



FY2014

3rd Quarter Report

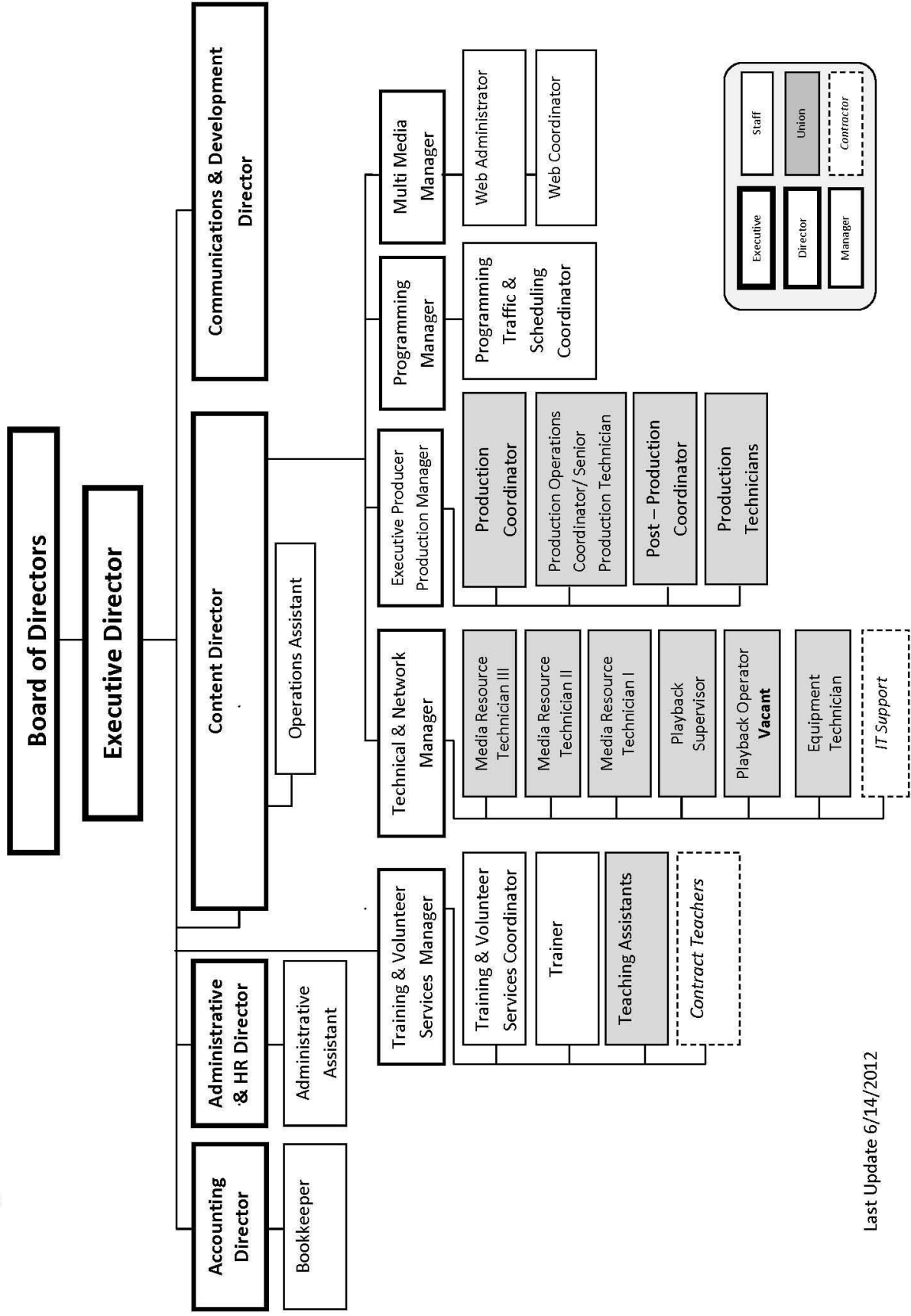
January 1, 2014 thru March 31, 2014

a service of
Montgomery
COMMUNITY TELEVISION, INC.

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

Montgomery Community Media

Organizational Structure



PRODUCTION SERVICES

1. **Community Engagement:** This quarter, MCM's Community Engagement Specialist Valerie Bonk and Producer Sonya Burke coordinated with the Production department to produce a record 38 two-minute packages (MCO's) covering local news and current events.
2. **Community Event:** Martin Luther King Day was January 20th. MCM streamed the MLK Day Birthday Tribute and Celebration event live from Strathmore as MCM's first on location streamed event using the LiveU backpack. The event was produced using the PEG's mobile production vehicle, and was simulcast on the Montgomery Channel and CCM.
3. **Mid Atlantic Jazz Festival:** In February, MCM shot the Mid Atlantic Jazz Festival. The jazz programs are in production and will end up creating seven hours of musical content for our channels.
4. **Live Studio Event: Latino Leadership Summit** – MCM's Production Services team streamed live four one-hour long presentations addressing questions and challenges facing the Latino community today. During the event, presenters and our overflowing audience had the unique opportunity to watch the presentations live in two different locations at MCM. Streaming live on YouTube allowed us to present the programs in our executive conference room, Studio B green room, and of course, the internet.
5. **Live Studio Event: NPO Day** – On March 31st, Elizabeth Jia from USA9 and Marisa Peacock of The Strategic Peacock joined Tony Spearman-Leach to talk about how non-profits could utilize social mediums such as social media websites and video to help broadcast messages and engage the community. MCM's production staff aired the event live, and edited the content for air.
6. **Small Business seminars and networking events:** MCM Productions joined forces with MCM's Communications & Development department to
7. **Election Coverage: Purple Line NOW!** hosted a Transportation Forum with Maryland's gubernatorial candidates on February 18 at the Montgomery College Cultural Arts Center on the Takoma Park/Silver Spring campus. Montgomery College streamed the forum live and recorded for broadcast. MCM acquired a copy of the program for its own broadcasting.
8. **Election Coverage - County Executive Public Forum on Education:** February 12th at Richard Montgomery High School the Montgomery County Education Association (MCEA), the Service Employees International Union Local 500, and the Montgomery County Association of Administrators and Principals sponsored a County Executive forum. MCM was the only media

entity to shoot the debate in its entirety. MCM produced the forum for air, and uploaded the forum on Youtube.

9. **Election Coverage – County Executive Democratic Candidate Debate:** The Greater Bethesda-Chevy Chase Chamber of Commerce and Bethesda magazine hosted a candidate's debate at the Bethesda Hyatt Regency on March 7 for the three democrats running for the office of Montgomery County executive. MCM shot the entire debate and uploaded it to Youtube in less than 48 hrs. Another production company shot the debate, and MCM was first to provide the debate online.

10. **Election Coverage:** 21 This Week featured this quarter one on one interviews with the County Executive Candidates Jim Shalleck, Doug Duncan, Ike Leggett and Phil Andrews. The interviews were used in separate episodes of 21 This Week and were cut for additional online content.

11. **Combined Services – County Executive Budget Hearing:** On March 17th County Executive Ike Leggett held his county budget hearing at the Executive Office Building. MCM normally provides crew for these events but the production crew at EOB were short a couple of cameras. MCM provided three cameras and additional crew to help CCM's EOB crew cover the event.

12. **Work-for-Hire:** Montgomery Hospice rented Studio B in mid January to record a panel discussion featuring Steven Roberts. Montgomery Hospice was delighted to be able to use our facility and MCM looks forward to working with them in the future.

13. **Work-for-Hire:** Warrior Women – MCM wrapped up editing Donna Gallagher's Warrior Women presentation which she received a promo video and four cd audio packages.

14. **Montgomery County Government:** MCM has continued to staff a variety of County Council Hearings and Committee meetings, and has continued shooting the new Council President, Craig Rice's, weekly press conferences. Due to an increase in Spanish Language programming MCM has provided CCM with shooters 2-3 times a month, and provided and editor for two full days.

List of Programs Completed For The Quarter

PROJECTS COMPLETED AND RELEASED THIS QUARTER			
MCOL #204	6-Jan-14	0:02:00	Topic: Cooking for Good
MCOL #205	8-Jan-14	0:02:00	Topic: Gaithersburg Library
2013 Monty Awards Ceremony	09-Jan-14	0:57:30	MCM 2013 Monty Awards Ceremony
Around the County 19	09-Jan-14	0:01:00	Weekly Community Event Calendar
Around the County 19	09-Jan-14	0:01:00	Weekly Community Event Calendar
MCOL #206	10-Jan-14	0:02:00	Topic: County Executive Budget
21 This Week #396	10-Jan-14	0:27:30	Topics: Doug Gansler calling out on the MD Health Exchange, MD General Assembly's Goals for 2014, and 50th Anniversary of War Poverty.
21 This Week Topical Promos	10-Jan-14	0:00:30	Episodic Promo for 21 This Week Show
MCOL #207	13-Jan-14	0:02:00	Topic: MCPS PTA
MCOL #208	15-Jan-14	0:02:00	Topic: Citizens Advisory Board
MCOL #209	17-Jan-14	0:02:00	Topic: Community Engagement Bruce Adams
21 This Week #397	17-Jan-14	0:27:30	Topics: Jeannie Forehand's Retirement, County Council District 3 preview, O'Malley's Presidential image, and Fracking.
21 This Week Topical Promos	17-Jan-14	0:00:30	Episodic Promo for 21 This Week Show
MCOL #210	22-Jan-14	0:02:00	Topic: MLK Day at Strathmore
MCOL #211	22-Jan-14	0:02:00	Topic: MLK Day of Service
Around the County 19	22-Jan-14	0:01:00	Weekly Community Event Calendar
Around the County 19	22-Jan-14	0:01:00	Weekly Community Event Calendar
MCOL #212	23-Jan-14	0:02:00	Topic: QMEM Ethiopian Spices
21 This Week #398	24-Jan-14	0:27:18	Topics: O'Malley's Final State of the State Address, Decriminalization of Marijuana in MD, and An interview with MD Governor Candidate Heather Mizeur.
21 This Week Topical Promos	24-Jan-14	0:00:30	Episodic Promo for 21 This Week Show
Martin Luther King, Jr. Day Event 2014 - Recording	24-Jan-14	1:58:30	Post produced recording of event 1/20/2014@ Strathmore Music Ctr.
MCOL #213	28-Jan-14	0:02:00	Topic: Woman Legislative Briefing
MCOL #214	29-Jan-14	0:02:00	Topic: Open Data Town Hall Meeting Germantown
MCOL #215	30-Jan-14	0:02:00	Topic: Ethiopian Market
MCOL #216	30-Jan-14	0:02:00	Topic: Daryl Davis on Klan-Destine Relationships
21 This Week #399	31-Jan-14	0:27:30	Topics: The Columbia Mall Shooting, The New District 5 County Councilmember Cherri Branson, Beretta moving their gun manufacturing plant, and a 21 This Week Panelist is running for Lt. Governor.
21 This Week Topical Promos	31-Jan-14	0:00:30	Episodic Promo for 21 This Week Show
MCOL #217	04-Feb-14	0:02:00	Topic: Race Relations- Trayvon Martin
MCOL #218	07-Feb-14	0:02:00	Topic: Cyber Web Latino
MCOL #219	07-Feb-14	0:02:00	Topic: Chinese Cultural Center
21 This Week #400	07-Feb-14	0:27:30	Topics: New Cigarette Reforms, Public financing for local elections, and a school party that not everyone was invited.
21 This Week Topical Promos	07-Feb-14	0:00:30	Episodic Promo for 21 This Week Show
Around the County 19	09-Feb-14	0:01:00	Weekly Community Event Calendar
Around the County 19	09-Feb-14	0:01:00	Weekly Community Event Calendar

MCOL #220	12-Feb-14	0:02:00	Topic: Online Senior Dating
MCOL #221	12-Feb-14	0:02:00	Topic: Latino Leadership Summit
MCOL #222	12-Feb-14	0:02:00	Topic: Missing Lyon Sisters Update
MCOL #223	14-Feb-14	0:02:00	Topic: Valentine Art
MCOL #224	14-Feb-14	0:02:00	Topic: Silver Spring Advisory Board Feb 10
MCOL #225	15-Feb-14	0:02:00	Topic: African American Quilt Show
MCOL #226	18-Feb-14	0:02:00	Topic: Voting Rights at Boyds School
World AIDS Day Symposium: Living with HIV/AIDS	18-Feb-14	0:57:30	World AIDS Day Symposium
MCOL #227	19-Feb-14	0:02:00	Topic: Metro Swim Meet
Around the County 19	19-Feb-14	0:01:00	Weekly Community Event Calendar
Around the County 19	19-Feb-14	0:01:00	Weekly Community Event Calendar
2014 Candidates Forum-Vote	20-Feb-14	1:04:30	Transportation forum with Gubernatorial Candidates.
21 This Week #401	21-Feb-14	0:27:30	Topics: Min. Wage in Maryland, High School Students taking Finance Courses, and Gansler vs. Brown.
21 This Week Topical Promos	21-Feb-14	0:00:30	Episodic Promo for 21 This Week Show
Vote 2014: County Executive Candidates Forum	24-Feb-14	1:00:00	Public Education
MCOL #228	24-Feb-14	0:02:00	Topic: State of Black Montgomery
MCOL #229	25-Feb-14	0:02:00	Topic: Choose Respect
MCOL #230	27-Feb-14	0:02:00	Topic: Clarksburg Town Hall Meeting
21 This Week #402	28-Feb-14	0:27:30	Topics: County Council Election Candidates, Firing of the MD Health Exchange Web Designer, and MD Decriminalization of marijuana.
21 This Week Topical Promos	28-Feb-14	0:00:30	Episodic Promo for 21 This Week Show
MCOL #231	05-Mar-14	0:02:00	Topic: New animal shelter in Gaithersburg
MCOL #232	06-Mar-14	0:02:00	Topic: Officer goes to Peru
MCOL #233	07-Mar-14	0:02:00	Topic: John Harvill
Around the County 19	07-Mar-14	0:01:00	Weekly Community Event Calendar
Around the County 19	07-Mar-14	0:01:00	Weekly Community Event Calendar
21 This Week #403	07-Mar-14	0:27:26	Topics: Californian Governor opposes the MD's decriminalization of marijuana, Cove Point, Bladensburg Peace Cross, Clean sidewalk.
21 This Week Topical Promos	07-Mar-14	0:00:30	Episodic Promo for 21 This Week Show
Day in the Life of MoCo: Save The Date Promo	10-Mar-14	0:00:30	Promo
MCOL #234	11-Mar-14	0:02:00	Topic: Silver Spring Citizens Advisory Board
MCOL #235	13-Mar-14	0:02:00	Topic: Silver Spring Penguin
21 This Week #404	14-Mar-14	0:27:40	Topics: Primary Election turnouts, Special Florida Election, Mike Miller's take on the Redskins name, and interview with County Exec. Candidate Doug Duncan.
21 This Week Topical Promos	14-Mar-14	0:00:30	Episodic Promo for 21 This Week Show
Around the County 19	18-Mar-14	0:01:00	Weekly Community Event Calendar
Around the County 19	18-Mar-14	0:01:00	Weekly Community Event Calendar
MCOL #236	20-Mar-14	0:02:00	Topic: Jim Henson's Brian Jay Jones
MCOL #237	20-Mar-14	0:02:00	Topic: Dale Music Store
MCOL #238	20-Mar-14	0:02:00	Topic: Leggett's Operating Budget
21 This Week #405	21-Mar-14	0:27:30	Topics: Another Texting Ban, Estate tax relief, Purple Line controversy and an interview with MD Governor Candidate David Craig.
21 This Week Topical Promos	21-Mar-14	0:00:30	Episodic Promo for 21 This Week Show

MCOL #239	24-Feb-14	0:02:00	Topic: Lorna Virgili -Small Business Networking
MCOL #240	26-Feb-14	0:02:00	Topic: Walk for Water
MCOL #241	26-Feb-14	0:02:00	Topic: Community Cornerstones
21 This Week #406	28-Mar-14	0:27:30	Topics: The Dog Bite Law, Hobby Lobby Case, and an interview with County Executive Incumbent Isiah Leggett.
21 This Week Topical Promos	28-Mar-14	0:00:30	Episodic Promo for 21 This Week Show
	Q3 Total	12:34:24	
	FY14 Total	43:18:43	

TRAINING AND VOLUNTEER SERVICES

New Programs and Projects

There were 17 new projects started this quarter by MCM Volunteers, Presenters and classes. The projects covered many categories including Community, Ethnic, Inspirational, Arts, Youth, Educational, and Humanities. There were a wide range of subjects... here are some highlights:

- Fencing
- Kids Power-safe entertainment for kids
- Inspiration at Washington Artwork
- Animal World- Understanding animals promoting Veganism

Ongoing and New Volunteer Projects with Descriptions

In A Minute Series: Produced by Marian Merewitz (new)

Short 1-2 minute vignettes of cities through the use of photos and narration.

Recharge your Marriage produced by Zev Halpern.

Marriage counselor talks with other professionals about keeping marriage alive with methods and tips. The show has 3 segments covering different areas.

Montgomery Means Business: Produced by Pamela Wilkins (New Show)

This show highlights business activity and Development in the county.

Yala: Produced by Laurent Amzallag

A program about intense fitness training with many related aspects.

DC Roller girls: Produced by Mike Valentyne (new)

This show is all about female Roller-Derby in the Washington Area.

Behind the Curtains with Laurie Edberg: Produced by Laurie Edberg

To highlight & educate audiences on the arts in Montgomery County. Also, go behind the scenes to meet with arts leaders.

Classes and Workshops

The Training department hired a new Trainer in January. Omri Haberman was one of the top part timer staffers working for Production and Training when he applied for the full time Training position. He worked his first round with all the core classes we offer Studio Producer, Technician, Director, as well as the Field Producer, Field Camera and editing classes. It was another successful round; all the classes were just about at capacity which is 72 students. In addition to the programs produced through the classes, there were testimonials and a training promo produced. This was the second round that we used the Studio Technician class as crew for the Studio Producer class projects they prepare for the class. Again it worked out well to give the technicians another real production to work on and to get Producers and Techs to work together even before certification.

Current Activities

Initial planning for the Volunteer Recognition night (Monty's) in November has been done. The date planned for is November 2, 2014 and will be at Black Rock Center for the Arts in Germantown. The Alliance for Community entries for Hometown Awards submitted by MCM are in and being processed for submission to ACM. Entries for the NATOA videos are also being processed for submission.

New Certifications	
C-Fproducer	15
C-Ftech	11
C-Intro	23
C-PEditFCP	10
C-Scamera	8
C-SCAudio	9
C-SCCG	7
C-SCSwitcher	7
C-SCVT	8
C-Sfloor	7
C-Sprompter	5
C-SDirector	2
C-SCVT	9
C-SCSwitcher	9
C-SProducer	9
Total	139

Planned and Coming Up

Spring Break Back Pack Journalism class is scheduled April 14-18 for grades 7-12. This is a full day class for the week for students to produce, shoot and edit short 2 minute stories. Candidates Spotlights are scheduled for the 2 weeks beginning April 28-May 9. This is the primary election spots where the candidates come in and record a 4 minutes piece about who they are and what they stand for. There will be another set of these for the general election in the fall. The invitations to the candidates have gone out for the primary and slots are filling fast for the week. Works continues with Docs in Progress for the summer camps this year. July will bring a 2 week documentary camp followed by a 2 week music video camp. The documentary camp is for middle and high school students but the Music Video Camp is structured for high school.

Classes, Certifications and Projects

New Certifications

New certifications for the third quarter totaled 139. This number reflects total certifications, rather than individuals, since many students obtain certifications in more than one area.

Classes/Workshops	Number Classes	Total Capacity	Number Attended
Andrea McCarran Training	1	10	9
Field Camera	1	16	12
Field Editor	1	11	11
Field Producer	1	16	16
Intro to Video Basics	1	60	22
I-Phonebusines	1	40	4
LinkedIn Bootcamp	1	200	200
Studio Dir 12	1	3	3
Studio Producer	1	13	14
Studio Technician	1	12	9
Total	10	381	300

Third Quarter Training Classes & Capacity

While there were 10 classes held in the third quarter, a total of 300 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	132
Completed	4
Total	147

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.

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 23, 2013 through March 23, 2014. Applications and schedules were implemented for over 120 different 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. 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 new programs scheduled on the MCM Channels were:

Behind the Curtains with Laurie Edberg (Public Access volunteer production),

Lipgloss & A Sander (Public Access volunteer production),

Maryland Gubernatorial Candidates' Forum on Transportation Issues (Produced by Montgomery College),

Montgomery County Executive Candidates' Forum on Public Education (MCM Produced),

New MCM Field Class Projects (Public Access volunteer productions),

Empowering Visions (Public Access volunteer production),

2013 Monty Awards Event (MCM production),

World AIDS Day Symposium (MCM production),

Martin Luther King, Jr. Day Event at Strathmore Hall, 1/20/2014, shown Live & Recorded (MCM Produced).

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 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, 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",
"Day In The Life of Montgomery County: Save the Date" Promo,
Keeping It Safe Contest: Call For Entries (Students' anti alcohol abuse PSA's),
The 2013 Silver Spring Jazz Festival,
MCM Fundraising/Development Spots (3-:30 units),
Station Identifications (ID's) featuring Small Business,
311 Information Service PSA – Updated Hours [MC Gov't service].

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, 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.

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

Programming Analysis

Program Analysis Video Bulletin Board	
Program Title	Hours
Channel 19 VBB/Washington Ear	356
Grand Total	356

Program Analysis This Quarter		
	Hours Played	Number of Different Programs Played
First Run	294	514
Repeat	3,493	14,749
Total of First Run + Repeats	3,787	15,263

Channel	First Run Hours	Total Hours
19	223	1,732
21	71	2,055
Grand Total	294	3,787

Origin	First Run Hours	Total Hours
MCT Access	56	1,110
Mont. County	54	418
Maryland	15	122
Non-Local	95	1,359
Metro	60	412
Unknown	0	16
MCT	9	250
MCT Training	0	19
MCT Prod Svs	5	81
Grand Total	294	3,787

Category	First Run Hours	Total Hours
Arts	6	190
Community	22	478
Educational	22	256
Ethnic	30	198
Growth	1	36
Health	6	145
Humanities	2	23
Inspirational	156	1,042
Promotions	0	11
Public Affairs	39	317
Science	0	2
Sports	10	69
Youth	0	997
Unknown	0	23
Grand Total	294	3,787

WEBSITE AND SOCIAL MEDIA

The MyMCMedia.org website continues to draw record numbers of visitors and many of them are mobile. This quarter the site set records, for visits, unique visits, page views, mobile visits, Facebook referrals and mobile Facebook. These metrics demonstrate more than 100% growth over same period FY '13.

The three MyMCMedia platforms that receive daily attention, (website, Facebook, and Twitter) continue to grow at rates that make comparison to last year less meaningful than comparison to the previous quarter.

Total visits rose 22% over the record breaking previous quarter and unique visits kept pace with 22% growth.

Traffic Sources changed just slightly relative to the previous quarter, with two significant trends:

1.0 Again this quarter, 46% of visitors were referred by Google, an increase of 6% over the average of the four previous quarters (39%).

2.0 Mobile Facebook outpaced desktop Facebook as a traffic source.

By the numbers: 63% mobile Facebook vs. 37% Facebook.

The site remains sticky in the third quarter of FY 2014 with just under five pages per visit. Once visitors land on the site, they continue to stay and click on four more posts on average.

These 70,866 visitors perused 1,258 posts (an average of 21 posted per work day), over 990 events (an average of 16 posted per work day) and over 2,650 photos that were uploaded.

Average weekly visits for the quarter were 5,451.

By the Numbers (weekly visitor average by month):

January: 6,119

February: 5,138

March: 5,167

Overview Stats Third Quarter FY 14

Visits: 70,866

Unique visits: 50,178

Page views: 336,309

Duration: 2:40

Percentage new: 67%

Mobile visitors: 40%

Web team activity on site:

Web team promotes website’s content on multiple social media sites, seven days a week.

	Posts	Events	Images	FB	Twitter
January	440	283	979	340	716
February	350	327	823	313	684
March	473	383	853	345	731
<hr/>					
Total	1,263	993	2,655	998	2,131
Average	421	331	885	333	710
Average/Day	19	15	40	11	24

Note: 66 work days in the quarter (not including 3 MCM snow days).

There were 90 “social media” days in the quarter.

Weekend Activity:

Sonya Burke and/or Valerie Bonk, and their camera crew were in the field on 8 of the 13 weekends in this quarter.

MCOL/MyMCMEDIA Reports by Valerie Bonk and Sonya Burke

#204 Cooking for Good 1.5.14

#205 Gaithersburg Library Opens 1.8.14

#206 Montgomery County Budget Forum in Germantown 1.8.14

#207 MCPS PTA 1.13.14

#208 Silver Spring Citizens Advisory 1.15.14

#209 Community Engagement Bruce Adams 1.17.14

#210 MLK Day Tribute 1.17.14

#211 MLK Day of Service 1.22.14

#212 QMEM Ethiopia 1.23.14

#213 Woman Legislative Briefing 1.28.14

#214 Open Data Town Hall Meeting 1.29.14

#215 Ethiopian Market 1.30.14

#216 Darryl Davis on KKK 1.30.14

#217 Race Relations Trayvon Martin 2.5.14

#218 Cyber Web Latino 2.7.14

#219 Chinese Cultural Center 2.8.14

#220 Online Senior Dating 2.12.14

#221 Latino Leadership Summit 2.12.14

#222 Missing Lyons Sisters Update 2.12.14

#223 Valentine Art 2.14.14

#224 Silver Spring Advisory Board 2.14.14

#225 African American Quilt Show 2.15.14

#226 Voting Rights at Boyds School 2.18.14

#227 Metro Swim Meet 2.18.14

#228 Black Montgomery 2.24.14

#229 Choose Respect 2.25.14

#230 Clarksburg Town Hall 2.27.14
#231 Animal Shelter 3.5.14
#232 Officers Go to Peru 3.6.14
#233 John Harvill Tribute 3.7.14
#234 Silver Spring Citizens Advisory Board Transportation 3.11.14
#235 Silver Spring Penguin 3.13.14
#236 Brian Jay Jones Author 3.19.14
#237 Dale Music Store 3.20.14
#238 Leggett's Budget Reaction 3.20.14
#239 Small Business Networking with Lorna Virgili 3.24.14
#240 Gaithersburg Walk for Water 3.25.14
#241 Community Cornerstones Documentary Premiere 3.25.14

Other Web Data:

Registered Users: 92

Subscribers: 248

Bloggers: 34 active (10 added this quarter)

195 blog posts this quarter.

Daily Update: 118 subscribers.

Top Ten Pages, Posts

1. Fatal Accident Closes Portion of Muncaster Mill Road (Photo) (3097)
2. Upcoming Training Classes (2916)
3. Local Blogs (2784)
4. Teen Pedestrian Killed in Fatal Crash on Muncaster Mill Road (2407)
5. Events / Month (2345)

6. Montgomery Channel (2121)
7. Fire Units Called to Retaining Wall in Kentlands (Photos) (2051)
8. TV Schedules (2041)
9. Lessons Learned from McDonalds (2013)
10. About / Contact)1903)

To understand what “topics” bring visitors to the site, it is of interest to view the top ten landing pages (where people land after a Google search) without going to the home page.

Top Ten Landing Pages

1. Fatal Accident Closes Portion of Muncaster Mill Road (Photo) (1444)
2. Teen Pedestrian Killed in Fatal Crash on Muncaster Mill Road (933)
3. Lessons Learned from McDonalds (878)
4. Fire Units Called to Retaining Wall in Kentlands (Photos) (769)
5. Police Charge Second Woman in Germantown Murders (734)
6. Montgomery County Police Vehicle Auction (651)
7. Finalists for MCPS Teachers of the Year Announced (576)
8. O’Malley Announces Judicial Appointments (531)
9. Gaithersburg High School Bricks on Sale (490)
10. NWS Issues Winter Storm Watch for Montgomery County (457)

Facebook and Twitter continue to grow with likes and followers, respectively, and our reach remains on the rise. You Tube subscribers are also on the upswing.

FB Likes: 4,853 (increased by 1770, or 48%)

FB Post views in the quarter: 197,472

Twitter Followers: 1,609

You Tube Subscribers: 174

Top 10 Facebook Posts

1. State denies MCPS request for snow day waiver: (3/31 3302)
2. Some Twitter users are sending messages (including some photos and video) to Dr. Starr and MCPS about the district's decision to have school today. What do you think of MCPS' decision? (1/7 3076)

3. Montgomery County Public Schools (MCPS) PIO Dana Tofig says no schools closings or delays will be announced tonight. You can follow MCPS on Twitter @MCPS for the latest information. Tofig said any changes to tomorrow's school day will be announced by 5 a.m. on Jan. 3. (1/2 2724)
4. The latest on a retaining wall collapse at Ridgepoint Place and Quince Orchard Road in Gaithersburg: (PHOTOS) (3/30 2154)
5. Just checked with MCPS about the status of schools for tomorrow and learned no decision has been made yet. "We don't usually close for cold temperatures," said Dana Tofig, MCPS PIO. "We recognize the weather is going to be extremely cold [tomorrow]." Tofig said if any change is made it. 1/6 1427)
6. The latest on snow days and the school year: (3/20 1320)
7. This just in: water main break at Route 355 and Chestnut Street and Meem Avenue in Gaithersburg. Expect traffic delays in this area because of icy conditions. (1/7 1216)
8. Yellow tape is roping off a portion of the sidewalk along Quince Orchard Road where it appears a portion of the retaining wall above the area and adjacent to the Kentlands has started to tumble down: (3/30 1027)
9. Finalists for MCPS Teacher of the Year announced: (3/6 1008)
10. Gaithersburg declares snow emergency and announces some cancellations: (3/2 1007)

Web Team Milestones

1. Continued surge in FB mobile users: 63% FB mobile, up from 51% last quarter and 24% in FY 13.
2. FB and Twitter drove 22% of web traffic.
3. Google, FB, and Twitter combined drove 68% of web traffic.
4. Twitter Feed in sidebar started in January 2014
5. "Five Things You Should Know" daily feature started March 12.
6. Added ten new bloggers this quarter.
7. Added a visual sidebar widget with photos of our bloggers.
8. Blog for us page revisions
9. Some of our bloggers came into the studio to record promos and station ids
10. Began annotating all MCOLs with a link back to the website post
11. Streamed the Latino Leadership Summit sessions live through YouTube
12. Placed "Welcome to MyMCMedia" video on the front watch page.
13. WordPress upgrade to 3.8 Version done.
14. Added second tier on Bluehost server for database back up
15. Updated the online MCOL page.
 - Day in the life planning done.
 - Began posting more photos on Instagram.

Looking Ahead:

- Google news results.
- Mobile Site.
- Adding iPads to deploy in the field.
- Create a social media room.
- Upgrade events calendar.
- Related posts feature that renders on Mobile
- Primary Election page(s) and coverage. Vote 2014 videos.
- More Washington Spirit coverage on site.
- Gaithersburg Book Festival push.
- You Tube channel redesign / enhancement / organization.
- Proof of performance and marketing videos for production department.
- Enhance You Report promotion.
- Next step for database back up service or procedure separate from Bluehost.
- Sharing of posts: add this or share this service..
- Google Plus presence.
- Move to Google ad service (revenue steam requested by MR).
- Cover photos and breaking news alert production.
- MyMCMedia and blogging promotion video from blogger studio clips.
- Twitter site background images for new Twitter design.
- Identify paid service to quantify Twitter reach, exposure, and impact on website.
- Monitor Google Universal (replacing Google Analytics by end June).
- Bloggers, Neighborhood Network, Newsletter via Mail Chimp

COMMUNICATIONS AND DEVELOPMENT

UNDERWRITING

During this quarter the Development Department attained **\$14,750 in underwriting revenues** from the following entities for the projects herein listed:

Montgomery County Federal Credit Union	Day In The Life of Montgomery County
Giant Foods of Maryland, LLC	Day In The Life of Montgomery County
US Commerce Department	International Business Forum
Columbia Bank	Small Business Day
Mid-Atlantic Federal Credit Union	Small Business University

Communications Update

Nearly all print and electronic communications deployed during the 3rd Quarter FY 2014 were designed with the intention of increasing revenues and increasing community engagement. During this quarter electronic and print campaigns played a vital role in **generating \$9,052 in revenues**.

There were **688,349 individual emails** deployed in the 3rd Quarter FY 2014. The **average open rate** was **12.8%** or 88,108 individuals were actively engaged.

Email campaigns were deployed for the following topics and generated the following **\$5,752 in revenues**:

- Andrea McCarren’s Media Training Course (\$1,575)
- Join the Video Revolution with Kim Foley (\$ 798)
- Latino Leadership Conference (\$2,118)
- Latino Leadership Conference in Spanish (Community Spanish Language Engagement)
- Latino Leadership Conference On-Demand (Event was sold out and live-streamed)
- LinkedIn Boot Camp with Kelly Leonard (\$ 395)
- power2give iPad campaign (\$ 396)
- Small Business Series (\$ 470 in donations)
- Strathmore Invites You (Partnership Promotion of Strathmore’s Latino Performances)

As a part of the renewed and enhanced partnership with “The Gazette” newspapers, ¼-page ads were placed bi-weekly promoting the **2014 Spring Break Backpack Journalism Camp**. These **six (6) ads** in the 3rd Quarter FY 2014 ran in January, February and March and are valued at nearly **\$30,000 in trade value**.

This trade-value partnership with "The Gazette" newspapers allowed us to not only fill all spaces in our 2014 Spring Break Backpack Journalism Camp and generate **\$3,300 in revenues**, but to also establish a waiting list for the program.

Events, Conferences & Forums

The Development & Communications Department continued to design and launch monthly small business networking sessions and conferences relevant to the community's prevailing concerns.

There were **407 participants** that attended the 3rd Quarter FY 2014 networking sessions and conferences. Those participants made **\$2,588 in donations** during this quarter.

The small business owners and entrepreneurs networking sessions included:

The featured presenter(s) on January 23rd is Kim Foley of Professional Image Strategies:

For more than 25 years Kim Foley has helped professionals maximize their credibility and polish their presentations for "on camera" interviews and live appearances. As a corporate trainer, author and television stylist she brings credibility and technology together to create new ways of utilizing video for corporate communication. Ms. Foley's groundbreaking video training for mobile devices, On The Go Video, is capturing the attention of corporate, non-profit, educational institutions and entrepreneurs. Her Brand in Focus Video training is an innovative and cost-effective approach to teaching companies how to produce videos for websites, email marketing campaigns and social media.

The featured presenter(s) on February 27th is Scott A. Orbach, co-founder and President of EZGSA:

Scott A. Orbach is a teacher, author, consultant, radio host and expert witness. He has worked with over 1,600 federal contractors since 1990. He also authored seven books about federal procurement, including Getting A GSA Schedule, teaches federal contracting at two Washington, DC area colleges, hosted the Washington, DC based "Gateway to Government Sales" radio show, and is co-founder and President of EZGSA. Scott leads seminars for federal agencies, economic development authorities and trade associations throughout the United States. He is an informative and entertaining speaker with more than 20 years experience in business consulting and contract management. Mr. Orbach has been invited to address a number of organizations, including the Small Business Administration, Small Business Development Centers, Washington D.C. Women's Business Center, NeoCon World's Trade Fair, America's Security Expo, the National Contract Management Association's World Congress, the

Institute of Management Consultants, National Association of Broadcasters, and the United Professional Sales Association.

The featured presenter(s) on March 20th is Lorna Virgili, President & CEO, National Hispanic Communications Group:

Lorna Virgili is the President/CEO of the National Hispanic Communications Group (NHCG), a Specialty Public Relations, Media and Communications Firm headquartered in the Washington, D.C. Metropolitan Region. NHCG assists clients in informing, educating and reaching out to the fast growing Hispanic Community by crafting compelling and strategic media and marketing campaigns. Lorna is a 24-year veteran and award winning Spanish language broadcast journalist and former White House and Capitol Hill Correspondent. She started her communications career as a news reporter in South Florida where she worked for the two main Spanish language Television Networks in the United States, Univision and Telemundo. Among her current duties with NHCG, Lorna serves as ongoing official Spanish Language Spokesperson for Montgomery County, Maryland. She also hosts and produces four County Cable Montgomery television shows and the award-winning "Montgomery al Dia", Montgomery County's Spanish Language weekly radio show. She also hosts the national acclaimed radio show "Sentido Latino", which airs weekly in twelve U.S markets.

The Latino Leadership Conference was held on Monday, February 10, 2014, from 9:00 AM to 4:00 PM.

This sold-out conference focused on the significant impact of the shifting demographics resulting from the rapid growth of the Latino and Hispanic community. We addressed the issues that bring us new pride and new challenges within the Montgomery mosaic which we call home.

The events partners included:

The Gazette
El Tiempo Latino
EL ZOL 107.9 FM CBS Radio,
Washington DC
Montgomery Community Media
Greater Washington Hispanic
Chamber of Commerce
Hispanic Chamber of Commerce of
Montgomery County
Latino Economic Development
Center

Maryland Hispanic Business
Foundation
Mid-Atlantic Hispanic Chamber of
Commerce
Salvadoran American Chamber of
Commerce
Montgomery County Department of
Economic Development
Corporate Volunteer Council of
Montgomery County
Junior Achievement of Greater
Washington

The topics addressed by highly distinguished guests were:

Who is Latino & What is Latino Identity?

Silvana Quiroz, Producer/Anchor, Univision Washington
Nesreen Khashan, Data Dissemination Specialist, US Census
Mr. Ranald Woodaman, Public Programs Director, Smithsonian Latino Center
Mr. Hugo Balta, president, National Association of Hispanic Journalists

Civic Engagement and The Latino Community

Nicole Quiroga , General Manager, Telemundo WZDC
Mr. Juan Williams, Fox News, Political Analyst
Ms. Nancy Navarro, president, Montgomery County Council
Delegate Ana Sol Gutierrez, Maryland Delegate, District #18
Mrs. Alma Morales Riojas, president & CEO, MANA

Business and Economic Empowerment

Natalia Olson-Urtecho, Regional Administrator, U.S. Small Business Administration, Region III
Ms. Cidalia Luis-Akbar, president, M Luis Construction Company
Ms. Carmen Ortiz-Larsen, president, AQUAS, Inc.
Ms. Mariana Cordier, Attorney at Law, Cordier Law Offices, LLC

Education and Impact on Our Future

Alejandro Negron, Host, "AGENDA," Telemundo WZDC & News Channel 8
Ms. Alejandra Ceja, Executive Director, White House Initiative on Educational Excellence for Hispanics
Ms. Mayra Alvarez, Director of Public Health Policy, US Department of Health and Human Services
Ms. Luisa Montero, Director, LAYC/Maryland Multicultural Youth Center
Ms. Nyurka (Nikki) Morales, Vice Principal, Springbrook High School
Mr. Alberto Rios, Director of Student Recruitment and Admissions, Don Bosco Cristo Rey High School
Ms. Ja'Bette Luisa Lozupone, Aide to the Vice President & Provost, Montgomery College & former Director of Marketing & Recruitment, El Capital Area Campus del Sistema Universitario Ana G. Méndez

PROCLAMATIONS

During this quarter Montgomery County Council declared April 22, 2014, "Day in the Life of Montgomery County." Both The Montgomery County Employees Federal Credit Union and Giant Foods of Maryland, LLC had their representatives present for the "Day in the Life of Montgomery County" proclamation.

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 97 Studio Productions totaling 713.50 hours of production time. This represents a 21% Increase in total productions when compared to the previous Quarter, and a 15% increase compared to Q3-FY13. It also represents an increase in total production hours of 59% from last Quarter, and a 43% increase from Q3-FY13. These numbers represent some significant swings in productions / production hours from both last quarter and Q3 of FY13. Changes in production numbers are common and expected from quarter to quarter and from year to year, however combined with results from last Quarter, these numbers seem to represent a rising trend in Studio Use.

As a note: MCM’s Department of Communications has been using the Studios for conference meeting spaces. Although those uses accounted for just five Studio Production slots over the Quarter, they also accounted for 165 Production Hours. The high number of hours for these productions can be tied to scheduling for these events, as they require set-up at least a full day ahead of time, and are scheduled for a single Studio booking that includes nights, and occasionally weekends. Three uses and 77 hours are attributable to use by Technical Services for various maintenance work.

Field camera usage registered more than 3466 total hours with 91% going to the High Definition JVC HM700s (at 2791 checkout hours / 232 hours weekly).

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 on Monday January 20th, using the County Mobile Production Vehicle (MPV). The event was broadcast live on the cable channels using two different types of technologies, the Live U back pack system and a direct feed to the County Technical Operations Center (TOC), utilizing the County’s FiberNet system.

Throughout the Quarter, on January 23rd, February 27th, and then again on March 20th, 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. Non-Profit Organization Day (NPO Day), was held on Monday, March 31 in Studio A.

And on Monday February 10th, the re-scheduled **Latino Leadership Conference** was held in Studio A. The supersized event sponsored by local and national businesses and business support groups, featured a number of national and locally known speakers, and had required weeks of advanced work by Technical Services personnel. Technical Staff were able to bring the conference from Studio A, Live-to-the-Web in HD, using encoding and streaming technology put together by the Technical Services Department. The event had been scheduled for Monday December 9th, but was cancelled at the last minute, due to nationwide inclement weather, which had stranded many throughout the United States, not only presenters, but MCM crew in the Washington DC area as well.

Administration:

Q3 was busy. Although required HD installation work had been mostly finished, and the HD transition hubbub continued to quiet down, a high level of studio productions along with multiple internal MCM generated events, and constant weather interruptions, kept Technical Service operations and the production tempo at a very brisk pace.

Q3 featured multiple examples of internal events that used the Studios, mostly as working space, but occasionally with video production during the events. These varied events are viewed as a very important current, but mostly future, business opportunity for MCM. The hope being that eventually these will become for-profit affairs, and potentially a major funding source for MCM.

This growth in an internal cottage business, while welcome for MCM financially, is a large challenge for Technical Services. In part this is because the events require enough hands on work for Technical Services personnel that all other operations for the day are set aside. Technical Services loses two days to every large, internal, MCM sponsored occasion. When two events occur in a single week, Technical Services effectively loses the entire week. Technical Services is currently beginning to confront the expectation that a typical future Quarter will include multiple internally generated production events, and that these quantities will not just be common place, but will grow in future years.

Over the Quarter, MCM has continued to be the go to meeting place for PEG engineering staff. On Thursday, January 16th, Thursday, January 23rd, and then again on Tuesday March 25th, MCM conference, and Studio spaces were used by the County for technical meetings. The Thursday, January 16th gathering was to host a factory demonstration of Harris Broadcast Systems new Versio Master Control Playback system. The Thursday, January 23rd gathering was to host a factory demonstration of PlayBox Technology Company's PlayBox Master Control system. These demonstrations were part of a series of introductory meetings by factory representatives to be given to the PEG engineers. Although MCM is in good shape for the next few years, several PEG members are in critical need of replacement Master Control systems.

In the ongoing attempt to investigate improvements to the company's live-to-air video Streaming Services, on Wednesday February 26th, Technical services met with representatives of EdgeCast Networks, a national streaming provider, whom has just been acquired by Verizon Communications. As with other recent investigations, however, the costs for both of EdgeCast's offerings were exceedingly more expensive than the current cost of Granicus.

MCM would like to find a replacement for Granicus Inc., our current streaming provider, in no small part because of general dissatisfaction with the streaming service's quality and ongoing performance. Although the Granicus system has generally worked well for a service that has run nonstop for years, continuing interruptions, and the failure to improve streaming quality (despite promises to do so for several years), have led the Technical staff to look for, and consider a change.

Technical Services continues to see a high level of interest in live-to-web and live-to-air video Streaming. Along with the live production of the **Martin Luther King Jr. Awards** at Strathmore Hall on January 20th; on Saturday March 1st, The LiveU backpack transmitter was used in a test of its capabilities to cover the new **Animal Shelter Ribbon Cutting Ceremony** and tour of the facility. The new facility at Muncaster Mill and Shady Grove roads was being shown to the public for the first time.

Unfortunately, MCM received word around this time that the County Government did not intend to extend the contract with LiveU for their streaming backpack transmitter. The County Government did not feel that the service provided enough value for the cost of the contract. Services and hardware to perform this type of remote transmitting operation, are however, blooming in the professional broadcast sphere, and Technical Services hopes to see a product that will offer much increased capacity and usability in the not too distant future.

HD Transition and Implementation:

The end of the quarter marked nearly seven months since the completion of the HD transition for the Studio complex. MCM is now 100% HD in all Studio productions, and except for some notable holdouts, all Field productions as well. As familiarity among staff and Volunteer talent has grown, HD production has fast become a routine process, and although that process is not without its troubles, most difficulties, and their resolutions, are now common.

As mentioned in Technical Services Q2 report, MCM Engineers had hoped to follow on the August Studio HD transformation with a Christmas time HD transition for Master Control, however the state of County procurement made this operation 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 FY14. Unfortunately that process did not happen. Eventually a more limited Master Control plan was designed, but even this proved too much to accomplish over the short Christmas break. Work toward the goal was completed though, and good, though limited; progress was made toward the eventual MC transition.

Unfortunately, the red flags that County had issued throughout Q2 in relation to FY'14 County Capital Equipment Procurement, proved to be true. During Q3, MCM continued to receive negative and daunting information about the County's Capital Equipment Fund for FY'14. Several times during Q2 & Q3 Technical Services was asked to redraw, MCMs' Capital Equipment request, and always to demote the total funding request, and raise the standard for replacement. Eventually "malfunctioning and beyond repair" was the only County acceptable criteria for funding. The decision when it came, allowed for only limited equipment procurement, with a County Procurement office making the final decision on what specific equipment each PEG would be allowed to purchase. For MCM that meant a very limited selection of minor equipment. And while any equipment is welcome, FY'14 marks the second time in 4 years that equipment funding has been withheld from the County PEGs. Obviously a situation that is not sustainable by any PEG, and certainly not MCM, with our limited internal options for self-funding.

Based on the recent dearth of funding from County, Technical Services is planning for a more gradual, and incremental HD transition in Master Control. Using what available equipment we do have and beginning to transition as much of MC as possible to a co-HD/SD configuration and output, with the expectation that the SD portion will be decommissioned when the PEG system is transitioned to full HD, sometime in the coming years.

One Bright spot in the non-county funding for this year, MCM has tentatively been given permission to purchase new BluRay players for the master control system, along with the necessary support equipment to tie the players into Master Control and the software to provide remote/computer control. This is a much needed upgrade for our MC system. The current DVD Players are now almost 7 years old, have seen constant service over that period, and are long passed the point where replacement was recommended. The new players will offer MCM the ability to begin accepting High Definition video, and to build a base of HD content for future use.

ADMINISTRATION

Human Resources

There were no staffing changes during this quarter.

MCM Staff

Executive Board of Directors

President

Nancy Poole

Vice President

Paul Silverman

Secretary

Linda Macklin

Treasurer

Marion Hayes-Hull

Administration

Executive Director

Merlyn Reineke

Administration & HR Director

Debbie Billings

Accounting & Finance Director

Vacant

Bookkeeper

Lynda Gruver

Administrative Assistant's

Dee Willett

Tiffany Hebron

Melissa Lamaze-Anthony

Content

Director

Vacant

Content Administrative Assistant

Shannon Romano

Web Administrator

Michael Walsh

Multimedia Manager

Sonya Burke

Web Coordinator

Michelle Queen

Community Engagement Specialist

Valerie Bonk

Community Engagement Technician

Nick Rhule

Training & Volunteer Services

Manager

Larry Merewitz

TVS Coordinator

Mandi Wyndham

Trainer

Omri Haberman

Teaching Assistant's

Michael Bailey

Tchad Moore

Yen-Ming Chen

Philip McTighe

Amanda Dalton

Technical & Network Services

Manager

Patrick Thorpe

Studio Supervisor

Jimmy Albert

Media Resource Technician III

Daniel Immerman

Media Resources Technician

Michael Valentine

Playback Supervisor

Cyrus Gardener

Assistant Studio Supervisor

Ally Potter

Operations Technician

Isaac Wesley

Facilities Assistant

Jamelah Fain

Production Services

Executive Producer/Production Manager

Tony Zucconi

Production Coordinator/Director

Bryan Lyles

Post Production Coordinator

Diego Torres

**Production Operations Coordinator /
Senior Production Technician**

Vacant

Production Technicians

Andra Gorman

Jazmyne Brooking

Barbara Krieger

David Robinson

John Ruggiero

Paul Likos

Brittany Dorsey

Heather Goldsmith

Trevor Greene

Dario Lanzano

Nick Rhule

Delante Sealey

Ashley Morrill

John Pitt

Dylan Hintz

Lia Griffin

Harold Dawling

Ann-Marie Hainer

James Sinclair

Anthony Quaranta

Programming

Manager

Stuart Garfinkle

Network Scheduling/Traffic Coordinator

Lisa Clark

Communication & Development

Director

Anthony Spearman-Leach