthony, Violent Video Games, Calorie Counting.
21 This Week Topical Promos	08-Jul-11	0:00:30	Promo's for each 21 This Week show.
Silver Spring Blues Festival 2011 Part 2	08-Jul-11	0:57:30	Part 2 of 5 concerts of various local and national blues artists as well as interviews with various musicians.
Think Green Minute #1	11-Jul-11	0:01:00	Think Green Minute is sponsored by Bethesda Green.
Around The County 19	13-Jul-11	0:01:00	Weekly Community Event Calendar on Events in MoCo.
Around The County 19	13-Jul-11	0:01:00	Weekly Community Event Calendar on Events in MoCo.
Silver Spring Blues Festival 2011	13-Jul-11	0:57:30	Part 3 of 5 concerts of various local and national blues artists as well as interviews with various musicians.
21 This Week #305	15-Jul-11	0:27:30	Topics: Debt Ceiling, Environmental Literacy, Save The Bay, Teen Curfew, Shake Shack.
21 This Week Topical Promos	15-Jul-11	0:00:30	Promo's for each 21 This Week show.
Takoma Fest #2	15-Jul-11	0:57:30	Takoma Park Folk Festival.
Montgomery Channel ON Location	16-Jul-11	0:02:00	Mid County Community Recreation Center.
Montgomery Channel ON Location	19-Jul-11	0:02:00	Brookside Gardens Green Matters Symposium.
Silver Spring Blues Festival 2011	19-Jul-11	0:57:30	Part 4 of 5 concerts of various local and national blues artists as well as interviews with various musicians.
Silver Spring Blues Festival 2011	19-Jul-11	0:57:30	Part 5 of 5 concerts of various local and national blues artists as well as interviews with various musicians.
21 This Week #306	22-Jul-11	0:27:30	Topics: Debt Ceiling, Police Unions, Pepco and Trees, Health Food and MCPS.
21 This Week Topical Promos	22-Jul-11	0:00:30	Promo's for each 21 This Week show.
Takoma Fest #3	25-Jul-11	0:57:30	Takoma Park Folk Festival.
21 This Week #307	29-Jul-11	0:27:30	Topic: Debt Limit, Maryland And Montgomery County, Special Session, Gay Marriage, Charter School, Miranda Rights
21 This Week Topical Promos	29-Jul-11	0:00:30	Promo's for each 21 This Week show.
Around The County 19	29-Jul-11	0:01:00	Weekly Community Event Calendar on Events in MoCo.
Around The County 19	29-Jul-11	0:01:00	Weekly Community Event Calendar on Events in MoCo.
Montgomery Channel ON Location	29-Jul-11	0:02:00	National Aquarium.
Think Green #23	29-Jul-11	0:27:30	Topics: 1)Oyster Recovery Partnership- PEG & Serving Together: Troops, Veterans & Family Care Project
Think Green Minute #2	29-Jul-11	0:01:00	Think Green Minute is sponsored by Bethesda Green.
2011 Agricultural Fair PROMOS (Prod Depart)	01-Aug-11	0:00:30	Promo
Takoma Fest #4	03-Aug-11	0:58:17	Takoma Park Folk Festival.
Takoma Fest #5	03-Aug-11	0:57:26	Takoma Park Folk Festival.
Montgomery Channel ON Location	05-Aug-11	0:02:00	Mental Health Association Launches Serving Together: Troops, Veterans and Family Care Project.
Takoma Fest #6	08-Aug-11	0:57:30	Takoma Park Folk Festival.

Takoma Fest #7	08-Aug-11	0:57:30	Takoma Park Folk Festival.
Around The County 19	09-Aug-11	0:01:00	Weekly Community Event Calendar on Events in MoCo.
Around The County 19	09-Aug-11	0:01:00	Weekly Community Event Calendar on Events in MoCo.
Montgomery Channel ON Location	10-Aug-11	0:02:00	63rd Annual Agricultural Fair- Event promotion.
Access 19 Floating Words PROMO	16-Aug-11	0:00:15	Promo
Armor of God (CUN)	16-Aug-11	0:00:10	Coming Up Next spot.
Connecion Latina (CUN)	16-Aug-11	0:00:10	Coming Up Next spot.
Connecion Peruana (CUN)	16-Aug-11	0:00:10	Coming Up Next spot.
De Mujer A Mujer (CUN)	16-Aug-11	0:00:10	Coming Up Next spot.
God Is Love (CUN)	16-Aug-11	0:00:10	Coming Up Next spot.
Media Watch on Hunger and Poverty (CUN)	16-Aug-11	0:00:10	Coming Up Next spot.
Montgomery Matters (CUN)	16-Aug-11	0:00:10	Coming Up Next spot.
My Crossroads, The Power of Choice (CUN)	16-Aug-11	0:00:10	Coming Up Next spot.
Punjabi Community Hour (CUN)	16-Aug-11	0:00:10	Coming Up Next spot.
True Light Broadcast (CUN)	16-Aug-11	0:00:10	Coming Up Next spot.
TTECO-TV (CUN)	16-Aug-11	0:00:10	Coming Up Next spot.
TV John Show (CUN)	16-Aug-11	0:00:10	Coming Up Next spot.
Unity (CUN)	16-Aug-11	0:00:10	Coming Up Next spot.
Washington My Home (CUN)	16-Aug-11	0:00:10	Coming Up Next spot.
Montgomery Channel ON Location	17-Aug-11	0:02:00	63rd Annual Agricultural Fair- EVENT
Around The County 19	18-Aug-11	0:01:00	Weekly Community Event Calendar on Events in MoCo.
Montgomery Channel ON Location	18-Aug-11	0:02:00	George Leventhal's Trip to Morazan, El Salvador.
Takoma Fest #8	18-Aug-11	0:57:27	Takoma Park Folk Festival.
Takoma Fest #9	18-Aug-11	0:57:20	Takoma Park Folk Festival.
7th Annual Gazette Healthy Challenge 2011 Finale	22-Aug-11	0:27:30	The Gazette kicked off it's 7th Annual Healthy Challenge event with 3 teams from MOCO, PG & Fairfax County.
Backpack Beat #1	24-Aug-11	0:27:30	A collection of 2-3 minute "news" stories from MCM's Backpack Journalism Class.
Backpack Beat #2	24-Aug-11	0:27:30	A collection of 2-3 minute "news" stories from MCM's Backpack Journalism Class.
Backpack Beat #3	24-Aug-11	0:28:30	A collection of 2-3 minute "news" stories from MCM's Backpack Journalism Class.
Backpack Beat #4	24-Aug-11	0:27:30	A collection of 2-3 minute "news" stories from MCM's Backpack Journalism Class.
Takoma Fest#10: Editor's Choice	24-Aug-11	0:57:30	Takoma Park Folk Festival.
V-me Kids Spot Promo (English)	25-Aug-11	0:00:30	Promo
V-me Kids Spot Promo (Spanish)	25-Aug-11	0:00:30	Promo
You're Watching Access 19 PROMO	30-Aug-11	0:00:20	(Man on the Street)
You're Watching Access 19 PROMO	30-Aug-11	0:00:20	(Man on the Street)
You're Watching Montgomery Ch 21 PROMO	30-Aug-11	0:00:20	(Man on the Street)
You're Watching Montgomery Ch 21 PROMO	30-Aug-11	0:00:20	(Man on the Street)
Think Green #24	02-Sep-11	0:27:30	Topics: 1) Sandy Spring Friends School - Pond 2) Steve Trash 3)Drive for Supplies 4) Shiner Solar 5) PVC Animation PKG
Think Green Minute	02-Sep-11	0:01:00	Think Green Minute is sponsored by Bethesda Green.
Around The County 19	07-Sep-11	0:01:00	Weekly Community Event Calendar on Events in MoCo.
Around The County 19	07-Sep-11	0:01:00	Weekly Community Event Calendar on Events in MoCo.
Montgomery Channel ON Location	08-Sep-11	0:02:00	Washington REVELS
21 This Week #308	09-Sep-11	0:27:30	Topic: Maryland Redistricting, Flash Mobs, Obama's Jobs Report, Republican Wannabes, Sept 11 Remembrance
21 This Week Topical Promos	09-Sep-11	0:00:30	Promo's for each 21 This Week show.

Montgomery Channel ON Location	16-Sep-11	0:02:00	8th Annual Silver Spring Jazz Festival.
21 This Week #309	16-Sep-11	0:27:30	Topics: Poverty In America, Redistricting, Montgomery County To Take Of Pepco, Obama, Perry Vs. Romney
21 This Week Topical Promos	16-Sep-11	0:00:30	Promo's for each 21 This Week show.
Montgomery Channel ON Location	21-Sep-11	0:02:00	Opening of the Fillmore.
8th Annual Silver Spring Jazz Festival	22-Sep-11	0:57:30	La Layenda
21 This Week #310	23-Sep-11	0:27:30	Topics: White House- An Old Boys Club?, Baltimore Red Line Cut, \$500,000 Green Card, Governor's Race
21 This Week Topical Promos	23-Sep-11	0:00:30	Promo's for each 21 This Week show.
8th Annual Silver Spring Jazz Festival	26-Sep-11	0:57:30	Sheila Ross
Around The County 19	28-Sep-11	0:01:00	Weekly Community Event Calendar on Events in MoCo.
Montgomery Channel ON Location	29-Sep-11	0:02:00	Farm to table
Around The County 19	30-Sep-11	0:01:00	Weekly Community Event Calendar on Events in MoCo.
21 This Week #311	30-Sep-11	0:27:30	Topics: Cardin Race, More County Debt, Volunteer Boards, Maryland Laws
21 This Week Topical Promos	30-Sep-11	0:00:30	Promo's for each 21 This Week show.
	Q1FY12 TOTAL	24:02:00	

TRAINING AND VOLUNTEER SERVICES

New Programs and Projects

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

Classes and Workshops

In August a MPV (Mobile Production Vehicle) class was held at the Montgomery County Agricultural Fair. This class taped the parade on Sunday, August 14.

Current Activities

The Training and Production departments are in the process of planning the Monty Awards. The Monty's will be at the Black Rock Center for the Arts in Germantown this year on Sunday, November 13. The judging of the entries is completed and MCM is now in process of obtaining trophies, gifts, and finalizing the catering. The Mobile Production Vehicle is reserved for the taping of the event.

Youth Workshops

This summer, Training held the Backpack Journalism class which was funded from a PEG Youth Grant. There were 45 students signed up for the 3 sessions ending in August. The students learned how to produce, shoot and edit a short news-type package using the Bloggie HD cameras, which are similar in design and use to Flip cams. The program Backpack Beat was created for the projects produced by the students. There were four shows of various lengths consisting of the students projects, for the series.

Planned and Coming Up

Studio 501 (c) 3, the program produced by the Studio Technician class is getting a new look with upgraded set pieces and a new format. The change is in the works and should be in place completely by January. Some of the changes will be in effect for this round of classes.

Certifications and Classes

New Certifications

New Certifications Certification Code	Total
C-Intro	52
C-Ftech	3
C-Fproducer	7
C-MPVTech	5
C-SAD	2
C-Scamera	5
C-SCAudio	5
C-SCCG	3
C-SCSwitcher	6
C-SCVT	4
C-SFloor	4
C-Sprompter	6
C-SDirector	2
C-Bakpakjournal	36
Grand Total	140

New certifications for the third quarter totaled 140. 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
Intro to Video Basic	2	120	52
Studio Dir 6w	1	3	0
Studio Producer	1	12	12
Studio Tech	1	12	10
Studio Lighting	1	12	6
Field Producer	1	16	14
Field Camera	1	16	15
MPV	1	12	5
BackPack Journalism	3	45	45
Grand Total	13	272	159

First Quarter Training Classes and Capacity

While there were 13 classes held in the 1st quarter, a total of 159 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	11
Continuing	123
Completed	3
Grand Total	137

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

For both MCM operated cable channels (19 & 21), administrative, scheduling, and operational activities were performed daily to make the channels happen for the Programming Quarter of June 27 through September 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.

Several 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.

As directed by the Board of Directors, Programming continued to consistently schedule the Disclaimer Statement to play directly before each non-MCM produced program every time one is played.

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. 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". 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 MCM.

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 MCM operated channels.

Programming Analysis

Program Analysis Video Bulletin Board	
Program Title	Hours
Channel 19 VBB/Washington Ear	366
Grand Total	366

Program Analysis This Quarter		
	Hours Played	Number of Different Programs Played
First Run	419	796
Repeat	3,536	19,670
Total of First Run + Repeats	3,955	20,466

Channel	Total Hours
19	1,789
21	2,166
Grand Total	3,956

Origin	Total Hours
MCT Access	1,080
Mont. County	298
Maryland	162
Non-Local	1,486
Metro	617
Unknown	14
MCT	102
MCT Training	8
MCT Prod Svs	188
Grand Total	3,956

Category	Total Hours
Arts	263
Community	355
Educational	294
Ethnic	189
Growth	91
Health	125
Humanities	45
Inspirational	1,076
Promotions	41
Public Affairs	309
Sports	100
Youth	1,049
Unknown	17
Grand Total	3,956

COMMUNICATIONS AND DEVELOPMENT

Montgomery Community Media is launching an in-theatre promotional effort between November 18, 2011, and April 5, 2012. The campaign is estimated to yield 2,114,873 impressions at the 79 movie theatre screens and plasma displays in Montgomery County: Bethesda, Gaithersburg, Germantown, Kensington, Rockville, and Silver Spring. The promotional spots will also contain the MCM's URL. Successful outcome of this campaign is partly based upon anticipated traffic and subscriptions to MCM's social media presence in addition to increased unique users on mymcmmedia.org during the flight for the promotional spots.

Among its social media efforts, MCM continues to strive for useful integration with its website and broadcast/broadband efforts. Montgomery Community Media recently and where possible, cross-linked its Facebook, Twitter, LinkedIn, YouTube, Google+ and Flickr accounts. These accounts are not only important to the promotion and brand awareness of MCM, but they are also important to the revenue generating efforts in development and training. The Development and Training teams are diligently working together to launch both a media production-director course offering and a backpack journalism course offering that will only be available on GroupOn, Amazon Local, Google Bargains and Living Social. These beta-test courses are tentatively scheduled to be offered for January through June, 2012. Beyond generating revenue this beta-test course offering is also intended to create a measurable increase in the community awareness of MCM.

The reformatting of "Studio 501c3" will be launched on October 4, 2011. The new format includes a host and two (2) nonprofits whose efforts complement each other. This change is from the original format that included only one (1) nonprofit. Additionally, two (2) breaks were placed in the show rather than the original one (1) break. These improvements recommended by both the Communications and the Training teams have resulted in a substantial quality improvement in the program. Indeed, opportunities to leverage synergies beyond the TV program itself are being undertaken. "Toys for Tots" was recently featured on "Studio 501c3;" and, Montgomery Community Media is partnering with MIX FM 107.3's promotions department to be media partner's in the annual holiday campaign for "Toys for Tots." MCM is now approved as a designated "Toys for Tots" drop-off site and will significantly benefit from the on-air promotions done by MIX FM 107.3.

Montgomery Community Media continues its effort to augment its community presence and sustainability through establishing new, collaborative community partnerships. On October 27, 2011, MCM will host the Rockville Chamber of Commerce's meeting in its television studios. The meeting will be recorded and subsequently broadcast and made available on-demand. This meeting serves as an opportunity to increase awareness of MCM as a media resource among the chamber's participants and the chamber's membership will become available to MCM.

On November 13, 2011, MCM will hold its volunteer awards, the Monty's, at the Black Rock Center for the Arts. This collaborative partnership was established to decrease MCM's financial and manpower expenditures for this annual effort and to create the bridge to submitting joint grant proposals in the near future. Moreover, the Black Rock Center can provide future content to MCM that is mutually beneficial to both organizations.

The development effort to attain needed tangible resources through in-kind corporate donations is moving forward. Requests have been submitted to Waste Management for a

recycling center, Best Buy, hh gregg and Marlow Furniture. Montgomery Community Media applied and was accepted to Good360, the national organization coordinating corporate in-kind donations to nonprofit organizations. Additionally, MCM has secured in-kind donations from the Corner Bakery Café Corporation, TD Bank and Rockville's Crown Plaza Hotel.

The development department is reaching out to peer nonprofits to explore future joint grant submissions. A recent meeting was held with the Puppet Company to explore submissions to both The Jim Henson Foundation and Target Corporation. Montgomery Community Media has also held prior discussions with the Arts & Humanities Council of Montgomery County to explore a submission to the NEA's Art Works grant. Similar preliminary, early-stage discussions for joint grant application have been held with the Black Rock Center for the Arts.

Towards its effort to enhance Board engagement in its philanthropic efforts in individual giving, MCM is experiencing some successes. Through the Rockville Rewards program a couple of board members have generated nearly \$1,000 in new donations. Additionally, the Board's Chair and MCM's Executive Director have agreed to provide a match to individual donations made to MCM during FY '12. Montgomery Community Media was approved to participate in the Washington, DC metro area's "Give to the Max" day on November 9, 2011. MCM will be accepting on-line donations on that day. Additionally, MCM will be placing pledge forms in the programs distributed at the Monty Awards ceremony on November 13, 2011. Pledge forms will soon be mailed to parents of backpack journalism alumni and MCM's access users. It is the goal of MCM to generate \$15,000 in individual giving during FY '12.

Amid its grant applications the development department has had communications and dialogue with Pepco, Constellation Energy, the Ford Motor Company Fund, the Rockville Chamber of Commerce, Montgomery Works, TD Bank, and Bank of America. An invitation to apply for the IBM Community Grant, which is support provided through engaging volunteerism with IBM employees and retirees, was received and application will be made. Additionally, MCM is currently under consideration for PepsiCo's "Refresh Everything" online philanthropic challenge. The Rockville Chamber's Executive Director has agreed to establish a memorandum of understanding for a collaborative grant submission to Bank of America and others for a small business development and sustainability seminar/workshop at MCM. Again, innovation in grant submissions and partnerships are viewed as key to MCM's continued successful sustainability.

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 55 Studio Productions totaling 406 hours of production time. This represents a decrease in both total productions and in production hours from the previous Quarter, and from the same quarter last year. A drop in Studio production time is normal during the slow summer months, however much of this Quarters decrease is related to ongoing lease improvements at the MCM production studios. During the later weeks of the quarter, when productions would normally pick up, MCMs smaller Studio B was converted into a secure storage area for production and company equipment. This necessity along with the construction limited the productions that could occur in the facility. The ongoing construction also complicated the general ability to utilize Studio A, and amid the general construction disruptions of carpeting and painting, the closing of the kitchens, conference rooms and occasionally bathrooms, caused some cancellations due to simple inconvenience.

In addition to the normal load of productions, technical preparations for and execution of **The County Fair Parade** Production, was held on Sunday the 15th of August. The program was produced using the County Mobile Production Vehicle (MPV), and served as a training class for Access Montgomery volunteers. An additional production of the Silver Spring Jazz Festival was changed from an MPV production to a location camera shoot, when MCM was denied the normal parking space for the MPV in Silver Spring. The Mobile Production Vehicle must be within a certain distance from an event because of cable length limitations of about 300-500 feet.

Administration:

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

As mentioned above, studio usage was limited during the quarter as was general facility usage, due to the ongoing lease improvements at the MCM Studios and administrative offices. Much of the improvements were a simple and much need cosmetic makeover (new paint and carpet). However the work dictated that virtually every item, piece of equipment, and person be packed up, picked up, moved, relocated (for several weeks), then moved back or relocated again, before arriving at a final home. This resulted in weeks of continual disruption for staff and management with many staff members working off of small carts or shared spaces in unused corners of the building.

Technical Staff took the lead in much of this moving, leading teams of Production Technicians for the labor involved in the move, as well as the preliminary clean out of MCM facilities that began weeks before construction.

Because of this heavy demand, 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 three to four years.

The plan if implemented, would move MCM's smaller Studio B to HD within 12 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 component.

As a note, Technical Services continues to monitor the performance and integration of MCM's next generation field camera the JVC HM700. As of October of this year, the HM700s will have been available to the Access Community for a full year, and to the professional staff for several months beyond that. As in Q4-FY11, the HM700s (at 3,613 checkout hours / 301 hours weekly) easily exceeded 50% of all other camera checkouts combined.

ADMINISTRATION

Montgomery Community Media welcomed Katherine Cunningham, Philip McTighe and Eileen Scott to the Training & Volunteer Services Department as Teaching Assistants. MCM also welcomed Russell Baker, Ronan Connolly, Nicholas Rhule and Delante Sealey to the Production Department as new additions to our team of Production Technicians.

MCM said goodbye to Genaye Channel, Demetrius Sykes and Alysia Thaxton.

MCM Directory

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
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 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
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 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

Programming

Manager	Stuart Garfinkle
Network Acquisitions/Traffic Coordinator	Lisa Clark

Communications & Development

Director	Tony Spearman-Leach
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