



2013

4th Quarter Report

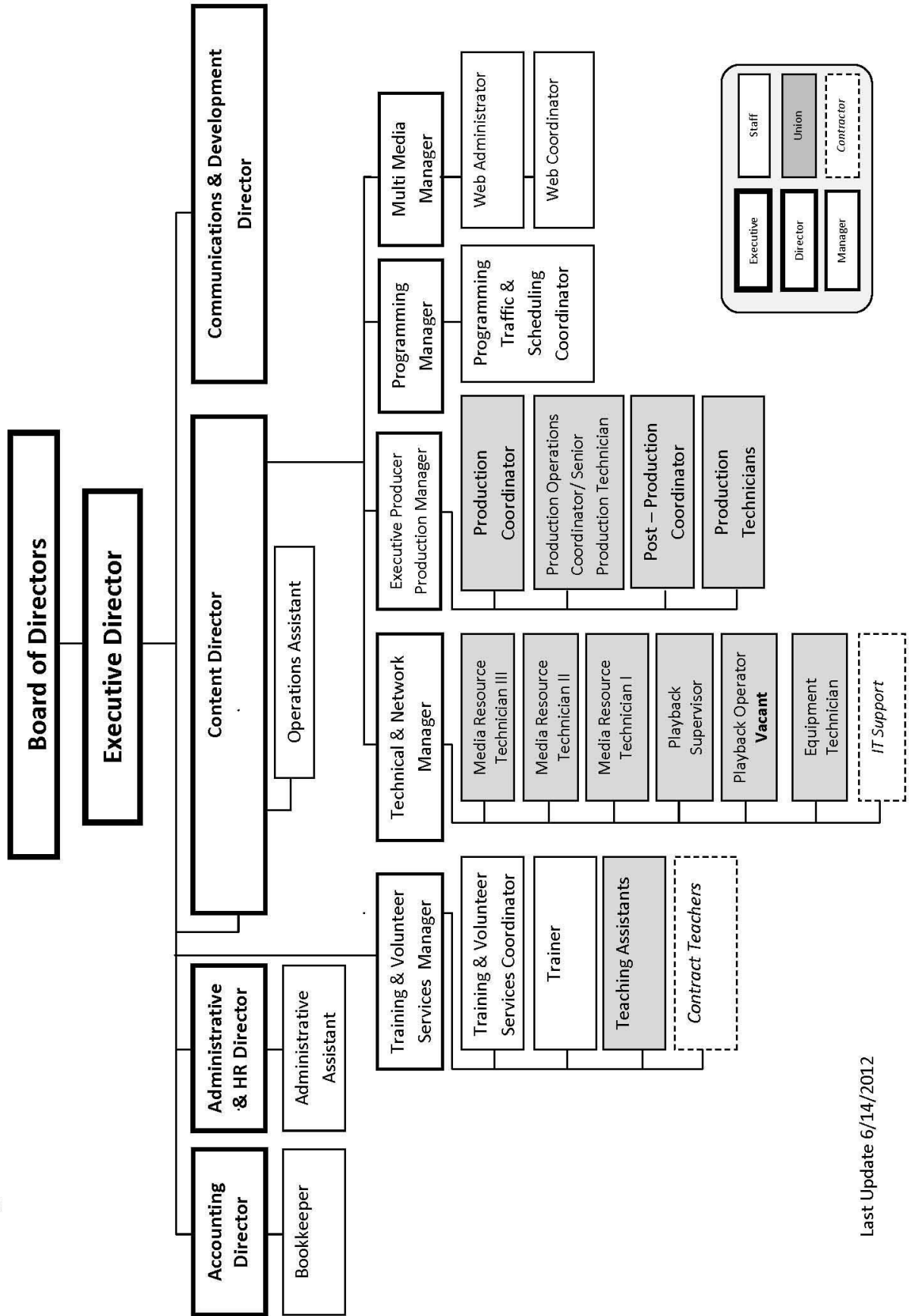
April 1, 2013 – June 30, 2013

a service of
Montgomery
COMMUNITY TELEVISION, INC.

Standish Place
Rockville, MD 20855
301-424-1730

Montgomery Community Media

Organizational Structure



Last Update 6/14/2012

PRODUCTION SERVICES

It was a bittersweet quarter for the Production Services department. While there were a number of high-profile projects and non-profit fundraising videos produced, the department also bid farewell to manager Jon Sullivan. Jon's leadership over the past three years had been instrumental in creating a new logo and look for MCM, and raising the production quality bar for the organization. While Jon will be missed, the team continues to generate outstanding product under the interim leadership of MCM's Executive Director Merlyn Reineke. It is hoped that a new Production Manager will be in place Fall 2013.

MCM Productions:

1. **Silver Spring Blues Festival:** Using the Mobile Production Vehicle, the MCM team covered this outstanding down-county arts event in June. It is expected that seven one-hour programs will be produced for air from this festival.
2. **Gaithersburg Book Festival:** One of the country's premiere literary festivals is held each year in Old Towne Gaithersburg, and several MCM production crews joined with MCM's web team to provide multiplatform coverage of this event. Multiple "Montgomery County On Location" (MCOL) packages were produced along with numerous video 'Extras', and two to three additional longer-form programs are in the works.
3. **NAACP Awards Event:** In June, MCM Productions joined community access producer Greg Wims to cover this important community event.
4. **Small Business seminars and networking events:** MCM Productions joined forces with MCM's Communications & Development department to cover several on-site business events. Included in these events (some with attendance of 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. Video packages for on-air and online were produced from these events.
5. **'A Day in the Life of Montgomery County':** to support MCM's first community-engagement and contributed event on April 22, MCM Productions sent several crews to cover and capture life in the county over a 24-hour period.
6. **'Pix of the Day':** to help in raising interest and awareness of the MCM web team's push to increase the number of county residents contributing photos to mymcmedia.org, Production Services produced a promotional spot that aired on-air and online.

Other Productions:

- A. **Fundraising Videos:** MCM contracted with 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. **Montgomery County Government:** during the end-of-fiscal-year budget hearings, MCM provided significant staffing to assist the county government in covering various council and committee meetings and hearings.

List of Programs Completed

PROJECTS COMPLETED AND RELEASED THIS QUARTER			
Mid Atlantic Jazz Festival - 2013	02-Apr-13	0:57:30	Janie Gilbert-Carter
Around The County 19	03-Apr-13	0:01:00	Weekly Community Event Calendar about events in Montgomery County.
Around The County 19	03-Apr-13	0:01:00	Weekly Community Event Calendar about events in Montgomery County.
21 This Week #366	05-Apr-13	0:27:30	Topic: State Bills Passed & Transit Center
21 This Week Topical Promos	05-Apr-13	0:00:30	Topical Promo's for each 21 This Week Episode
MCOL #125	08-Apr-13	0:02:00	Choice Hotels
PROMO 2013 Gaithersburg Book Festival	11-Apr-13	0:00:30	Promo
21 This Week #367	12-Apr-13	0:27:30	Topic: O'Malley's Progress
21 This Week Topical Promos	12-Apr-13	0:00:30	Topical Promo's for each 21 This Week Episode
Mid Atlantic Jazz Festival - 2013	12-Apr-13	0:57:30	Dr. Lonnie Smith
Day in the Life of Montgomery County PROMO 2	15-Apr-13	0:00:30	Promo
MCOL #126	17-Apr-13	0:02:00	Day in the Life
Around The County 19	17-Apr-13	0:01:00	Weekly Community Event Calendar about events in Montgomery County.
Around The County 19	17-Apr-13	0:01:00	Weekly Community Event Calendar about events in Montgomery County.
21 This Week #368	19-Apr-13	0:27:30	Topic: Boston Marathon Bombing
21 This Week Topical Promos	19-Apr-13	0:00:30	Topical Promo's for each 21 This Week Episode
Mid Atlantic Jazz Festival - 2013	23-Apr-13	0:57:30	High School Combo & Band Comp.
MCOL #127	26-Apr-13	0:02:00	Martha Grimes
21 This Week #369	26-Apr-13	0:27:30	Topic: Gun Control & Local Taxes
21 This Week Topical Promos	26-Apr-13	0:00:30	Topical Promo's for each 21 This Week Episode
Around The County 19	30-Apr-13	0:01:00	Weekly Community Event Calendar about events in Montgomery County.
Around The County 19	30-Apr-13	0:01:00	Weekly Community Event Calendar about events in Montgomery County.
Mid Atlantic Jazz Festival - 2013	01-May-13	0:57:30	The Eric Byrd Trio
MCOL #128	02-May-13	0:02:00	Day in the Life Wrap Up
MCOL #129	02-May-13	0:02:00	Montgomery Services Awards
21 This Week #370	03-May-13	0:27:22	Topic: Baltimore Prison Scandal
21 This Week Topical Promos	03-May-13	0:00:30	Topical Promo's for each 21 This Week Episode
MCOL #131	07-May-13	0:02:00	Active Aging Expo
MCOL #130	08-May-13	0:02:00	Kentland's Day
Mid Atlantic Jazz Festival - 2013	09-May-13	0:57:30	Women in Jazz Group
21 This Week #371	10-May-13	0:27:30	Topic: Wheaton Development
21 This Week Topical Promos	10-May-13	0:00:30	Topical Promo's for each 21 This Week Episode
Around The County 19	14-May-13	0:01:00	Weekly Community Event Calendar about events in Montgomery County.
Around The County 19	14-May-13	0:01:00	Weekly Community Event Calendar about events in Montgomery County.
MCOL #132	15-May-13	0:02:00	Stedwick Elementary Opera
Mid Atlantic Jazz Festival - 2013	16-May-13	0:57:40	Best of Part 1
MCOL #133	16-May-13	0:02:00	Small Business Networking with Nancy Floreen
21 This Week #372	17-May-13	0:27:30	Topic: Property Tax & Graduate Advice
21 This Week Topical Promos	17-May-13	0:00:30	Topical Promo's for each 21 This Week Episode

Mid Atlantic Jazz Festival - 2013	21-May-13	0:57:30	Best of Part 2
MCOL #134	22-May-13	0:02:00	Gaithersburg Book Festival Author Reception
MCOL #135	23-May-13	0:02:00	Gaithersburg Book Festival Recap
Around The County 19	28-May-13	0:01:00	Weekly Community Event Calendar about events in Montgomery County.
Around The County 19	28-May-13	0:01:00	Weekly Community Event Calendar about events in Montgomery County.
21 This Week #373	31-May-13	0:27:30	Topic: MCPS Schools' Test Scores
21 This Week Topical Promos	31-May-13	0:00:30	Topical Promo's for each 21 This Week Episode
Councilmember Nancy Floreen on Small Business	03-Jun-13	0:27:30	Montgomery County Council
Silver Spring Blues Festival 2013 Event promo	05-Jun-13	0:00:30	Promo
MCOL #136	06-Jun-13	0:02:00	Small Business Awards Ceremony
21 This Week #374	07-Jun-13	0:27:30	Topic: Governor Race
21 This Week Topical Promos	07-Jun-13	0:00:30	Topical Promo's for each 21 This Week Episode
MCOL #137	11-Jun-13	0:02:00	Pacci's Pizzeria in Silver Spring
Around The County 19	11-Jun-13	0:01:00	Weekly Community Event Calendar about events in Montgomery County.
Around The County 19	11-Jun-13	0:01:00	Weekly Community Event Calendar about events in Montgomery County.
MCOL #138	13-Jun-13	0:02:00	Power 2 Give Launch in Bethesda
21 This Week #375	14-Jun-13	0:27:30	Topic: Comptroller Out Of Governor's Race & Year In Review Part 2
21 This Week Topical Promos	14-Jun-13	0:00:30	Topical Promo's for each 21 This Week Episode
MCOL #139	16-Jun-13	0:02:00	Nightlife in Montgomery County
Silver Spring Blues Festival 2013 Event promo	19-Jun-13	0:00:20	MCM Show Listing
MCOL #140	19-Jun-13	0:02:00	MCM Small Business Day
MCOL #141	19-Jun-13	0:02:00	Nighttime Economy Task Force
MCOL #142	21-Jun-13	0:02:00	Bear Sighting
21 This Week #376	21-Jun-13	0:27:30	Topic: Ike Going For Third Term & Sen. Rob Garagiola Steps Down
21 This Week Topical Promos	21-Jun-13	0:00:30	Topical Promo's for each 21 This Week Episode
MCOL #145	26-Jun-13	0:02:00	Montgomery County Residents React to Same Sex Marriage
MCOL #146	27-Jun-13	0:02:00	AT&T Golf Tournament Opening Ceremony
Around The County 19	27-Jun-13	0:01:00	Weekly Community Event Calendar about events in Montgomery County.
Around The County 19	27-Jun-13	0:01:00	Weekly Community Event Calendar about events in Montgomery County.
MCOL #144	27-Jun-13	0:02:00	AT&T Golf Tournament
MCOL #143	28-Jun-13	0:02:00	Sociable Leadership Summit
21 This Week #377	28-Jun-13	0:27:30	Topic: Immigration Reform
21 This Week Topical Promos	28-Jun-13	0:00:30	Topical Promo's for each 21 This Week Episode
	Q4 Total	13:45:52	
	FY13 Total	58:46:29	

TRAINING AND VOLUNTEER SERVICES

New Programs and Projects:

There were 23 new projects and programs started this quarter by MCM Volunteers, Presenters and the Production classes, which includes Citizen Journalism. The projects covered many categories including Community, Ethnic, Inspirational, Arts, Youth, Educational, and Humanities and offer a wide range of subjects as highlighted below:

- African Cooking
- Dance Studio
- Maryland Fuel tax
- Young Entrepreneurs.. Music Careers
- Lipgloss & A Sander, a program about a woman who refinishes/restores furniture

Ongoing and New Volunteer Programs with Descriptions:

Focus with Haig produced by Haig Ellian

Host Haig Ellian interviews guests from all different backgrounds and experiences.

Recharge your Marriage produced and hosted by Zev Halpern. (New)

Marriage counselor Zev Halpern confers with other counseling professionals on tips and strategies for a successful marriage.

Montgomery Matters produced by Greg Wims

This show focuses on people and topics that matter in Montgomery County. Guests include influential people in Montgomery County, such as Councilmember Hans Riemer.

Law School for the Public produced by Jim Klimaski

This informational program is an Access produced show. Topics discussed include various aspects of the law ranging from real estate to family law and everything in between.

Silver Screen Test produced and hosted by Briccio Barrientos

This creative game show style program has three contestants who are challenged with questions about movies, both old and new.

Dialogando con la Polizia del Condado de Montgomery produced by Marian Merewitz

Host Blanca Kling of the Montgomery County Police Department interviews Officers and other officials on activities in Montgomery County. The show is recorded in both Spanish and English.

Classes and Workshops:

In addition to the regular block of classes this quarter, TVS offered a Photoshop class which brought in three students.

June brought the first of three sessions of the Backpack Journalism class, which will run through the month of July.

Andrea McCarren offered an additional Media Training class, which quickly filled. This was the final class offered until the Winter, when a potential follow-up class may be offered.

Current Activities:

Research and planning began for instructional Webinars, which will begin this summer with a trial session scheduled for early July.

Planning and preparation for the summer camps with Docs in Progress, which begin in July, are underway. The TVS trainer attended an Adobe Premier class that was held at Docs in Progress in April as part of the preparation for the editing session of the camps.

Training for the HD VTR and the new CG has continued in anticipation of Studio A going HD in the Fall.

Planned and Upcoming:

TVS continues working on the details for the summer camps as part of MCM’s partnership with Docs in Progress. Sessions will be held at the Docs in Progress facilities in Silver Spring. Instructors will be provided by MCM. The camp offers (2) two week sessions at the beginning and end of July. In the first session, students will create a short documentary and in the second session, students will create music videos.

A Mobile Production Vehicle (MPV) class will be held again at this year’s Agricultural Fair, where students will tape the parade.

We are planning on hosting webinars for ourselves and be available for others to use the facilities for webinars of their own. These are still in the planning and trial stages but should be ready to go by midsummer.

Certifications and Classes

New Certifications	
C-Intro	31
C-PEditFCP	17
C-Scamera	13
C-SCAudio	8
C-SCCG	13
C-SCSwitcher	13
C-SCVT	12
C-SFloor	12
C-Sprompter	12
C-FProducer	12
C-FieldTech	12
C-CJournalism	1
C-MCMWeb	6
C-Backpack Journalism	4
Total	166

New Certifications

New certifications for the fourth quarter totaled 166. 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
Andrea M. Media	2	20	21
Backpack Journalism	1	10	7
Citizen Journalism	1	10	1
E-Creative Connection	2	2	8
Field Camera	1	16	16
Field Editor	1	16	12
Field Producer	1	16	11
Intro To Video Basics	1	60	38
Linked In Opt.Job Skr	1	30	3
MCM Web User	1	10	6
Photoshop I	1	10	3
Socially Smart Class	1	10	2
Studio HD CG	1	10	8
Studio HD VTR	1	10	7
Studio Prod	1	11	6
Studio Tech	1	12	12
Studio Lighting	1	12	7
Total	19	365	168

Fourth Quarter Training Classes and Capacity

While there were 19 classes held in the fourth quarter, a total of 168 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	23
Continuing	117
Completed	8
Total	148

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 March 25 through June 23. 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 programs scheduled on the channels were:

- Healthy Montgomery Family Check-up (Spring and Summer episodes)
- Inside the Gaithersburg Book Festival
- Small Business Networking Session with Nancy Floreen
- County Council VP Rice Talks Small Business
- Mid Atlantic Jazz Festival 2013 (including final of 12 episodes)
- Backpack Beat (series including newest episode 7)
- Dialogando con la Polizia del Condado de Montgomery (new Public Access produced series)
- Lipgloss & A Sander (first of new Public Access series)

Programming continued to consistently schedule the Disclaimer Statement to play directly before each non-MCM produced program every time one is played.

Breaks between programs on MCM channels were filled with video programming essentially eliminating the appearance of alpha/numeric bulletin board CG. In these breaks, several promotional and informational programs created by MCM's Production department, 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 Sponsor Spots – Ms. Chavez (testimonial to life changing experience making media at MCM),
- 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],
- Promotional spots for the California Pizza Kitchen fund raising events for MCM,
- Project Reboot,
- Keeping It Safe: High & Middle School Students' anti alcohol abuse PSA's,
- 311 PSA – Updated Hours (Montgomery County Government service),
- Open Government PSA (Montgomery County Government produced),
- 311 Information Service PSA – Updated Hours (Montgomery County Government service),

- PIX of the Day (MCM Website),
- 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, 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 MCM operated channels.

Programming Analysis

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

Program Analysis This Quarter		
	Hours Played	Number of Different Programs Played
First Run	303	583
Repeat	3,555	17,549
Total of First Run + Repeats	3,858	18,132

Channel	First Run Hours	Total Hours
19	195	1,737
21	108	2,121
Grand Total	303	3,858

Origin	First Run Hours	Total Hours
MCT Access	78	1,109
Mont. County	50	369
Maryland	26	222
Non-Local	57	1,374
Metro	75	441
Unknown	1	15
MCT	9	181
MCT Training	1	32
MCT Prod Svs	6	115
Grand Total	303	3,858

Category	First Run Hours	Total Hours
Arts	22	321
Community	19	394
Educational	29	290
Ethnic	27	152
Growth	0	18
Health	7	161
Humanities	0	12
Inspirational	137	1,109
Promotions	0	11
Public Affairs	43	279
Sports	19	77
Youth	0	21
Unknown	0	1,103
Grand Total	303	3,858

WEBSITE & SOCIAL MEDIA

The **MyMCMedia.org** website is growing its audience, and visitors are making the site a part of their daily routine. Since April 1, total weekly visits have not dropped below the 3,000 a week threshold. Average weekly visits for this quarter are up by an average of 900 visits. Alternatively, during the April –June quarter, the site received more than a third more visitors each week than in the previous quarter. In fact, the fourth quarters’ site visits are significantly higher than we experienced during Election 2012. More specifically, over 9,000 more visitors came to the site, with over 6,000 being unique; and, more than double the number of pages viewed this quarter when compared to the Election 2012 spike. Our numbers are up in all categories: visits, unique visits, page views, duration, percentage new and mobile visitors now account for a quarter of our visits.

Website Overview Stats Fourth Quarter:

Visits	43,664
Unique Visits	29,224
Page Views	242,538
Duration	4:02
Percentage New	64%
Mobile Visitors	25%

Content is key at MyMCMedia.org and the web team is busy making it happen. There were a total of **3,995** events, posts and photos published on our website this quarter, compared to 2,871 the previous quarter. On average, we post about 15 blogs or stories per day, 13 events and 33 images. We saw substantial growth in the number of events, postings, and photo posts. Advancing our Web Coordinator from part-time, to a full-time position, may have helped this growth as well as moving the site to a dedicated server.

	Posts	Events	Image Uploads
April	310	238	653
May	345	272	774
June	342	318	743
Total	997	828	2,170

MCOL/MyMCMedia 125-146 Reports by Sonya Burke and Tamika Smith:

- Choice Hotels tour
- A Day in the Life of MoCo Preview
- Martha Grimes Literary Luncheon
- A Day in the Life Wrap-up
- Montgomery Serves
- Kentlands Day
- Active Aging Expo
- Stedwick Elementary Opera
- Small Business Networking Breakfast w/Nancy Floreen
- Author Reception GBF
- Gaithersburg book Festival Recap
- Small Business Awards
- Paccis Pizza Parlor
- Power to Give
- Nightlife in MoCo
- MCM Small Business Day
- Nighttime Economy Task Force
- Bear Sightings
- Social City Leadership Summit Nighttime Economy
- Beat the Heat at AT&T National
- MC Residents React to Same Sex Marriage Supreme Court Decision
- Military Salute at ATT National

Top Pages, Posts, and YouTube Video's for the Quarter:

Top 10 Pages, Posts	
Day in the Life of Moco Page	4,891
Montgomery Moms Page	3,425
Training Classes page	2,821
Fatal Germantown Accident	2,719
Local Blogs Page	2,157
About Contact Us	1,953
You Report Assignment April 20 People	1,915
Bear Sighting in Gaithersburg	1,891
Events Page	1,541
Arts Page	1,508
TV Schedules	1,448
Montgomery Channel	1,380
Tag Colleen Bell	1,252
Class music video summer camp	1,206
Volunteers Page	1,143

Top 5 "News" Posts (not in top 15 with over 500 views)	
Silver Spring Women Killed in Crash	923
Police investigate murder suicide in Germantown	873
Tag Colleen Nicole Bell	825
Media Coverage on MV Neighborhood Boston Bombings	805
Serious Accident	788
Fatal ax in Silver Spring	710
House Fire in Olney (Photos)	660
Fatal Ax on Darnestown Road	541

Top 10 Facebook Posts	
Bear Sighting	933 (views)
A look at Book Festival	927 (views)
Six roads in MoCo Closed due to high water	899
Erin Willett and Mary Willet at GBF	876
The Nighttime Economy Task Force meeting	801
Police investigate shooting outside Stedwick	785
Another Bear sighting	785
Bear Sighting in Kentlands	784
Gas Leak in Germantown	742
Update on Bear sightings	657

Top 10 You Tube Videos	
Cell phone video of bear	1,004
Soccer team congratulated by Ike Leggett	677
Production Switcher	600
Production Audio	505
Washington Spirit Ingleside	599
Silverdocs Don't Stop Believin	499
Gburg Choc Factory	360
A day in the Life of MoCo Promo	353
Mounted police training	345
"A Storm Inside" opera at Stedwick	309

Facebook and Twitter accounts continue to grow. We have 1,540 FB Likes and 449 Twitter followers and see engagement increasing on these sites.

You Tube Subscribers:
Total 94, gained 33 for the quarter

You Tube Comments:
55 (twice as many)

Other Web Data:

Registered Users (who can post to pending): 78 (added 9)

Subscribers: 162

Bloggers: 25 active (6 added in quarter)

Neighborhood Network: 35

Pay Pal: All classes and Annual User fees at MCM can now be registered and paid for online.

Web Team Milestones:

- Moved to new server. Work productivity up.
- Tamika Smith joined team as Community Engagement Specialist.
- Day in the Life had a long tail; two weeks and over 3,700 visits. Helped with our You Report Launch and Pix of the Day.
- Silver Spring Transit Center page created.
- Gaithersburg Book Festival Insider and Event Coverage before and after. Over two dozen posts with video.
- Montgomery Moms contest.
- Reorganized blogs to include only active bloggers.
- Added more recent blog posts to the sidebar.
- ATT National 19 posts.
- Ten Mile Creek Development with four different posts.
- Nightlife Task Force over six posts.
- Small Business Day coverage with Biz Tips.
- Web team (two members) attended the Alliance for Community Media conference in San Francisco.

Looking Ahead:

- Newsletter automated.
- Add slider to business page.
- Instagram and Reddit (social media).
- Expand front page, making it longer.
- Add more social sharing capabilities.
- You Tube channel redesign.
- Ag Fair support.
- Monty's support.
- Photo contests.
- Mobile site.
- You report integrations.
- Events improvements.

COMMUNICATIONS AND DEVELOPMENT

Awards & Commendations:

On April 6, 2013, the Director of Development & Communications was named a 2013 International Diversity Fellow to the 2013 Association for Fundraising Professionals International Conference by the AFP Foundation for Philanthropy and the AFP Diversity and Inclusion Committee. Tony Spearman-Leach and his AFP 2013 International Conference blog on mymcmmedia.org was subsequently featured in all AFP chapter newsletters.

Small Business Event:

Montgomery Community Media in partnership with the US Small Business Administration, the US Chamber of Commerce, the Montgomery County Department of Economic Development, the Montgomery Business Development Corporation, The Gazette Newspapers and The Taylor Leonard Corporation held a highly successful, sold-out “Montgomery County Small Business Day” seminar series in conjunction with the 2013 National Small Business Week. The effort generated four on-air episodes from the workshops and \$1,558 in support from the attendees.

Crowd Funding Activity:

Montgomery Community Media engaged two (2) crowdfunding efforts in the 4th Quarter. The first was a one-day event sponsored by the National Capital Area United Way. It was entitled DoMore24.org. This effort has numerous technical difficulties. MCM uses this platform largely to increase awareness of its services throughout the Metropolitan Washington, DC region.

The second platform, Power2Give.org, is an ongoing, long-term initiative led by the Arts & Humanities Council of Montgomery County and supported by the Knight Foundation and the National Endowment for the Arts. MCM launched its first project in the inaugural launch of Power2Give.org. This projects’ goal is to support youth scholarships for MCM’s educational camps that are held throughout the year. Donations to this crowdfunding effort are being matched by Monument Bank. MCM’s goal is to raise \$2,700.

Donor Activity:

Participants in Montgomery County’s Small Business Networking monthly series donated \$1,872.46 in the 4th Quarter. This sector of donor supporters continues to grow at a significant rate, and will be further developed and cultivated in FY 2014.

	Donation Amount	Status
April, 2013 Small Business Networking	\$ 174.00	Received
May, 2013 Small Business Networking	\$ 60.20	Received
June, 2013 Small Business Networking	\$ 80.09	Received
June, 2013 Small Business Day	\$ 1,558.17	Received

Grant & Underwriting Activity:

The 4th Quarter yielded \$119,992.65 in approved general operating grant funding, \$62,469 in capital grant funding pending final approval in the September 24, 2013 Montgomery County Council meeting, \$7,000 underwriting support in process for youth educational programs and events. All positive revenue activities for the 4th Quarter total \$189,461.65.

Institution	Proposed Amount	Status
Arts & Humanities Council Large Operations Grant	\$119,992.65	Approved
Arts & Humanities Council 2014 CIP (Capital) Grant	\$ 62,469	In-Process
Brimstone Award of the National Storytellers Network	\$ 10,000	Declined
ESI-270 Business Suites for Small Business Day	\$ 1,500	Declined
Mid-Atlantic Federal Credit Union for Small Business Day	\$ 1,500	Declined
US Airways Education Foundation Grant	\$ 10,000	Submitted
US Chamber of Commerce Export Business Session	\$ 2,500	In-Process
Rockville Chamber of Commerce Elections' Debate	\$ 2,000	In-Process
Comcast Corporation	\$ 2,500	In-Process

In-Kind Gifts:

The Gazette Newspapers provided \$23,499.60 in trade and in-kind advertising for Montgomery Community Media's Backpack Journalism and Music Video Camps in the 4th Quarter.

Montgomery County's local business community provided \$1,100 in in-kind support for the YouReport.com Viewers' Choice Award initiatives on mymcmmedia.org in the 4th Quarter.

Website Monetization Proposal Activity:

Proposals for banner advertising on mymcmmedia.org were submitted to the following:

Delucci Plus (agency of record) for Washingtonian Center (Rio)
 MealsToYou.com
 WaiterOnTheWay.com

Right Time Urgent Care has submitted an inquiry into MCM for banner advertising on mymcmmedia.org in late, July, 2013.

Interdepartmental Revenue Support Efforts:

The Development & Communications Director has also led the revenue generating activities for the following departments in the 4th Quarter 2013:

Training & Volunteer Services:

Power2Give.org Rate Card for Arts & Humanities Council	\$ 450	AHCMC Paid
Andrea McCarren Media Class – June 1, 2013		Sold Out
Backpack Journalism Camp #1		
Backpack Journalism Camp #2		
Backpack Journalism Camp #3		
Docs in Progress Youth Documentary Summer Camp		
Music Video Camp at Docs in Progress		
Ag Fair Video Journalism Camp		

General Operations:

Friends of the Montgomery County Library (Promo Spot)	In-Development
Longbranch Library Media Lab (Training)	In-Development

Production Content Completed:

More than four (4) hours of on-air and on-line content was produced through the Development & Communications Director in the 4th Quarter 2013:

	Status/Delivered
Donor Appreciation Spots	2x 00:00:30
Montgomery County Employees Federal Credit Union	
Millionaires' Club Launch	1x 00:02:00
Montgomery County Employees Federal Credit Union Station ID	
with Jim Norris, president	1x 00:00:15
County Councilman Craig Rice Station ID	1x 00:00:15
County Councilmember Nancy Floreen Talks Small Business	1x 00:27:30
Alliance For Community Media Hometown Video Awards	
Ceremony Clip	1x 00:00:20
Michelle Chavez Testimonial for Power2Give.org & On-Air	1x 00:02:10
Small Business Day Episode #1	1x 00:57:30
Small Business Day Episode #2	In-Process
Small Business Day Episode #3	In-Process
Small Business Day Episode #4	In-Process
Small Business Day Station ID featuring Larry Shulman	1x 00:00:30
Small Business Day Business Talk-Back web features	In-Process
The Change Brigade	In-Process

Community Engagement:

The Development & Communications' Director was active in these 4th Quarter community engagement initiatives:

- Gaithersburg Book Festival.
- Day in the Life of Montgomery County Viewers' Choice Awards.
- Greg Wims' Talking Points for Montgomery County Council FY 2014 Budget Hearings.
- Testimonial Letter assembly for Montgomery County Council FY 2014 Budget Hearings.
- Established new trade agreement with Gazette Newspapers.
- Proclamations from US Senators, US Congress, Governor, State Delegates, State Senators, County Executive and County Council for "A Day In the Life of Montgomery County."
- Bethesda – Chevy Chase Chamber of Commerce NextExec's Program presentation on "Connections not Contacts" on June 6, 2013.
- Bethesda – Chevy Chase Chamber of Commerce's Business Forum & Showcase (May 22, 2013) presentation on "Marketing Ideas for Your Business."
- Small Business Day during the National Small Business Week.
- Small Business Networking (April, 2013) with Jerry Schwartz, of BNI Maryland & Washington D.C
- Small Business Networking (May, 2013) with Councilmember Nancy Floreen
- Small Business Networking (June, 2013) with Roger Hayden II of Pasternak & Fidis
- Small Business Networking (July, 2013) with Valerie Gaydos (on Venture Capital and Angel Investors.)
- Association for Fundraising Professionals 2013 DC Area Fundraisers' Social – June 12, 2013.

- Do&Go on-air and on-line postings of MCM classes and programs.
- Arts & Humanities Council of Montgomery County Marketing Committee and Advocacy Committee meetings and conference calls.
- National Arts Strategies' Business of Arts and Culture seminar series video feature of Montgomery Community Media's engagement of the programs (June 28, 2013).
- Montgomery County Agricultural Fair 2013 Planning.
- Corporate Volunteer Council of Montgomery County planning for "The Increasing Diversity of Montgomery County and Its Impact on Corporate Engagement" planning.

Projects Pending:

The following projects and initiatives were launched in the 4th Quarter for FY 2014:

	Status	Revenue
Radio One – MCM Website SEO (Optimization) Seminar	In-Process	
US Small Business Administration MOU	In-Process	
US Chamber of Commerce Export Business Session	In-Process	\$2,500
Amazon LivingSocial LinkedIn Business Training	In-Development	\$ TBD
Non-Profit Organizations' Day	In-Process	
Rockville Chamber of Commerce Elections' Debate	In-Process	\$2,000
Latino Leadership Summit	In-Development	
Women 50+ Small Business Owners with AARP	In-Development	
Entrepreneur TV with Hillman Foundation	Concept	
JCA Heyman Interages Veteran Oral Histories	Postponed	
Zipcar Membership Benefit for MCM Volunteers	In-Process	
Rockville Rewards FY 2014	Submitted	

Electronic Communications:

Constant Contact Emails:

Deployed: 418,265 Opened: 47,447 (11% - 21%) Clicked: 1,183 (3% - 10%)

Small Business Networking Web Metrics:

	Small Business tickets sold on Eventbrite.com	Site Visits
April (Eventbrite)	66	362
May (Eventbrite)	104	380
Small Business Day	87	671
June (Eventbrite)	43	221

LinkedIn:

Connections: 999
 Montgomery Community Media Group Members: 417

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 107 Studio productions totaling 876 hours of production time. This represents a 27% increase in total productions when compared to the previous quarter. It also represents an increase in total production hours of 75% from last quarter. These numbers represent significant swings in productions / production hours for both last quarter and the fourth quarter of FY12. Although changes in production numbers are common and expected from quarter to quarter and from year to year, swings of this type are still abnormal and unexpected, but have become more common in recent years.

In addition to the normal schedule of productions, technical preparations for and execution of the live-to-air satellite transmission of the General Conference of the Church of Jesus Christ of Latter-day Saints occurred during the first full weekend in April. Just a few weeks later, on Monday April 22nd, support was provided for MCM's **"A Day in the Life of Montgomery County,"** an online / on-air capturing of County residents in their day to day activities via a combined and continuously updated photo essay. On Saturday May 15th MCM recorded the Silver Spring Blues Festival using the County MPV. The following Monday (May 17th), Studio A was used to host MCM's own National Small Business Week workshops.

Throughout the quarter, on April 18th, May 16th, and then again on June 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, as well as network with other small business owners and operators.

Administration:

The fourth quarter was exceptionally busy with most work pertaining to HD matters, either preparing for the HD transition or managing new and current HD users.

Throughout the quarter, Technical Services personnel worked with Live U representatives and others to get the Live U streaming system incorporated into the MCM infrastructure. This was one of a number of video streaming initiatives that Technical Services worked on during the quarter. Live U is a video streaming system that will allow a live HD video signal to be fed directly into the MCM production complex from a remote location without a directly connected wire. The system uses internet streaming technology and combines it with groups of cellular phone antennas to upload and transmit a live video signal. This signal is then transported through the internet and delivered to a networked computer server at MCM headquarters. The server contains a specialized computer card that takes the collected internet data and returns it to a usable HD video signal.

The County is interested in this technology for shared use by the County PEGs as a tool that will allow much larger and better live video coverage of the County, and the ability to share live productions between PEG members. Ultimately, the County would like to have one or more portable "transmitters" and a dedicated receiver at each PEG production center.

Technical Services struggled with the implementation of the Live U service throughout the quarter. Mainly because of the computer network configurations required to activate the service. Implementing streaming technologies such as Granicus requires multiple adjustments and configurations, among a number of computer and networking systems within and without the MCM computer environment. This has become a common theme in implementing streaming technologies. Each system requires its own personalized adjustments, and Technical staff takes great pains to work with manufacturers and sometimes multiple contractors to finally get the new technologies to work in the MCM environment.

Technical staff received the Live U streaming equipment on Wednesday May 15th. After multiple weeks of work, a successful test was completed on Friday June 28th.

Technical Services continues to investigate improvements to the company's live-to-air video streaming services. In no small part, as this is due to the 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.

Technical Services has also looked into an update and expansion of internet bandwidth services. Currently the fastest service that MCM has been able to obtain is from Comcast Business Services. Although that capacity seems adequate for MCM's needs at the moment, with future offerings and multiple users at MCM, it may not be enough forever. Unfortunately, as with other internet service providers, an upgrade to a fiber optic connection is required to improve the internet service. Costs for such a connection are expected to run into the tens of thousands of dollars.

After a long period of almost no serious technical troubles for MCM, the fourth quarter presented some new challenges. During a routine software update to the Ross Studio B production switcher, the central processor for the switcher control panel failed under testing. Then during a short power outage on Saturday, May 25, the studio monitor wall system failed as well. Technical Services spent a weekend on the phone with Evertz Microsystems the manufacturer of the monitor wall, attempting to recover the system. Both units were returned to their manufacturers and loner equipment was put in place temporarily. At the close of the quarter Technical Services was still waiting to hear about the repairs.

During the fourth quarter, Technical Services at last launched a new data archiving system for both the professional staff and Access users. One of the downsides of modern media production is the size and amount of computer media files that are created during production. Video tape was once the way to store Audio and Video media. Now, that information is stored on computer hard drives. However, hard drives are expensive and not reliable over long periods of time, so new ways have been developed to deal with large data. The one that MCM introduced is called Linear Tape Open – File System (LTFS). Based on the widely used Linear Tape open system employed to back up corporate computer data at millions of businesses worldwide, LTFS is a new variant that stores data similarly but is as easy to use as a computer thumb drive, and is extremely cost competitive. Depending on a user's preference, a single LTFS cartridge should be able to store about a year's worth of production data (video files, scripts, pictures, and etc.). So far, only a few Access users have taken advantage of the system. That number will likely grow as knowledge of the system becomes more common, and users generate more HD programming.

As a note, Technical Services continues to monitor the performance and integration of MCM's next generation field camera, the JVC HM700. As of June 2013, the HM700s have not only been available to the Access community and professional staff for almost three years, but have been the primary field training camera for equally as long. As with recent quarters, the HM700s (at 2566 checkout hours / 213 hours weekly) are nearly 75% of total Field camera usage.

HD Transition and Implementation:

As stated in the 3rd Quarter and other quarterly reports, the County had previously requested that MCM plan for a High Definition transition to occur over several years. However, with the successful HD transition of Studio B (August 2012) and the additional infrastructure that the smaller HD Studio brought with it (HD Video Router, HD monitor wall), MCM was able to revise planning and present the County with a proposal to “flip” Studio A in a single procurement year. The County quickly agreed and supported the project with full force, moving the Studio A - HD transition immediately to the front of the PEG procurement line.

The plan, as is right now being implemented, would move MCM’s largest studio, Studio A, to HD beginning in August 2013 and completing it by the end of this summer, three years ahead of schedule. This work, when completed, will mean literally hundreds of thousands of dollars in new equipment, replacement equipment, and equipment modernization for MCM’s production facilities.

Although County procurement equipment had been arriving throughout the 3rd Quarter, on Thursday March 29th with the quarter quickly closing came the arrival of the new Hitachi HD studio cameras, the last of the County equipment for FY13. Studio Engineers saw the opportunity and grabbed an opening in the weekend production schedule to immediately install the new HD cameras in Studio A. That installation was followed just 7 days later with the control room installation of the new Ross Vision HD production switcher. Technical Staff also implemented the new Studio HD Monitor-Wall at the same time.

Although these early installation steps were taken for purely pragmatic reasons (limited space and time at MCM, forces Technical Services to quickly install new equipment, in order to clear out old equipment), the process of “pre-installations” of future HD equipment actually serves several purposes: 1) they allow Technical Services to evaluate the new equipment and troubleshoot, before installation is absolutely required and full HD functionality is mandatory. 2) Early installs’ allow pre-training on equipment for both staff and Access users and Access classes. 3) It relieves the burden of trying to install all equipment and services at a single congested and chaotic time.

Although Technical Services had hoped to follow through on the August Studio A HD transition with a Christmas time HD transition for Master Control, current circumstances make such a schedule unlikely. It will most likely occur in Spring 2014

ADMINISTRATION

MCM welcomed the following new employees to the Content and Production Departments:

- James Sinclair, Production Technician
- Tamika Smith, Community Engagement Specialist

MCM said goodbye to Eric Eggleton, Content Director and Jon Sullivan, Executive Producer.

MCM is in the final stages of transitioning 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

Content

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

Training and Volunteer Services

Manager	Larry Merewitz
Training & Volunteer Services Coordinator.....	Mandi Wyndham
Trainer	Ellen Donnelly
Teaching Assistant	Michael Bailey
Teaching Assistant	Tchad Moore
Teaching Assistant	Yen-Ming Chen
Teaching Assistant	Katherine Cunningham
Teaching Assistant	Philip McTighe
Teaching Assistant	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	Cinderella Saavedra
Production Technician	Andra Gorman
Production Technician.....	Jazmyne Brooking
Production Technician	Barbara Krieger
Production Technician	David Robinson
Production Technician.....	John Ruggerio
Production Technician.....	Paul Likos
Production Technician.....	Susan Klein
Production Technician.....	Omri Haberman
Production Technician.....	Brittney Dorsey
Production Technician.....	Brett Fox
Production Technician.....	Heather Goldsmith
Production Technician.....	Dario Lanzano
Production Technician	Russell Baker
Production Technician	Ronan Connolly
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

Director	Tony Spearman-Leach
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