



FY2014 1st Quarter Report

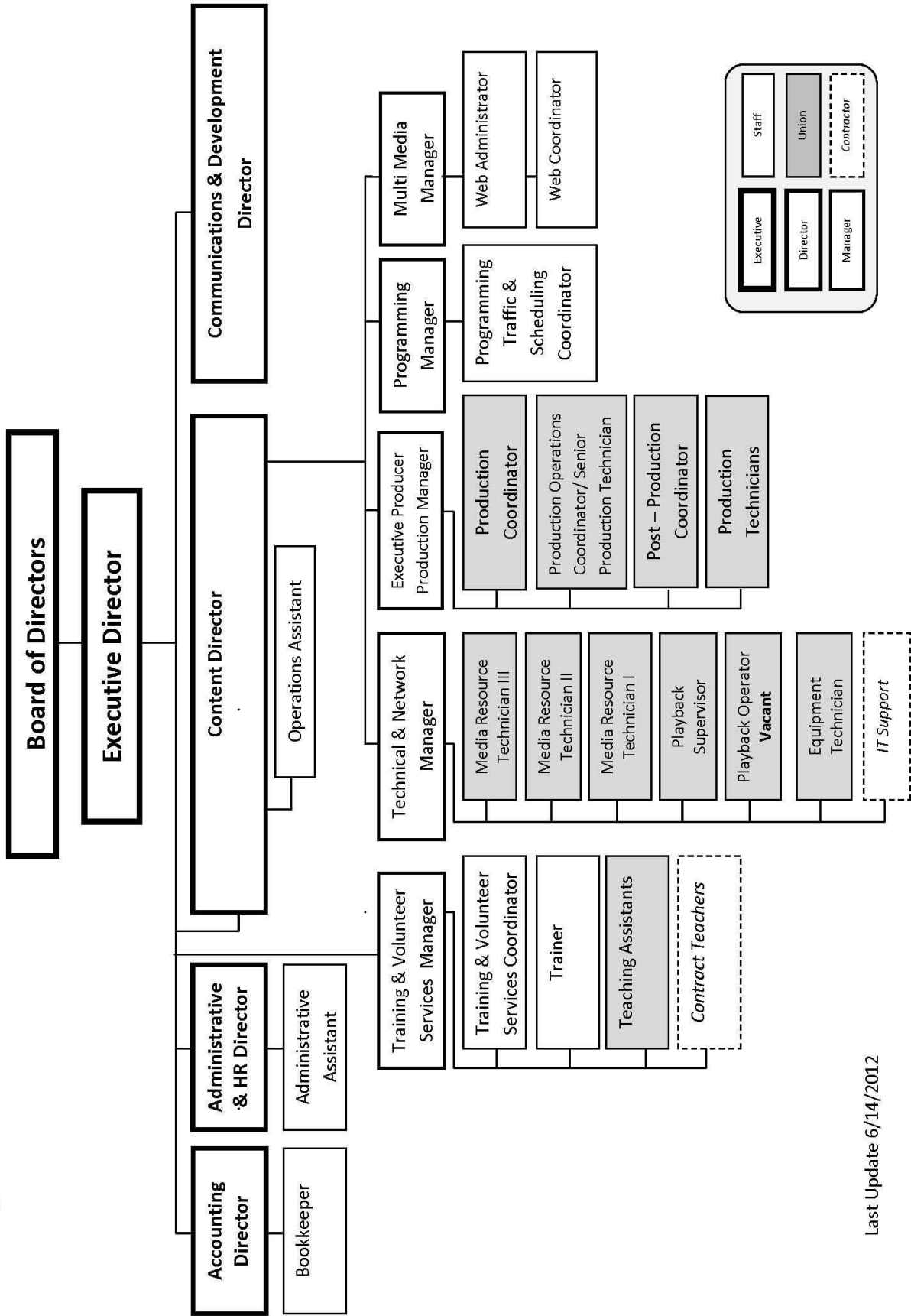
July 1, 2013 thru September 30, 2013

a service of
Montgomery
COMMUNITY TELEVISION, INC.

7548 Standish Place
Rockville, MD 20855
301-424-1370

Montgomery Community Media

Organizational Structure



Last Update 6/14/2012

PRODUCTION SERVICES

There was no summer break for the hard-working Production Services team at MCM, as numerous TV and web video productions, work-for-hire projects, small business events and support for various MCM departments were on the docket from July through September. What follows is a quick rundown of the highlights from the summer:

MCM Production Activities:

1. **Montgomery County Agricultural Fair 2013:** MCM produced one Public Service Announcement for the fair this year. In addition to the PSA, Production Services designed a banner which announced the chance to win an iPad for submitting a picture to pix@mymcmedia.
2. **Silver Spring Jazz Festival:** Using the Mobile Production Vehicle, the MCM team covered this outstanding down-county arts event in September. It is expected that three one-hour programs will be produced for air from this festival.
3. **Gazette My Favorite Teacher PSA's:** MCM produced 4 PSA's for The Gazette's My Favorite Teacher Award contest. The spots, which aired on local Comcast programming breaks, featured MCM's brand and aired on several PEG channels. This activity is part of a services trade that MCM and The Gazette enjoy during the course of the year, benefitting both parties while creating interest and awareness within the community.
4. **Small Business seminars and networking events:** MCM Production Services joined forces with MCM's Communications & Development department to cover several on-site business events. Included in these events (some with more than 120 people) included Council members Berliner, Floreen and Rice as well as the Department of Economic Development and the Montgomery Business Development Corporation. Dozens of Video packages for on-air and online were produced from these events.
5. **Power2give.org:** Training and Volunteer Services and Production Services put their heads together to produce a video which highlighted the need for iPads in MCM's training classroom. This video was then included in Power2Give's crowdsourced fundraising website.
6. **Corporate Volunteer Council's Cycle of Service:** Production Services provided support for the Cycle of Service event held at MCM, which featured founding members of Impact Silver Spring and A Wider Circle, along with several members of the county government.

Other Productions:

- A. **Fundraising Videos:** MCM contracted with non-profits Jubilee as well as InterFaith Works to produce long-format videos to be displayed during their fundraising events during this quarter.
- B. **Work-for-Hire:** MCM contracted with the Maryland Insurance Administration as well as the Food & Drug Administration (through Maslow Media) to help them produce online video content.
- C. **Testimonials:** Production Services produced several on-air spots from officials and community members, touting the TV channels and promoting our service to the community.

List of Programs Completed

PROJECTS COMPLETED AND RELEASED THIS QUARTER			
5th Annual Silver Spring Blues Festival	02-Jul-13	0:57:30	Blues for All Ages
MCOL #147	02-Jul-13	0:02:00	Topic: Christian Leadership Camp
MCOL #148	03-Jul-13	0:02:00	Topic: MC Liquor Warehouse
5th Annual Silver Spring Blues Festival	03-Jul-13	0:57:20	Bad Influence Performance
Around The County 19	09-Jul-13	0:01:00	Weekly Community Event Calendar
Around The County 19	09-Jul-13	0:01:00	Weekly Community Event Calendar
MCOL #149	11-Jul-13	0:02:00	Topic: Combating Illiteracy Rate
5th Annual Silver Spring Blues Festival	11-Jul-13	0:57:27	Ursula Ricks Project Performance
MCOL #150	12-Jul-13	0:02:00	Topic: Washington Spirit
21 This Week #378	12-Jul-13	0:27:26	Topic: Immigration, MCPS Employee Thief
21 This Week Topical Promos	12-Jul-13	0:00:30	Episodic Promo for 21 This Week Show
5th Annual Silver Spring Blues Festival	16-Jul-13	0:57:20	Bushmaster Performance
MCOL #151	17-Jul-13	0:02:00	Topic: O'Donnell's Restaurant
Small Business Day #1	17-Jul-13	0:57:30	Topic: Exporting Your Business
MCOL #152	18-Jul-13	0:02:00	Topic: Nighttime Economy Task Force
5th Annual Silver Spring Blues Festival	18-Jul-13	0:57:11	Skyla Burrell Band Performance
21 This Week #379	19-Jul-13	0:27:30	Topic: Mizuer, McDonnell
21 This Week Topical Promos	19-Jul-13	0:00:30	Episodic Promo for 21 This Week Show
Around The County 19	24-Jul-13	0:01:00	Weekly Community Event Calendar
Around The County 19	24-Jul-13	0:01:00	Weekly Community Event Calendar
MCOL #153	25-Jul-13	0:02:00	Topic: Nighttime Economy Task Force Follow-up
MCOL #155	25-Jul-13	0:02:00	Topic: Gaithersburg Circulator Plan
MCOL #154	26-Jul-13	0:02:00	Topic: ACES Program
21 This Week #380	26-Jul-13	0:27:30	Topic: Gov. Race, County Exec. Race, Trees, Fillmore
21 This Week Topical Promos	26-Jul-13	0:00:30	Episodic Promo for 21 This Week Show
Small Business Day #2	26-Jul-13	0:57:30	Topic: Marketing
5th Annual Silver Spring Blues Festival	29-Jul-13	0:57:30	Best of
5th Annual Silver Spring Blues Festival	29-Jul-13	0:57:27	Bobby Parker Blues Band Performance
MCOL #156	30-Jul-13	0:02:00	Topic: SS Transit Meeting at COB
MCOL #157	30-Jul-13	0:02:00	Topic: Shady Grove Bike Path
MCOL #158	31-Jul-13	0:02:00	Topic: StarTalk Chinese Immersion
MCOL #159	02-Aug-13	0:02:00	Topic: Food Trucks
MCOL #160	06-Aug-13	0:02:00	Topic: Takoma Park Lunch and Learn
Around The County 19	06-Aug-13	0:01:00	Weekly Community Event Calendar
Around The County 19	06-Aug-13	0:01:00	Weekly Community Event Calendar
Small Business Day #3	06-Aug-13	0:57:30	Topic: Doing Business in Mont. County
MCOL #161	09-Aug-13	0:02:00	Topic: Transportation Initiative
MCOL #162	13-Aug-13	0:02:00	Topic: AgFair Preview
MCOL #163	13-Aug-13	0:02:00	Topic: Music Video Summer Camp
Around The County 19	20-Aug-13	0:01:00	Weekly Community Event Calendar
Around The County 19	20-Aug-13	0:01:00	Weekly Community Event Calendar
Small Business Day #4	21-Aug-13	0:57:30	Topic: Financing Your Business

MCOL #164	26-Aug-13	0:02:00	Topic: Ag Fair Awards
MCOL #165	28-Aug-13	0:02:00	Topic: Lip Gloss & A Sander
2013 Big Time Wrestling at Agricultural Fair	28-Aug-13	1:27:30	Promo
2013 Silver Spring Jazz Festival Event	29-Aug-13	0:00:30	Promo
MCOL #166	30-Aug-13	0:02:00	Topic: Back to School
MCOL #167	30-Aug-13	0:02:00	Topic: Veterans of Color documentary
MCOL #168	05-Sep-13	0:02:00	Topic: Labor Day Parade
MCOL #169	05-Sep-13	0:02:00	Topic: Delegation to China
MCOL #170	06-Sep-13	0:02:00	Topic: Muslim Holidays for MCPS Campaign
21 This Week #381	06-Sep-13	0:27:30	Topic: Syria, Minimum Wage, GOP in MD
21 This Week Topical Promos	06-Sep-13	0:00:30	Episodic Promo for 21 This Week Show
Around The County 19	07-Sep-13	0:01:00	Weekly Community Event Calendar
Around The County 19	07-Sep-13	0:01:00	Weekly Community Event Calendar
The Gazette's My Favorite Teacher 2013	12-Sep-13	0:00:30	Nominating Version
The Gazette's My Favorite Teacher 2013	12-Sep-13	0:00:30	Voting Version
MCOL #171	13-Sep-13	0:02:00	Topic: Kensington Hunger Free Zone
21 This Week #382	13-Sep-13	0:27:01	Topic: West MD, Syria
21 This Week Topical Promos	13-Sep-13	0:00:30	Episodic Promo for 21 This Week Show
MCOL #172	16-Sep-13	0:02:00	Topic: Wegman's Grand Opening
Around The County 19	18-Sep-13	0:01:00	Weekly Community Event Calendar
Around The County 19	18-Sep-13	0:01:00	Weekly Community Event Calendar
MCOL #173	20-Sep-13	0:02:00	Topic: Startup Maryland
21 This Week #383	20-Sep-13	0:27:24	Topic: Navy Yard Shooting Analysis, More Holiday Time for MCPS, Minimum Wage
21 This Week Topical Promos	20-Sep-13	0:00:30	Episodic Promo for 21 This Week Show
MCOL #174	27-Sep-13	0:02:00	Topic: Music Education at Stedwick
21 This Week#384	27-Sep-13	0:27:30	Topic: Maryland Gov. Candidates, Fracking, VA Gov. Race, House Republicans and Gov't Closing
21 This Week Topical Promos	27-Sep-13	0:00:30	Episodic Promo for 21 This Week Show
	Q1FY14 Total	16:24:06	

TRAINING AND VOLUNTEER SERVICES

New Programs and Projects:

Twenty four new projects were started this quarter by MCM Volunteers, Presenters and Production classes. The projects covered many categories including Community, Ethnic, Inspirational, Arts, Youth, Educational, and Humanities and offer a wide range of subjects as highlighted below:

- E-textbooks vs. regular textbooks
- Violent video games
- Creating a music video
- Inside the world of a professional clown
- Adoption

Ongoing and New Volunteer Programs:

On the Edge of Time produced by Robert Snip (New)

This show serves to provide information and insight for patients, family and friends during the final stages of cancer.

Recharge your Marriage produced by Zev Halpern.

Marriage counselor Zev Halpern along with guest professional counselors, offer tips and strategies for a successful marriage.

Understanding Medical Conditions in LTC produced by Alex Governatori (New)

This show serves to educate medical professionals on subject matters such as Diabetes, PBA and Osteoporosis.

SeniorTalent produced by Will Risso (New)

This show features the many talents of Montgomery County seniors.

Big Time Wrestling at the Agricultural Fair produced by Mike Valentyne

This two-hour show covers the wrestling event at the 2013 Montgomery County Agricultural Fair.

Tips for High School Success produced by Moyo Edun

TIPS is a series of PSAs designed to help high school students recognize and take the necessary steps to help themselves succeed academically.

Classes and Workshops:

The summer was a very busy time for the Training Department. The end of June brought the first of three sessions of the BackPack Journalism class, which ran through the month of July. In addition, camps were offered at Docs In Progress in Silver Spring as part of the partnership with that organization. Students were taught how to produce, shoot and complete short documentaries during the first two-week session. During the second session, students learned how to create a music video. Both camps successfully produced five projects over the summer.

A new Video Journalism camp was introduced in August and held during the Montgomery County Agricultural Fair. Students were encouraged to venture through the grounds and record various fair activities. Students were also given instruction on editing their project.

Lastly, the Training Department offered a Mobile Production Van (MPV) class, where Studio and Field certified students had the opportunity to learn technique and basic operation of the MPV. The class produced a program, which included the taping of the Parade, and other footage from around the fair.

Certifications and Classes

New Certifications	
C-Intro	35
C-MPV Training	6
C-Backpack Journalism	19
Total	60

New Certifications

New certifications for the first quarter totaled 60. 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
Backpack Journalism	2	20	19
Field Camera	1	16	9
Field Producer	1	16	8
Intro to Video Basics	2	120	39
MPV Technician	1	10	8
Studio Director	1	3	3
Studio HD VTR	1	10	10
Studio Prod	1	11	8
Studio Tech	1	12	12
Video Journalism Fair	1	15	9
Youth Summer Camp	1	9	10
Total	13	242	135

First Quarter Training Classes and Capacity

While there were 13 classes held in the first quarter, a total of 135 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	24
Continuing	117
Completed	8
Total	149

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

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 June 24 through September 22. Applications and schedules were implemented for over 120 different approved series programs from Montgomery County residents and MCM. Each Series application can ask for a different program to play each week for up to 13 different programs. Applications for channel placement were also processed for several non-series programs made by County residents, MCM, and Montgomery County Education and Government cable channel operators. 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, and event calendars were scheduled on both channels. Programs and other content units came to the MCM Channels from Public Access producers and channel users, other Montgomery County PEG channel operators, and MCM Productions.

Among the programs scheduled on the channels were:

- First Class Business [County resident's Public Access production looking at local businesses],
- Small Business Networking Session with Nancy Floreen,
- Small Business Day [Four new one-hour episodes produced by MCM from MCM hosted events],
- 2013 Video Journalism Camp [From MCM summer classes],
- Docs In Progress [Three new programs from classes co-taught by MCM],
- Gandhi Brigade Youth Media [Four new episodes released in July],
- Parade of the 2013 Montgomery County Agricultural Fair [Public Access using PEG truck],
- 2013 Big Time Wrestling at the Ag Fair [Public Access production],
- Backpack Journalism Projects [23 short form programs from MCM classes],
- 5th Annual Silver Spring Blues Festival 2013 [One-hour episodes produced by MCM],
- Backpack Beat [Youth produced series including newest episodes],
- Dialogando con la Polizia del Condado de Montgomery [New Public Access produced series],
- Recharge Your Marriage [New locally produced Public Access series],
- Lipgloss & A Sander [New episodes premiered of this new Public Access series].
- 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 MCM channels were filled with a wide variety of video programming. In these breaks, several promotional and informational programs created by MCM's Production Department, County Residents, and other Montgomery County PEG cable channel operators were regularly scheduled. The Disclaimer appeared in these Breaks.

Among the specially scheduled promotional and public service announcements were:

- "Coming Up Next" messages immediately following the end of one program telling of the next main program to start,
- 2-minute MCM produced "My MC Media On Location" content units,
- Episode specific promotional spots for the public affairs program "21 This Week",
- MCM Testimonial Sponsor Spots – [Highlighting interning & making content media at MCM],
- 2013 Montgomery County Agricultural Fair PSA's [Five Public Access & 1 MCM produced],
- 10-second station ID's featuring all current County Council Members,
- 15-second station ID's featuring County Executive Ike Leggett,
- Announcement of Nominating Time in the "Gazette's My Favorite Teacher 2013",
- Law School for the Public promotional spots produced by the Public Access producer,
- Fantastic Forum promotional spots produced by the Public Access producer,
- MCM Sponsor Spots [Corporate and Individual Donor updated versions],

- Keeping It Safe: County High & Middle School Students' anti alcohol abuse PSA's,
- Announcement of MCM's participation in "Power2Give" fundraising for specific initiatives/projects,
- 311 PSA – Updated Hours [MC Gov't service],
- Open Government PSA (01:30) [MC Gov't produced],
- 311 Information Service PSA – Updated Hours [MC Gov't service],
- TVS Training Promo 2013.

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 and feature-story, half-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.

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	364
Grand Total	364

Program Analysis This Quarter		
	Hours Played	Number of Different Programs Played
First Run	282	541
Repeat	3,594	16,137
Total of First Run + Repeats	3,876	16,678

Channel	First Run Hours	Total Hours
19	210	1,744
21	72	2,132
Grand Total	282	3,876

Origin	First Run Hours	Total Hours
MCT Access	67	1,099
Mont. County	63	438
Maryland	18	108
Non-Local	76	1,384
Metro	45	441
Unknown	1	24
MCT	6	245
MCT Training	0	27
MCT Prod Svs	6	110
Grand Total	282	3,876

Category	First Run Hours	Total Hours
Arts	11	234
Community	15	388
Educational	21	254
Ethnic	26	180
Growth	0	35
Health	11	142
Humanities	5	34
Inspirational	140	1,070
Promotions	0	22
Public Affairs	44	384
Science	0	4
Sports	9	81
Youth	0	1,025
Unknown	0	23
Grand Total	282	3,876

WEBSITE AND SOCIAL MEDIA

The MyMCMedia.org website continues to attract more visitors and many of them are mobile. This quarter unique-visits, visits and page views grew by 100% (doubled) over the same period last year. Even more impressive was the growth in these over the previous quarter (April-June 2013). Visits were up by 18%; unique-visits increased 13%; and page views increased 8% over the record-breaking fiscal year 2013, fourth quarter numbers. Each month this quarter, the threshold for average weekly visits has moved upwards.

Month

July	3,590
August	3,612
September	4,365

At the end of this quarter, the site recorded six consecutive weeks above 4,000 visits, while the percentage of new visitors held at 60%. There were 7,600 more visits this quarter than last while the site remained sticky with just over five pages per visit. Once visitors land on the site, they click on four more posts on average.

These 51,333 visitors perused 1,022 posts (16 per work day), over 1,200 events (19 per work day) and over 2,500 images that were uploaded.

Website Overview Stats First Quarter FY 2014:

Visits	51,333
Unique Visits	32,903
Page Views	262,790
Duration	3:28
Percentage New	60%
Mobile Visitors	30%

Content Breakdown on Site:

Web team continues to add more new content to the site. Web team also promotes the content on multiple social media sites.

	Posts	Events	Image Uploads	Facebook	Twitter
July	334	420	944	223	295
August	314	333	675	237	325
September	374	463	903	238	317
Totals	1,022	1,216	2,522	937	937

MCOL/MyMCMEDIA 147- 174 Reports by Sonya Burke and Tamika Smith:

- Christian Leadership Camp
- Montgomery County Liquor Warehouse
- Combating Illiteracy Rate
- Washington Spirit
- O'Donnell's Restaurant Closes
- Nighttime Economy Task Force
- Nighttime Economy Task Force Follow Up
- ACES Program
- Gaithersburg Circulator Program
- Silver Spring Transit Meeting at COB
- Shady Grove Bike Path
- Star Talk Chinese Immersion Program
- Kensington Hunger Free Zone
- Food Trucks
- Takoma Park Lunch and Learn
- Transportation Initiative
- Ag Fair Preview
- Music Video Summer Camp
- Public Safety Awards
- Lip Gloss & A Sander Feature
- Back to School
- Veterans of Color Documentary Preview
- China Delegation Trip
- Labor Day Parade
- Muslim Holidays for MCPS Campaign
- Wegmans Grand Opening
- Startup Maryland
- Music Education at Stedwick Elementary

Community Engagement Specialist was on staff seven weeks this quarter. CES published 42 posts or about one per work-day.

Other Web Data:

Registered Users: 88

Subscribers: 190

Bloggers: 34 active (11 added this quarter)

Top Ten Pages, Posts, and You Tube Videos:

Top 10 Landing Pages
The Rain Tax and O'Malley.
New Kentlands Restaurant Coming Soon.
Fatal Motorcycle Accident.
Police Investigate Fatal Motorcycle Accident.
Lake Needwood Warning.
Coach Celebrates 100 Wins at QO.
Lakeforest Mall Announces Renovation.
Bear Hit by Car on I-270.
Montgomery County Pools Open for Summer Season.
Channel 21

Top 10 Facebook Posts
Check out today's You Report page of 9/11 Memorial.
Batman spotted on the Beltway.
MoCo police on scene of pedestrian ax on Veirs Mill Rd.
Gaithersburg storm brewing.
Truck blocking 495.
Congratulations to Ms. Ulrich.
Friday night under the lights.
QO over Damascus score.
Great Seneca Highway light is now functioning.
Police presence at movie theater in Silver Spring.

Facebook and Twitter continue to grow with likes and followers, respectively, and our reach is on the rise. You Tube subscribers are also on the upswing with over 131 subscribed this quarter. Facebook likes reached 2,284 and Twitter followers topped last quarter at 632.

Top 10 Pages, Posts
Training, Upcoming Classes (heavily promoted)
Picture the Fair Contest You Report Page
Local Blogs Pages
Events
About/Contact
TV Schedules
New Kentlands Restaurant Opening Soon
Arts Page
Fatal Motorcycle Accident Closes Roadway
Police Investigate Fatal Motorcycle Accident

Top 10 You Tube Videos
MCOL 150 Washington Spirit at SoccerPlex.
Ethiopian Culture Fest in Silver Spring.
Campaign for Muslims Seek Fair Treatment.
Production Switcher Class.
Water Park in Gaithersburg.
Firefighter's graduation.
Production Audio Video Class.
Silverdocs Don't Stop Believin.'
Mounted Police Training.
Montgomery County Police Graduation Ceremony.

Web Team Milestones:

1. Launched FB Ads "like" MyMCMedia in July.
2. Huge Spike in FB Mobile users: 41% vs. 15%.
3. FB and Twitter drive 17% of web traffic.
4. Reddit drives 8% of traffic. Twitter drives 4%.
5. Began using Reddit as a traffic source in July.
6. Started Twitter Follow Us Ad Campaign in August
7. Launched Daily Update Newsletter in August. (45 subscribers)
8. Picture the Fair Photo Contest completed.
9. Picture the Fair photos played on Channel 19.
10. Poll Daddy set up for Monty Viewers Choice Voting.
11. Poll Daddy used for Monty judging.
12. Newsletter automated in September.
13. Ads added to site.
14. Add business slider to business page to showcase business tips.
15. Expanded front page.
16. You report integration, Popular Posts.
17. Ag Fair support.
18. Attended PEG all hands meeting.
19. Won APEX award for website.
20. Community Engagement Specialist departs MCM.
21. Sonya Burke begins hosting CRTW on a biweekly basis.

Looking Ahead:

- Mobile Site.
- Hiring and word press training for new staff.
- Upgrade events calendar.
- Proof of performance and marketing videos for production department.
- You Report promotion.
- Sharing of posts: add this or share this service.
- Automated related posts.
- Google Plus presence.
- More ads.

COMMUNICATIONS AND DEVELOPMENT

Grant Applications Completed & Awaiting Reply:

<u>Institution</u>	<u>Date Submitted</u>	<u>Amount Proposed</u>
NBC Universal 21 st Century Solutions	8/01/13	\$25,000 or \$50,000
Maryland Humanities Council grant (joint application with Hillman Entrepreneurs.) Letter of Intent submitted 9/03/13 and Letter of Intent Approved 9/09/03	10/01/13	\$6,500
Carl M. Freeman Foundation FACES grant (joint application with Hillman Entrepreneurs)	9/25/13	\$5,000
US Airways Community Foundation Capital Grant Match to AHCMC	10/01/13	\$22,500

Grant Reports Completed:

<u>Institution</u>	<u>Date Submitted</u>
AHCMC General Operating Grant FY 2013 Final Report	July 31, 2013.
Google Ad Words Grant for Nonprofits	August 13, 2013

Grant Applications in research and may be proposed for submission:

<u>Institution</u>	<u>Submission Deadline</u>
Build-A-Bear Workshop Foundation	October 31, 2013
Arts & Humanities Council of Montgomery County General Operating Funds Grant – LOI	November 1, 2013
Gannett Foundation Media Grant	November 1, 2013
Fidelity Investments Grant	November 7, 2013
Lego Children’s Fund	January 15, 2014
Gannett Foundation Community Action Grant	February 15, 2014
Allstate Foundation	Open Deadline
Bank of America Community Grants	Open Deadline
Goldman Sachs Foundation	Open Deadline
Harry and Jeanette Weinberg Foundation Maryland Small Grants Program	Open Deadline
Hillman Family Foundation	Open Deadline

Knight Foundation	Open Deadline
Knight Foundation Engaged Communities Strategy Program	Open Deadline
M&T Bank Foundation	TBD
May and Stanley Smith Charitable Trust	Open Deadline
Microsoft Corporation (In-Kind “Bridge the Digital Divide” grant)	Open Deadline
Pollination Project	Open Deadline
Ray C. Anderson Foundation	Open Deadline
Rockville Rotary Club Foundation Grant	TBD
Safeway Foundation	Open Deadline
Slavin Family Foundation	Open Deadline
Surdna Foundation Thriving Cultures Program	Open Deadline
TD Charitable Foundation Nonprofit Training Resource Fund	Open Deadline

Grants Applications Declined:

National Storytelling Network Brimstone Award – declined 06/20/13

US Airways Education Foundation Grant - declined 09/13/13

In-Kind Gifts:

Conquest Graphics – 500 Free MCM Brochures

First Quarter 2014 Overview – Development	Cash Underwriting	Foundation Grants	In-Kind Donations
Arts & Humanities Council of Montgomery County FY 2014 General Operating Funds Grant		\$119,992.65	
Arts & Humanities Council of Montgomery County FY 2014 Capital Improvement Project Grant		\$62,469.00	
Monthly Small Business Breakfast Donors Valued at \$300 per session			\$1,800.00
July, 2014 - Taylor-Leonard Corporation			
August, 2014 - Women’s Business Advisory Group (WBAG)			
September, 2014 – Howard University’s Amen Clinics (Larry Gourdine)			

October, 2014 - 4 Dimensional Real Estate & Lip Gloss & A Sander (Gary and Bridget Edell)			
November, 2014 - All Media Linked (Aleta Anderson)			
December, 2014 - All Media Linked (Aleta Anderson)			
Power2Give Scholarship Donations	\$270.00		
Monthly Small Business Session Donors (July 1 – October 17, 2013)	\$1,364.00		
Montgomery County Federal Employees Credit Union “Picture the Fair” Contest Underwriting	\$750.00		
Rockville Chamber of Commerce Municipal Debates (October 17, 2013)	\$2,000.00		
Mid-Atlantic Federal Credit Union Small Business University - Small Business Networking Partnership (January, 2014 – January, 2015)	\$5,000.00		
Embrace Home Loans (Web Underwriting)	\$200.00		
Robin Axtell (Web Underwriting)	\$200.00		
Individual Donations (July, 2013 to October 16, 2013)	\$886.17		
Gazette Newspapers Trade FY2014 for Camps (7/17, 7/24, 7/31 valued at \$4,874.90 each)			\$14,624.70
Silent Auction, Door Prizes and Promotional Giveaway Donations (as of September 19, 2013)			\$2,259.05+
Google AdWords Grant (In-Kind)			Renewed on 08/13/13
	Cash Underwriting	Foundation Grants	In-Kind Donations
	\$10,670.17	\$182,761.65	\$18,683.75+

First Quarter 2014 Overview – Development

	Goal	Status	Action
US Department of Commerce Baltimore USEAC & US Small Business Administration Business Seminars for Large and Mid-Size Businesses (November, December or January, 2014)	\$2,500	CONFIRMED	Meetings Held
Comcast Youth Educational Scholarship Funding	\$2,000	CONFIRMED	Meetings Held
Washington Gas	\$5,000	High Probability	Meetings Held
Comcast Business Div. Networking Sponsorship	\$3,500	Moderate Probability	Discussions in Progress
John Marshall Bank Small Business Sponsorship	TBA	Moderate Probability	To Be Scheduled

ECONOMIC DEVELOPMENT

SMALL BUSINESS & ENTREPRENEUR NETWORKING:

Since the beginning of Small Business Networking and October 17, 2013 at Montgomery Community Media we have had **1,447 participants** attend our Speed Networking Sessions!

Beginning January 1, 2014, Mid-Atlantic Federal Credit Union will be underwriting the small business networking session under the brand "Small Business University." The collaborative partnership will be expanded to include MAFCU, Taylor-Leonard Corporation and Montgomery Community Media.

Monthly Small Business Speakers:

July 18 th	Valerie Gaydos, president, Capital Growth, Inc (SOLD-OUT)
Aug 22 nd	Holly Sears, president, Montgomery Business Development Corporation
Sep 19 th	Gilbert F. Kennedy III, president & CEO, Colombo Bank
Oct 17 th	Seth Goldman, founder & TeaEO, Honest Tea (SOLD-OUT)
Nov 14 th	Larry Finkelberg, VP of Sales and Business Development at Amerihome Lending and Co-Founder at REIS Real Estate Investors Society

Upcoming Scheduled Dates:

December 19 th	April 24 th
January 23 rd	May 22 nd
February 13 th	June 19 th
March 20 th	

COMMUNITY ENGAGEMENT EVENTS & ACTIVITIES

COMMUNITY EVENTS WITH BROADCAST & BROADBAND PRODUCTIONS:

Nine and one-half (9.5) hours of broadcast and broadband content were created from community engagement events established by the development and communications department:

- **Montgomery County Small Business Day** (Four (4) 1-hour Episodes)

A seminar series for 2013 National Small Business Week in Montgomery County in partnership with US Small Business Association, Montgomery County Department of Economic Development, Montgomery Business Development Corporation and The Gazette Newspapers.

- **Montgomery County Agricultural Fair Big Time Wrestling Show** (One (1) 1-hour Episode)

It is a partnership production of a program at the 2013 Montgomery County Agricultural Fair.

- **Corporate Volunteer Council: The Cycle of Service: Invest in Your Community, Invest in Our Future** (One (1) 1-hour Episode)

A seminar series on Montgomery County's changing demography and its impact on corporate social engagement within the county.

- **Small Business Leader: Seth Goldman, founder & TeaEO, Honest Tea** (One (1) 1-hour Episode)
Bethesda-based founder of Honest Tea discusses his beginnings as an entrepreneur and his New York Times best-selling listed graphic novel.

- **Small Business Leader: Valerie Gaydos, president, Capital Growth, Inc** (One (1) 1-hour Episode)

As the region's leading angel investor and female venture capitalist, Valerie Gaydos discusses with Montgomery County's entrepreneurs the "what," "when", "where," and "why" of seeking funds from angel investors and venture capitalists.

- **Rockville Chamber of Commerce – 2013 Rockville Municipal Debates for Mayor and City Council** (Two (2) 45-minute episodes)

The 2013 primary debates for the offices of Mayor and City Council were sponsored by the Rockville Chamber of Commerce.

COMMUNITY ENGAGEMENT EVENTS:

Montgomery County Agricultural Fair "Picture The Fair" Contest

The Montgomery County Employees Federal Credit Union sponsored the "Picture The Fair" contest at the 2013 Montgomery County Agricultural Fair. Entries required the submission of digital photos of the 2013 agricultural fair to YouReport.com via mymcmmedia.org. The winner was awarded a new iPad mini.

Governor's Volunteer Recognition Awards

The Development and Communications Department worked with Commissioner Teresa Testoni from Maryland's Volunteer Commission to award eighty-two (82) outstanding volunteers of Montgomery Community Media the Governor's Volunteer Award. Nominations were made by each of MCM's departments.

Alan Bowser
Carey Heller
Carla Satinsky
Cely Argueta
Charles Finn Pena
Craig Rice
Delonte Corley
Diana Belchase
Donald Moores
Donna Shepard
Elizabeth Jia
Elizabeth Ortega-Lohmeyer
Elizabeth Suarez
Feevan Megersa
Frank McCaffrey

Gabriel Leonard
Gary Edell
Gaynelle Evans
Greg Wims
Hannah Myers
Hans Riemer
Irene Johnson
Nancy Floreen
Jamar Foster
James Klimaski
Jeremy Sultan
Jerry Simon
JoAnna Goldberg
John Kolm
Jordan Cooper
Karen O'Keefe

Kasey Cunningham
Kelly Leonard
Kelsey Marsh
Kenge Malikidogo-Fludd
Keri Rasmussen
Laura Rowles
Linda Macklin
Lindsey Seegers
Lynda Miriga
Maggie Smith
Marian Merewitz
Marian Merewitz
Marilyn Balcombe
Marion Hayes Hull
Mark Uncapher

Marlyn Ferguson
Marsha Barkley
Mary Ruth McGinn
Merrill Hessel
Michael Lloyd
Michael Sesma
Michelle Chavez
Mike Richman
Miriam Bowden
Molly Donnelly
Monique Costa
Nancy Frieder
Nancy Navarro
Nancy Poole

Noreene Wells
Pamela Wilkins
Paul Flickinger
Paul Silverman
Phil Andrews
Phil Fabrizio
Richard Terrill
Rob Snip
Robin Ferrier
Roger Berliner
Scott Goodin
Sheila Ogilvie
Shellie Williams
Simone Sophia

Steve Friedman
Steve Simon
Susan Burkinshaw
Suzanne Hickey
Ted Leavengood
Timothy Zhou
Tom Hoopengardner
Ulysses Campbell
Urrikka Woods-Scott
Valerie Ervin
William Stewart
Yen-Ju Chen
Zev Halpern

COLLABORATIONS & PARTNERSHIPS

Black Rock Center for the Arts Trade Partnership

MCM continues its trade partnership with the Black Rock Center for the third consecutive year. MCM will produce promotional video content for the Center in exchange for its facilities in November, 2013 for the Monty's Awards.

Arts & Humanities Council of Montgomery County

MCM continues to serve as a media partner for two (2) AHCMC annual events: 2013 Executive Ball for the Arts Media Sponsor Trade (\$2,500 value) and 2013 Executive Arts Awards Media Partner.

US Small Business Administration

Strategic Alliance Memorandum with US Small Business Administration's Metropolitan Washington, DC Office is in review.

Hillman Entrepreneur Program at Montgomery College Partnership

An abstract proposal was submitted by the Germantown Campus Provost to the League of Innovation Conference that included MCM's small business and entrepreneur activities. Grants to Maryland Humanities Council and the Carl M. Freeman Foundation FACES grant were submitted to support a collaboration that develops a student expansion of the small business and entrepreneur activities.

INNOVATIVE DEVELOPMENT STRATEGIES

1. Guide to Giving in Bethesda Magazine 2013

MCM was again accepted into this seasonal giving guide.

2. Rockville Rewards Participation FY 2104

MCM renewed its participation in the Rockville Rewards program for the 2nd consecutive year.

3. Social Media Driven Donor Programs

New :30 spots have been created for social media driven donor engagement programs. These programs will be broadcast on-air, in electronic newsletters and online at mymcmedia.org/donate:

4. The Change Brigade (with on-air and online promotion: 30 sec spot)
5. Good Dining (with on-air and online promotion: 30 sec spot)
6. Good Shopping (with on-air and online promotion: 30 sec spot)
7. Zipcar

A new membership program discount for MCM access members, volunteers and supporters was established with Zipcar and shared within electronic newsletters.

PRODUCTION CONTENT FROM COMMUNICATIONS

The following broadcast and broadband content established by the Development and Communications Department is in production:

1. MCM Internship Testimonial: Steven Fitzwilliam (In production department – Two (2) minutes)
2. Individual Donors Appreciation (Update) (In production department - :30 seconds (multiple spots))
3. Corporate Donors (Update) (In production department - :30 seconds (multiple spots))
4. Radio One Veterans of Color Station IDs (In production department (Black History Month - :30 seconds each)
5. Radio One Veterans of Color Black History Month Interviews by Spearman-Leach (In production department - Two (2) minutes or less)

PROGRAMS IN DEVELOPMENT

The following initiatives are in progress of development:

Latino Leadership Summit

Montgomery County and national leaders will gather on December 9, 2013 to explore the growing influence of the diverse Latino communities within Montgomery County and the region. Areas to be explored are “Who is a Latino,” civic engagement, economic empowerment, and education. Juan Williams of Fox News and Nancy Navarro of the Montgomery County Council will join the CEOs of MicroTech and IQ Solutions among others for this engaging and informative program.

LivingSocial

Kelly Leonard of the Taylor-Leonard Corporation will conduct a LinkedIn Training Seminar offered only on LivingSocial.

NPO Day

NPO Day will be held in the 2014 calendar year prior to June 30, 2014.

TECHNICAL AND NETWORK

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 50 studio productions totaling 315 hours of production time. This represents a 53% decrease in total productions when compared to the previous Quarter, and a 39% decrease compared to Q1-FY13. It also represents a decrease in total production hours of 64% from last Quarter, and a 39% decrease from Q1-FY13. These numbers represent significant swings in productions / production hours for both last quarter and Q1 of FY13. Changes in production numbers are common and expected from quarter to quarter and from year to year, and generally Q1 is the lowest producing quarter of the year. However, these dips are directly attributable to the Studio HD upgrade and transition that occurred over the summer quarter, with Studio availability generally curtailed for most Access productions. An additional four uses and 2130 hours were accumulated by Technical Services, for use of the studios during the several week long HD Transition.

In addition to the normal load of productions, technical preparations for and execution of **The County Fair Parade** production was held on Sunday the 11th of August. The program was produced using the County Mobile Production Vehicle (MPV), and served as a training class for Access Montgomery volunteers. The parade pre-training class was held several days prior, on Tuesday August 6th, at the MCM campus. The pre-training is held in and around the actual County MPV which is brought to MCM just for the class.

An additional production covering the Professional Wrestling exhibition at the Montgomery County Agricultural Fair (on Tuesday August 13), was changed from an MPV Truck production to a multi-camera location ENG, due to time constraints and concerns about set up and local facilities access. The production was considered for live-to-air airing, using the County's LiveU System for live-to-studio transmission, but again concerns about time and access curtailed the project.

The yearly Silver Spring Jazz Festival held on September 7th was again completed as a multi-camera location ENG instead of an MPV production. In the past this change has occurred because of weather or Festival parking restrictions that prevented the County MPV from being operated at the event. However, this year the decision to use the ENG format was a deliberate one by MCM Production Services. Both cancelled productions indicate a higher comfort level by Production Services, with the multiple individual camera production format, and less willingness to dedicate the resources (time, crew, planning) necessary to operate the County MPV. Although the County MPV offers a complete mobile production studio, its size and the necessity to arrive early, stay late, and schedule extra crew, can seem an extensive draw on already thin resources. Working together with the County Government as coordinator, on Monday August 5th, MCM engineering staff took the technical lead on a successful live-to-air broadcast from the Maryland Governor's Transportation press conference in Bethesda. At the conference, Governor Martin O'Malley and County Executive Isaiah Leggett announced a two billion dollar transportation project for Montgomery County. Technical Staff were able to bring the conference to air as it occurred, using the County LiveU system. Technical Services believes that eventually 5 to 10 percent of MCM professional productions could be live-to-air affairs, so a working mobile delivery platform with equipment, and prepaid transmission access, is a future necessity, consequently a successful event like this is good news.

Throughout the Quarter, on July 17th, August 22nd, and then again on September 19th MCM's Studio A was used to host **The Montgomery County Small Business Networking Breakfast**, part of an ongoing series of events to help small businesses in Montgomery County improve their business practice, and meet other small business owners and operators.

Administration:

Q1 was an exceptionally busy quarter, with most work pertaining to the HD transition, either preparing for and then achieving the transition, or managing new and current HD users. Still other work continued throughout the organization and the Company.

During the Studio HD transition (discussed below), MCM was visited by Ross Video on Tuesday, Wednesday, and Thursday, September 3rd, 4th, and 5th. Ross was onsite for training on both the new Studio A Vision video switcher and the new Expression Character Generator (CG). Class attendees for the Vision Switcher Training were Ellen Donnelly and Bryan Lyles. They were joined by Access members Jerry Simon, and Dick Terrill for the Expression Character Generator.

Technical Services continues to investigate improvements to the company's live-to-air video Streaming Services. In no small part this is because of general dissatisfaction with MCM's current streaming provider Granicus, Inc. Although the Granicus system has worked well for a system that has run nonstop for four years, continuing service interruptions, and the failure to improve streaming quality (despite promises to do so for the past two years), have led the Technical staff to look for, and consider a change. So far, no service seems to offer what MCM really needs, an inexpensive, and easy to use streaming service with an attached on-demand component. A Granicus replacement, with lower operating costs and lower staff resource requirements, feels like it should be possible, but never seems to be. For MCM, this may be an instance of waiting out the game, as with other digital media centers, costs seem to be dropping as availability of service offerings skyrocket. To that end, Technical Services has begun to consider whether it may be possible to self-host a streaming and on-demand archiving service.

As a note, Technical Services continues to monitor the performance and integration of MCMs' next generation field camera, the JVC HM700. As of September 2013, the HM700s have not only been available to the Access Community and professional staff for just under three years, but have been the primary field training camera for equally as long. As with recent Quarters, the HM700s (at 3181 checkout hours / 265 hours weekly) are more than 80% of total Field camera usage.

HD Transition and Implementation:

After multiple months of local installation and more than six years of planning and preparation, on Saturday July 27th, 2013 Technical Services team members officially took control of Studios A and B, and over the next few weeks disassembled much of the old Standard Definition (SD) analog and digital facility and its' infrastructure and recreated a new streamlined High Definition (HD) one.

The recently installed HD cameras, switcher, and monitor wall were tied into new routing, distribution, cabling, and decks. Old equipment was disconnected and removed, and then new equipment unboxed and mounted, powered on and tested. Wiring patterns were laid out, cabling measured, cut, terminated, labeled, run, installed and connected. Systems were configured from the ground up, or cleared and modified for the new facilities.

Although Technical Services had hoped to follow on the August Studio A HD transformation with a Christmas time HD transition for Master Control, current circumstances make such a schedule a non-starter. MCM had asked that the County go through the capital equipment procurement process at the end of FY13, so that

equipment could be ordered first thing in the new fiscal year. Unfortunately that process did not happen. MCM and the other County PEGs are on a more standard, Fall to Spring procurement schedule. Additionally, County procurement funding is low for FY14, and is still at risk for an additional fifty percent cut. That means that a Master Control HD transition, even a simplified one, could not take place until at least FY15, and probably late in that fiscal year.

As a note: Even a year after the successful rollout of HD in Studio B, Technical Staff still see the cost of Studio HD Recording Media as too high for most Access Users. MCM has been providing the required “SSD drives” for in-studio production, and had hoped that the excessive cost would follow the same pattern as other digital media. So far that has not been the case, and indeed the costs may never fall to a truly affordable level. Technical Services will continue to monitor the situation, advise Studio users accordingly, and hope for the best.

ADMINISTRATION

MCM welcomed Melissa Lamaze-Anthony as a temporary Administrative Assistant.

MCM said goodbye to James Sinclair, Production Technician and Tamika Smith, Community Engagement Specialist.

MCM has completed the transition to Paychex as an outsourced payroll solution.

Staff Chart

Executive Board of Directors

President	Nancy Poole
Vice President.....	Paul Silverman
Secretary	Linda Macklin
Treasurer.....	Marion Hayes Hull

Administration

Executive Director	Merlyn Reineke
Administration and H/R Director.....	Debbie Billings
Accounting & Finance Director.....	Vacant
Bookkeeper.....	Lynda Gruver
Administrative Assistant.....	Delores Willett
Administrative Assistant.....	Tiffany Hebron
Administrative Assistant.....	Melissa Lamaze-Anthony

Content

Director.....	Vacant
Content Administrative Assistant.....	Shannon Romano
Web Administrator.....	Michael Walsh
Multi-Media Manager.....	Sonya Burke
Web Coordinator.....	Michelle Queen
Community Engagement Specialist.....	Vacant

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.....	Philip McTighe
Teaching Assistant.....	Amanda Dalton

Technical & Network Services

Manager.....	Patrick Thorpe
Studio Supervisor.....	Jimmy Albert
Media Resources Technician III.....	Daniel Immerman
Media Resource Technician.....	Michael Valentine
Playback Supervisor	Cyrus Gardner
Assistant Studio Supervisor.....	Ally Potter
Operations Technician	Isaac Wesley
Facilities Assistant.....	Jamelah Fain

Production

Executive Producer / Production Manager.....	Vacant
Production Coordinator/Director	Bryan Lyles
Post-Production Coordinator.....	Diego Torres
Production Operations Coordinator / Senior Production Technician.....	Anthony Zucconi
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.....	Russell Baker
Production Technician.....	Nicholas Rhule
Production Technician.....	Delante Sealey
Production Technician.....	Ashley Morrill
Production Technician.....	John Pitt
Production Technician.....	Dylan Hintz
Production Technician.....	Lia Griffin

Programming

Manager.....Stuart Garfinkle

Network Scheduling/Traffic Coordinator.....Lisa Clark

Communications & Development

DirectorTony Spearman-Leach

Updated 09/22/2013