

**2007**  
**4th Quarter Report**  
April 1, 2007 – June 30, 2007

*Montgomery*  
**COMMUNITY TELEVISION, INC.**

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# **OUTREACH**

Access Montgomery engages in a number of activities to raise awareness of its mission, services and benefits to the community. Efforts continued in fourth quarter to build increasing awareness about the channels in new areas of the community.

## **Outreach Activities**

### **Community Events**

Access Montgomery had a presence for the first time at the annual Taste of Wheaton event in downtown Wheaton in partnership with the Arts and Humanities Council of Montgomery County. The event provided an opportunity not only for a high-profile television production presence with a switched live-to-tape EFP utilizing the Montgomery College production vehicle, but additionally, to raise awareness within the Wheaton community about AMTV's partnership with the Gilchrist Center.

Because the Gilchrist Center is located several blocks from Wheaton center where the entertainment and food events were held, it was necessary to create a connection between the event site and the Gilchrist Center itself. This challenging objective was achieved through a crossword puzzle contest which originated at the AMTV booth next to the sound stage and required participants to end up at the Gilchrist Center to register for a raffle drawing for AMTV logo prizes including a mini video camera and an IPOD shuffle.

Nearly 20 people participated in the raffle and winners were announced on the sound stage at the end of the day's events. The event production was turned around immediately and shown on AMTV later that same evening and program schedules for subsequent airings were distributed among the crowd at the event itself providing additional promotional opportunities for the channels. (It is relevant to note that several of the day's raffle participants attended an AMTV orientation held at the Gilchrist Center several weeks later.)

The inaugural Vivan Las Americas Festival at the Bohrer Park Activity Center in Gaithersburg provided an opportunity for outreach to the upcounty Latino community. This event combined a day of food, fun and entertainment along with a chance for non-profit exhibitors to provide information about their services. Access Montgomery distributed literature, answered questions in Spanish with the help of intern Nazanine Beyranvand, and exhibited television equipment with a promotional loop tape highlighting youth and ethnic programming on the channels. Several dozen prospects signed up to participate in a raffle of AMTV branded items and to learn more about classes and productions.

The Juneteenth Celebration at the BlackRock Center for the Arts in Germantown was another first-time presence for Access Montgomery at an annual community event. The event featured a medley of song and dance including several local school and church choirs. The event served as an outreach opportunity for Access Montgomery to educate the upcounty community about its services and additionally, an AMTV-produced program featuring highlights of the celebration that will air on the AMTV in first quarter 2008. The Juneteenth Celebration is sponsored by the County Executive's Office of Community Outreach.

## **Community Partnerships**

The *What's Your Story* project, begun in third quarter in conjunction with the Silver Spring Youth Collaborative (SSYC), culminated in the screening of three videos voicing the desires of participating youth in the planning of a dedicated youth space in downtown Silver Spring. Access Montgomery provided ongoing support with a teaching assistant dedicated throughout the weeks-long production project. The resulting videos were screened at the downtown Heliport Gallery where Access Montgomery wrapped up its participation in the project with an ENG production of the video presentations and recognition ceremony. The program will air on AMTV in first quarter 2008.

The partnership with the Gilchrist Center for Cultural Diversity was reinvigorated in fourth quarter with a number of events taking place at the center, several of which were sponsored by AMTV itself. An introductory training workshop for the portable EFP production unit known as the VT4 was held at the Gilchrist Center as one of the monthly *Creative Connections* meetings targeting an audience of volunteer access producers. By holding the event at the Gilchrist Center, first steps were taken toward implementing use of the VT4 on-site in the community whereby extending AMTV's production capabilities directly into the downcounty region for both access productions as well as for AMTV-owned productions.

The workshop served as the initial stage in preparing for training classes and certification on this equipment which will be available for volunteer use for the first time in FY '08. The Gilchrist event was fairly well-attended by several experienced access users interested in having portable switched EFP equipment enabling studio-like productions beyond the Rockville facilities of Access Montgomery. It is worthwhile to note that internal preparation prior to the Gilchrist presentation afforded an unprecedented opportunity for cooperation between Access Montgomery's technical services department, the training instructors and the community project managers.

Also, at the Gilchrist Center, a months-long production project following the work of the youth development artist training non-profit, Arts on the Block, culminated in the unveiling of a tile mosaic adorning the front of the Gilchrist Center building itself. Access Montgomery taped the highlights of the ceremony which included appearances and comments from such honored guests as County Council President Marilyn Praisner, and a representative from Congressman Chris Van Hollen's office. The program, *Arts on the Block Presents the Gilchrist Center Mural*, about the creation of the mosaic from start to finish, will air on AMTV in first quarter 2008.

Several other events were held at the Gilchrist Center during the quarter in order to raise the profile of Access Montgomery's partnership there. These included an access television Orientation class as well as the annual Nonprofit TV Day, details of which are outlined later in this report in conjunction with the specific area of activity with which they are associated.

Access Montgomery continued efforts to develop its partnership with the Cal Ripken Sr. Collegiate League Summer Baseball League. In preparation for the upcoming season, searches were launched for both contract play-by-play and color announcers as well as for a committed contract producer to work with AMTV technical services staff to pre-produce graphics and roll-ins for the season's programs. As of close of Q4, announcers had been tentatively contracted, but further progress for planning season coverage was hampered by inability to sign on a producer; find crews available for a game series; and additionally, retain services of an intern production coordinator. Subsequent to close of the quarter, the project was abandoned for the 2007 baseball season.

## **Volunteer Outreach**

Community Project Managers spent several weeks conducting personalized outreach calls to more than four-hundred certified technical volunteers listed in the database, both active and inactive, to update records and assess volunteer availability and re-establish connections to those who perhaps have not been involved in productions for some time.

*The overall summary of these calls is as follows:*

Number of individuals attempted to reach: 414

Number of people unreachable with disconnected phones or wrong numbers and were previously or now will be listed as inactive in database: 70

Number of people actually reached: 181

Messages left but not returned: 123

Number of people never reached nor returned phone messages: 40

*Among the volunteers reached, the following data was gathered:*

Number of people who recall previously submitting volunteer questionnaire: 34

Number of people currently willing to volunteer: 92

Number of people who indicated they do not wish to be contacted at the present time and for whom database now reflects this status: 62

## **Creative Connections**

Monthly *Creative Connections* (formerly Cable Club) meetings were held during the quarter and included speakers on green screen chroma-key studio technology and how to use it; the aforementioned VT4 introduction held at the Gilchrist Center; and finally, a session on webstreaming access productions led by an active access producer sharing his experience streaming and promoting his internationally-focused program worldwide.

## **Other Mission-Related Non-Profit Projects**

Eight students from the private nonprofit Chelsea School received technical studio certifications following a four-part workshop designed to provide practical experience to their existing classroom training. The Chelsea School is known for its vocational-technical programs designed specifically for learning-challenged students. The school provided transportation for the students along with their own academic program's television instructor to accompany the group to Access Montgomery's Rockville facilities. The Chelsea students, ranging in age from approximately 15-18, are now certified to volunteer on access productions. Chelsea School administrators have indicated their desire to replicate and continue this initial partnership in upcoming semesters in order to strengthen their curriculum and outreach to attract new students to their own educational programs.

The 2007 IMPACT Awards were presented at the first annual *Spirit of Silver Spring* event held at the NOAA Auditorium and Science Center in Silver Spring. The event provided an opportunity for Access Montgomery to develop awareness with a number of as yet undeveloped downcounty partners who comprise IMPACT Silver Spring. The awards evening highlighted the contributions of individuals and organizations guiding the transformation of Silver Spring into a thriving multicultural community through acknowledgement and sustained dialogue about the role of diversity. A program featuring entertainment highlights, speakers at the event and presentation of awards will air on AMTV in fourth quarter enabling broader Montgomery County audiences to more fully understand the role of community partnerships in successful multicultural community-building.

Another area of continued community building highlighted in this quarter's partnerships was a program produced in conjunction with the Affordable Housing Conference of Montgomery County.

The AHC hosted its 16<sup>th</sup> annual summit at the Bethesda Marriott Conference Center. An AMTV ENG production featured speakers from both the public and private sectors offering solutions to the county's affordable housing challenge. The production included a 'Speak Out on Affordable Housing' – a video segment which served as the conference opener and was produced with the AHC by AMTV certified interns.

Access Montgomery's annual Nonprofit PSA Production Day was held at the Gilchrist Center for Cultural Diversity in an effort to provide yet another opportunity to build awareness of AMTV's partnership with the center and about services offered there to individuals and organizations in the downcounty area. The first session included panelists speaking about writing and distributing PSAs. This portion of the day was followed by a presentation from the Client Services Department introducing Access Montgomery's resources and a brief description on how nonprofits can more effectively utilize them. The participating nonprofits in attendance for the day will come to AMTV's studios in first quarter to use the knowledge gained at the NPO TV workshop to make their organization's PSA.

In conjunction with a focus group of the Marketing Committee of the Arts and Humanities Council of Montgomery County, steps were also taken in fourth quarter at the request of the committee to organize an NPO TV specifically tailored to the communications needs of arts and humanities organizations. Using outcomes from the focus group, an 'advanced' NPO day program was designed and publicized through the existing outreach resources of the Arts and Humanities Council itself. Unfortunately, despite efforts to publicize the workshop, lack of pre-registered participants forced postponement of the event until FY 2008.

### **ACM NE Regional Conference Awards**

Access Montgomery took away two top prizes for best marketing materials at the Alliance for Community Media Northeast Regional Spring Conference held in Manchester, New Hampshire. In a competition among regional access centers judged by an independent public relations and marketing agency, Access Montgomery won first prize in both the Best Newsletter and Best Logo categories beating out other entries from the entire region which includes New York and Boston.

### **Advertising**

Print advertising space was purchased in the Gazette newspaper during fourth quarter to promote AMTV 19 and AMTV 21 as well as the programming blocks. The ad campaign was to promote viewership and raise general awareness of the channels. Ads ran every week throughout the quarter into the first week of July. AMTV highlighted a different network and subject category each week, titles of the volunteer access programs that fit into that particular category with specific date and time information, and the names of the programming blocks. The ads also pointed viewers to our website, [accessmontgomery.tv](http://accessmontgomery.tv), for a complete schedule, and information about where to find us - Comcast, RCN and FiOS TV.

The ads ran in all areas of the County which included Bethesda, Chevy Chase, Kensington, Potomac, North Potomac Gaithersburg, Germantown, Montgomery Village, Poolesville, Damascus Rockville, Wheaton, Aspen Hill, Silver Spring, Burtonsville, Olney, and Takoma Park. The Gazette is the most widely read newspaper in Montgomery County for local news and advertising with a circulation of 546,000.

An ad was also placed in the Who's Who in Montgomery County Leadership Montgomery Yearbook/Directory produced in partnership with The Gazette.

Date	Publication	Target Audience	Ad Message
April 25 – July 4	The Gazette	Residents with interest in local programming delivered by a local voice	Tune in to AMTV 19 and 21
June 1	The Gazette of Politics and Business	Executives of organizations	Use Access Montgomery's production services

### Member/Person Status

Access Montgomery has a total of 3,077 active persons. This total includes all person types. There were 2,503 members of the organization, which include both member-guide and member individuals.

#### Person Status and Type

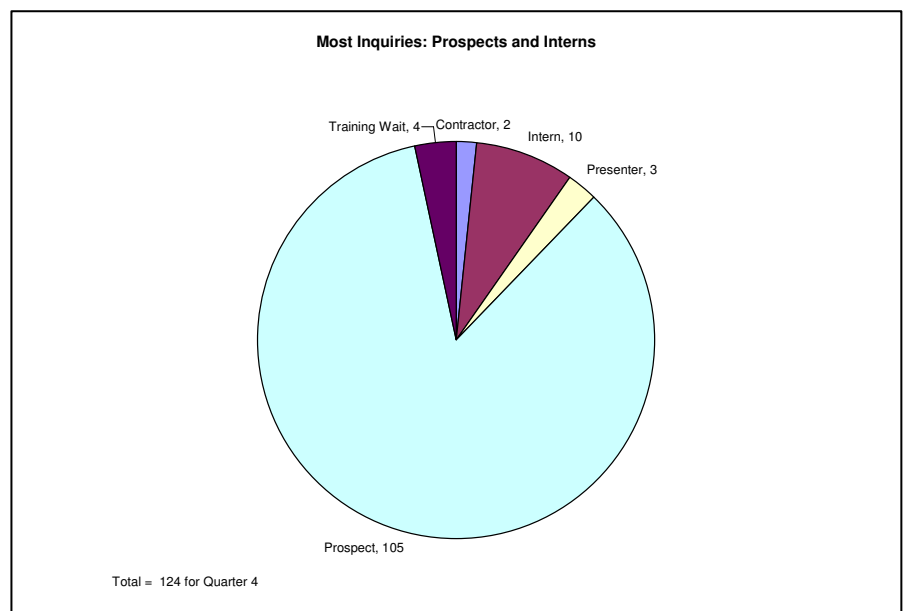
Person Type	Active	Inactive	Grand Total
Associate	1	1	2
ExecProducer	3	0	3
Member	909	688	1,597
Member-Guide	1,594	725	2,319
Presenter	115	4	119
Prospect	288	4	292
Prospect UR	1	0	1
PSCClient UR	2	0	2
Training Wait	47	137	184
Undecided	48	66	114
Intern	13	1	14
Stakeholder	26	1	27
Contractor	5	0	5
Guest	5	0	5
PFCClient	20	20	40
<b>Grand Total</b>	<b>3,077</b>	<b>1,647</b>	<b>4,724</b>

Note: Due to changes in the definition of members, the total count by Person Type will fluctuate beyond the norm.

### New Contacts

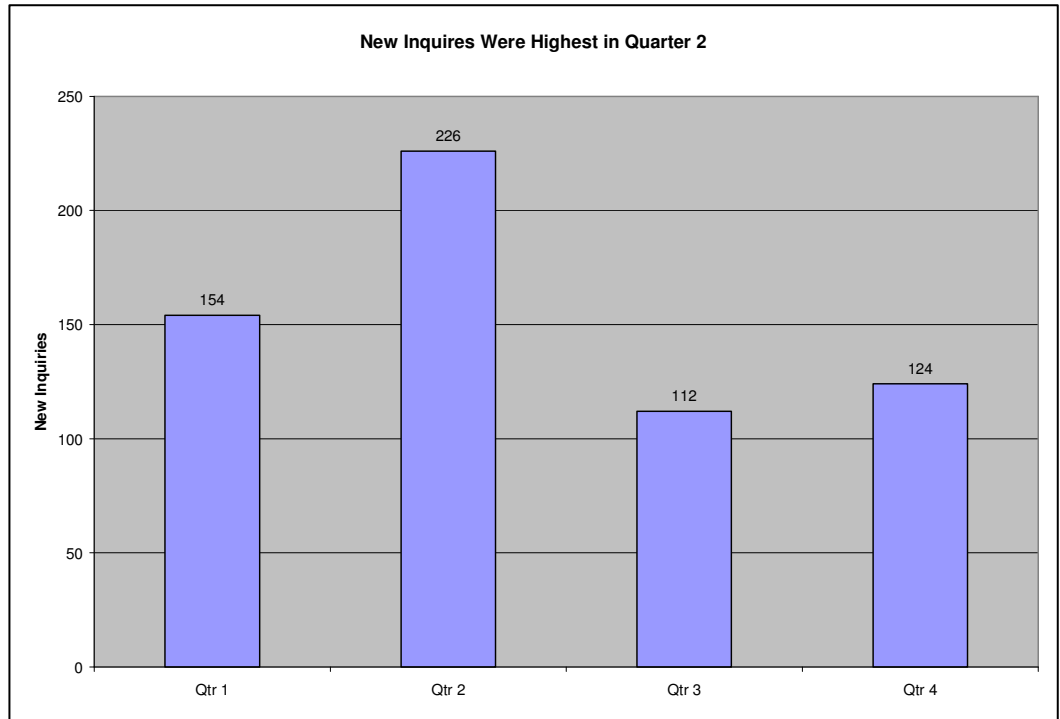
Access Montgomery made contacts with a total of 124 new people in fourth quarter. This is an 11% increase from third quarter.

New Contacts are those who have initiated contact with Access Montgomery before becoming involved. AMTV's goal is that they will later become active in the organization.



Year-to-date, second quarter led with the most new inquiries of 226 persons.

The increase was due in particular to the election in which people requested to receive the program guide in order to be able to vote.



## TRAINING

### Additional Orientation and Quick-Start Certifications

In order to expand opportunities for residents to learn more about access television combined with a need to find ways to more quickly involve those with pre-existing television productions skills, Access Montgomery added an additional orientation during the quarter – one not specifically tied to the start of a round of classes and untraditionally held for the first time at the Gilchrist Center.

This somewhat out-of-the-ordinary orientation attracted more than 40 registered participants including summer interns recruited from high school and college television production programs. In addition to drawing a new audience for AMTV’s services to the Gilchrist Center, this orientation also allowed for 10 of the 12 summer interns to take first steps toward *Quick Start Certifications* -- used to describe the pass-fail approach to administering hands-on practical studio equivalency testing under the supervision of teaching assistants to would-be technical volunteers who already have some basic studio production experience and who are interested in volunteering right away.

### Studio 501(c)(3)

In order to provide the testing ground for the Quick Start Certifications, additional programs of Studio 501(c)(3) were added to the training and studio production schedules.

Production of these additional programs was facilitated with the help of the new series host for the season, Libra Johnson, who came to Access Montgomery as a volunteer seeking an opportunity to host a program. Two additional tapings of the program resulted in the studio certification of nearly all of the summer interns and also provided an opportunity for six additional non-profit organizations to share their stories on television.

## Apprenticeships Rolled Out

Incorporating suggestions from volunteer producers on how to more comfortably and reliably involve newly certified technical volunteers, a pilot apprenticeship program was rolled out to both producers and novice technicians during the quarter.

The program involves a period of ‘shadowing’ for the apprentices as they observe existing production crews working at their positions. This supplements already existing additional teaching assistant support which remains available on request to newly- certified technicians. The goal of the apprenticeship program, however, is to not only reduce the level of anxiety sometimes felt by new technicians crewing for the first time, but also to more directly introduce the newcomers to the programs and producers at AMTV.

Implementation of the apprenticeship program began in fourth quarter with technicians offered an opportunity to sign up after certification. As of the close of fourth quarter, two studio producers have signed on to participate in the program and two studio technicians have enrolled.

## Certifications

The total number of certifications to date since the organization’s inception reached 4,940 by the end of fourth quarter. A total of 247 certifications were awarded during this fourth quarter period.

Of the 40 people who attended the Orientation classes during the quarter, all of them were interested in learning more about AMTV and proceeded to the next step to take the Intro to Video Basics class. An additional 17 people who took the Orientation class in a previous quarter, also signed up and were certified in Introduction to Video Basics in fourth quarter.

<b>New Certifications</b>		<b>Total Certifications</b>	
<b>Certification Code</b>	<b>Total</b>	<b>Certification Code</b>	<b>Total</b>
C-Fproducer	2	C-BoomWireless	7
C-Ftech	1	C-DVCPRO Cam	12
C-Intro	57	C-Fproducer	452
C-Orientation	40	C-Ftech	424
C-Pproducer	16	C-Intro	761
C-SAD	5	C-Orientation	846
C-Scamera	19	C-PEditFCP	194
C-SCAudio	15	C-Pproducer	170
C-SCCG	13	C-SAD	99
C-SCSwitcher	16	C-Scamera	244
C-SCVT	15	C-SCAudio	230
C-Sdirector	5	C-SCCG	227
C-Sfloor	15	C-SCSwitcher	223
C-Sproducer	2	C-SCVT	220
C-Sprompter	16	C-Sdirector	97
C-Dirprereq	10	C-Sfloor	144
		C-Slighting	153
		C-Sproducer	200
		C-Sprompter	221
		C-Dirprereq	16
<b>Grand Total</b>	<b>247</b>	<b>Grand Total</b>	<b>4,940</b>



## Training Classes and Capacity for 4th Quarter

Classes/Workshops	Number of Classes	Total Capacity
Field Camera	2	32
Field Editor	2	20
Field Producer	2	16
IntroVBasics	1	50
Orientation	1	57
Post Edit FCP	1	13
Post Prod FCP	1	25
Studio Basic	2	12
Studio Ctrl Rm	2	12
Studio Dir 5w	2	6
Studio Prod	1	13
StudioCG Adv	1	8
StudioCGRefres	1	8
StudioLighting	1	12
YouthSpclWksp	1	13
<b>Grand Total</b>	<b>21</b>	<b>297</b>

A total of 15 classes were offered during fourth quarter which included entry and advanced level course work.

## PRODUCTION FACILITATION

### Internship Program

A number of MCPS High School internship coordinators approached Access Montgomery in fourth quarter in order to place students for both informal summer internships as well as to explore securing spots in the program for the fall semester. These teachers became aware of the growing AMTV internship program through either 1) word of mouth; or 2) the direct outreach of the temporary technical volunteer recruiter who conducted targeted outreach to the schools during portions of FY 2007 second and third quarters.

This resulting increased level of awareness among teachers about AMTV's internship program has filled to capacity the available internship slots with students from the high schools' and Montgomery College's television production programs. These students, all of whom will be required to make their own programs for AMTV as well as serve as volunteer technicians on other access users' productions, were certified as studio technicians during fourth quarter.

### Hometown Video Awards

Access Montgomery called for and processed entries in the annual Hometown Video Awards presented by the Alliance for Community Media. Eleven access entries were submitted covering four categories including community, arts, talk show and inspirational. Additionally Access Montgomery submitted one entry in the professional category.

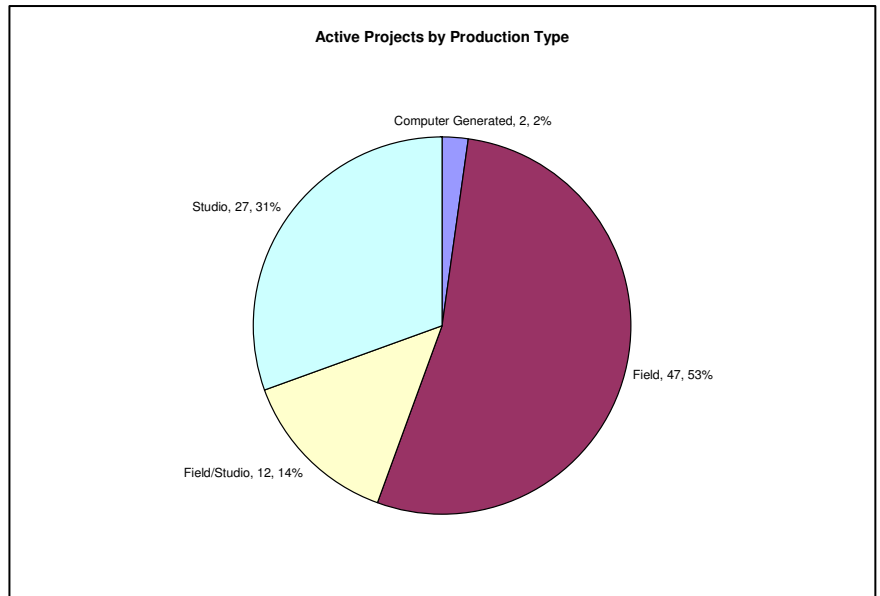
**Number of new, active and completed projects**

There were a total of 18 projects started this quarter. This is a decrease from 3<sup>rd</sup> quarter in that two fewer projects were started in fourth quarter than in third.

The number of projects completed for fourth quarter was 23.

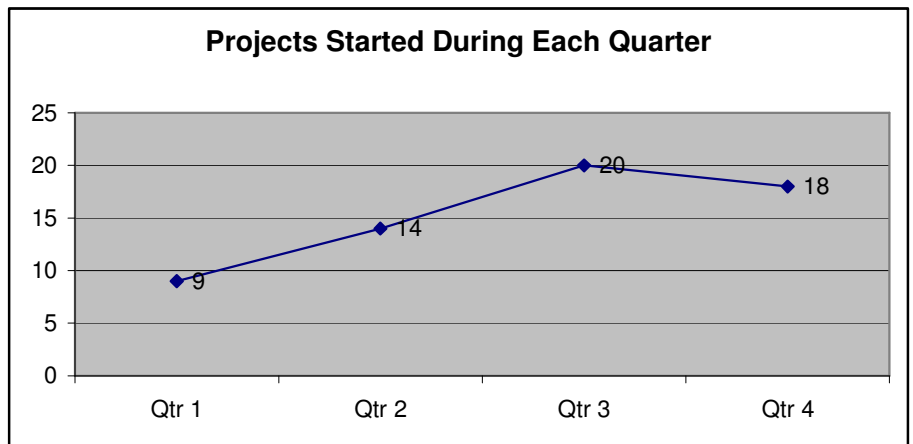
By the end of the quarter, there were 88 active projects and of those, almost half of them were field productions.

The year to date comparisons follow on page 11.



**New Projects**

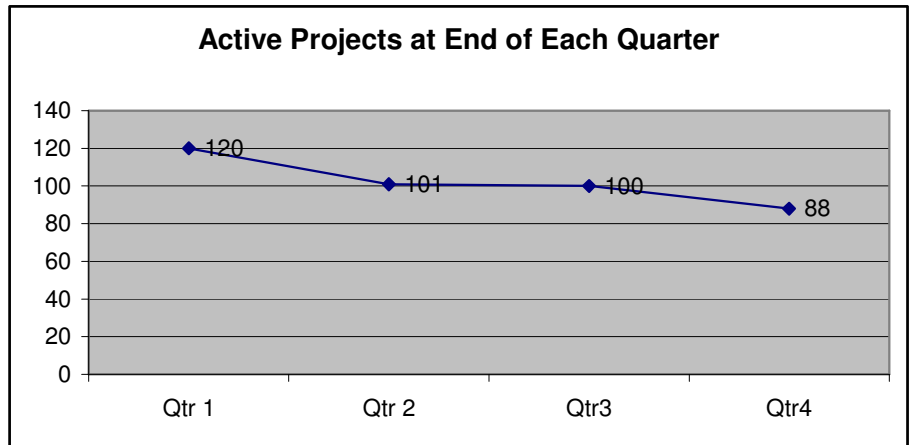
Projects Started This Quarter	
Project Status	Total
Active	10
Cancelled	0
Completed	8
Stalled	0
<b>Total</b>	<b>18</b>



For the year, there has been a continual increase in the number of new projects each quarter with a slight decline in fourth.

## Active Projects

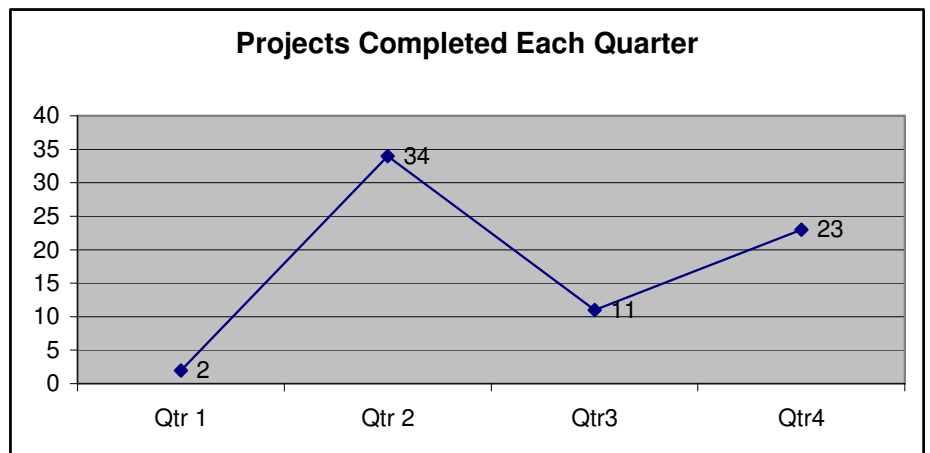
Active Projects at end of Quarter	
Production Type	Total
Animation	0
Computer Generated	2
Field	47
Field/Studio	12
Remote	0
Satellite Feed	0
Studio	27
Switched/EFP	0
<b>Total</b>	<b>88</b>



During FY '07, there was an average of 100 projects in production. The number of active projects decreased in part due to projects ending their production cycle and thus are no longer considered active.

## Projects Completed

Projects Completed During Quarter	
Animation	0
Computer Generated	0
Field	23
Field/Studio	0
Remote	0
Satellite Feed	0
Studio	0
Switched/EFP	0
<b>Total</b>	<b>23</b>



Second quarter had the highest number of completed projects.

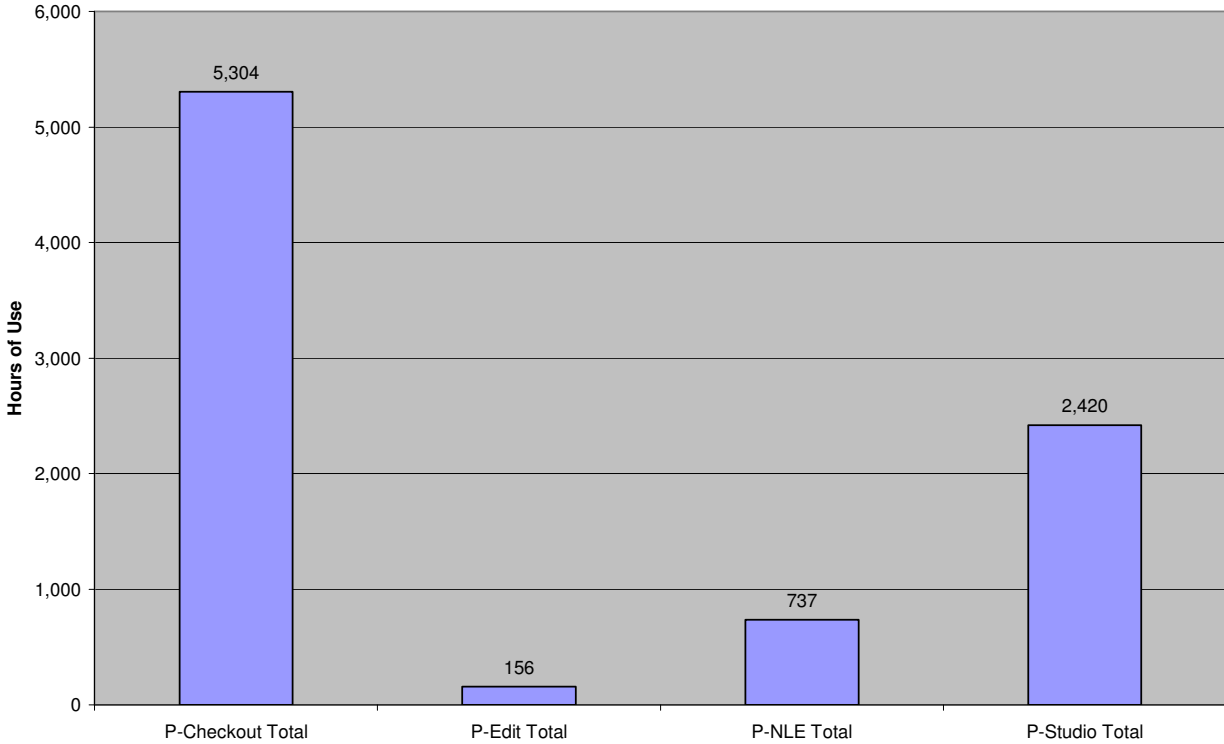
## Equipment Utilization 4<sup>th</sup> Quarter

Equipment use for fourth quarter totaled over 8,600 hours. This is an increase of 38% over last quarter. This includes remote cameras and VTRs, the use of editing suites, studios A and B and control rooms A and B.

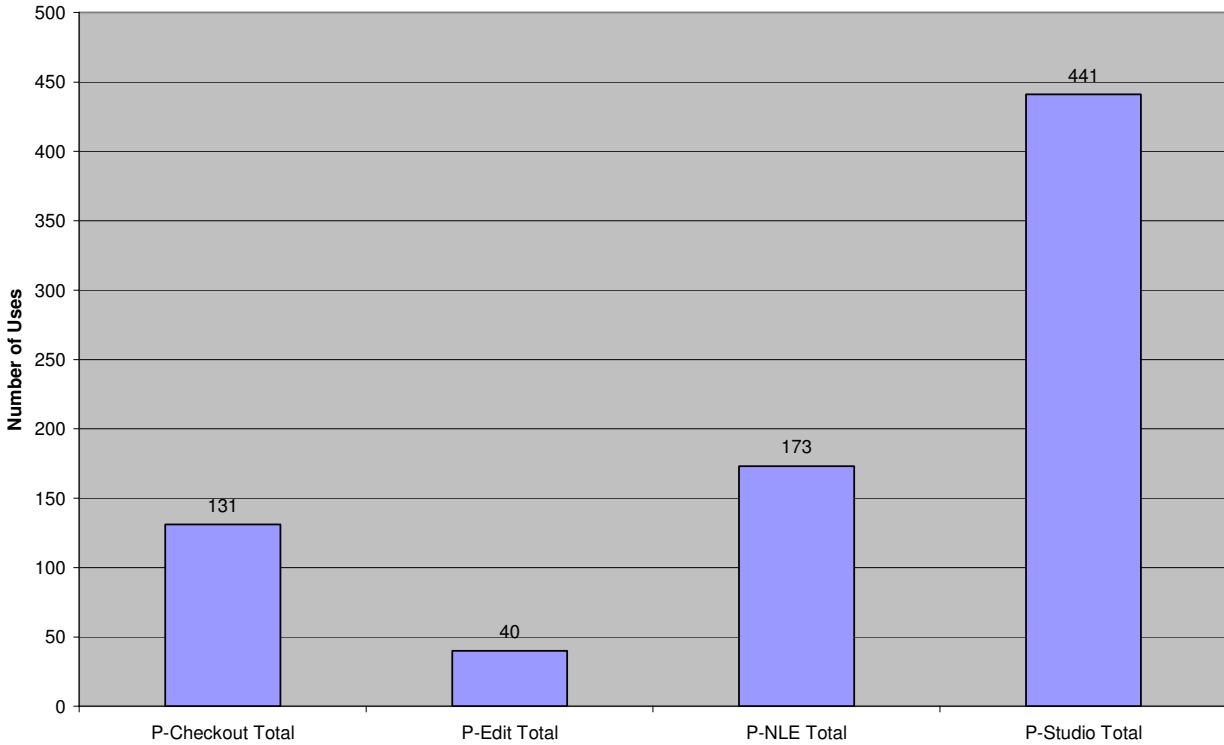
EquipGroup	EquipTypeCode	Description	Number of Uses	Hours of Use	Dollars
P-Checkout	CAM DVC FLD 10	DVC PRO AJ D400P Camera System	3	269	\$ 14,790.42
	CAM DVC FLD 11	DVC PRO AJ D400P Camera System	7	347	\$ 19,057.50
	CAM DVC FLD 8	DVC PRO AJ D410 Camera System	7	236	\$ 12,980.00
	CAM DVC FLD 9	DVC PRO AJ D410 Camera System	14	501	\$ 27,536.67
	CAM MINI FLD 1	Mini DV Camera System Field	22	682	\$ 30,705.00
	CAM MINI FLD 2	Mini DV Camera System Field	20	517	\$ 23,257.50
	CAM MINI FLD 3	Mini DV Camera System Field	9	228	\$ 10,237.50
	CAM MINI FLD 4	Mini DV Camera System Field	8	493	\$ 22,196.25
	CAM MINI FLD 6	Mini DV Camera System Field	4	217	\$ 9,765.00
	CAM MINI FLD 7	Mini DV Camera System Field	4	170	\$ 7,627.50
	VCR DVCPRO 230H	VCR DVCPRO For Checkout	21	1,117	\$ 22,330.00
	VCR MINI DV	Mini DV VCR for Checkout AG DV1000	12	529	\$ 7,940.00
	VCR DVCPRO 450		18	73	\$ 1,468.33
	VCR DVCPRO 455		54	322	\$ 9,650.00
	VCR DVCPRO 850		144	790	\$ 23,705.00
	VCR DVCPRO 850A		72	395	\$ 9,877.09
<b>P-Checkout Total</b>			<b>131</b>	<b>5,304</b>	<b>\$ 208,423.34</b>
P-Edit	EDIT E DVC PRO	Edit suite E DVC Pro, RM-450	21	69	\$ 5,520.00
	EDIT F DVC PRO	Edit suite F DVC Pro, RM-450	19	87	\$ 6,940.00
<b>P-Edit Total</b>			<b>40</b>	<b>156</b>	<b>\$ 12,460.00</b>
P-NLE	NLE SUITE A	Non Linear Edit Suite A W/FCP	44	187	\$ 14,946.67
	NLE SUITE B	Non Linear Edit Suite A W/FCP	39	144	\$ 11,506.67
	NLE SUITE C	Non Linear Edit Suite A W/FCP	51	235	\$ 18,813.35
	NLE SUITE D	Non Linear Edit Suite A W/FCP	39	171	\$ 13,659.99
<b>P-NLE Total</b>			<b>173</b>	<b>737</b>	<b>\$ 58,926.68</b>
P-Studio	CONTROL RM "A"		56	333	\$ 66,533.33
	CONTROL RM "B"		20	85	\$ 12,812.50
	STUDIO "A"		56	332	\$ 26,533.33
	STUDIO "B"		21	90	\$ 4,508.33
<b>P-Studio Total</b>			<b>441</b>	<b>2,420</b>	<b>\$ 155,087.91</b>
<b>Grand Total</b>			<b>785</b>	<b>8,617</b>	<b>\$ 434,897.93</b>

- *Dollar equivalent of fair market value*

**Equipment Usage by Hours of Use**



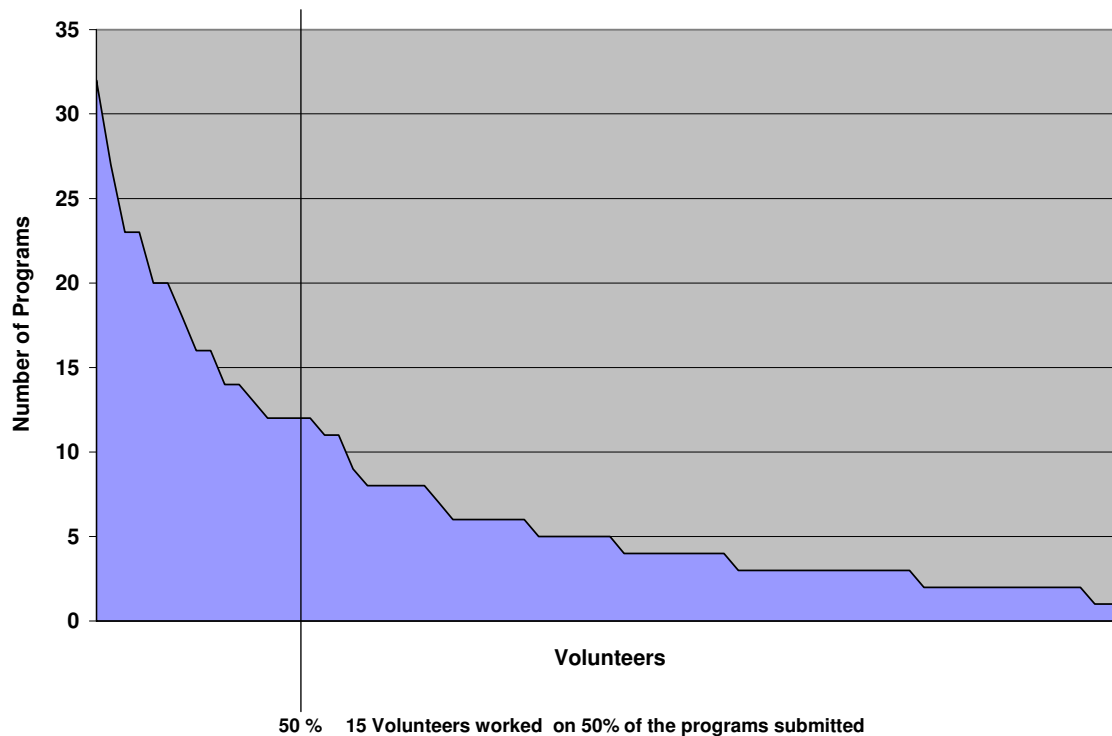
**Equipment: Number of Uses**



## Volunteer Service

<b>Total number of volunteers</b>	75
<b>Total times volunteering</b>	356
<b>Total number of programs</b>	526

FY'07 4th Qtr. Total Count of Programs by Volunteer



## **PRODUCTION SERVICES**

As part of outreach and partnership-building efforts, Access Montgomery continued to connect with the community to create programming and support for public access, government and internal productions. Technical support was provided for 77 studio productions totaling almost 400 hours of production time for public access, government production services and internal production services.

### Nonprofit Initiatives

Access Montgomery played a role at the annual NTEN national conference held this year in Washington, DC. NTEN is the membership organization of non-profit professionals who put technology to use for their causes. NTEN organizers were seeking ways to increase dialogue about the conference and through collaboration with Access Montgomery, developed the concept of uploading video testimonial segments in real time onto the conference website and also to Blip.tv.

At the conference, Access Montgomery provided organizational support, worked with videographers hired by the NTEN conference organizers, providing production services to create the video segments featuring conference participants sharing their thoughts about their work and NTEN partnership.

Dozens of episodes of the commentaries, all titled 'This I Change', were designed to share the passion and vision of conference participants with a wider virtual community. The opening and closing graphics with music were also pre-produced at AMTV in preparation for use at the conference itself.

### **Community Event Coverage**

At the annual Victim's Rights Foundation Awards ceremony, Access Montgomery provided a producer and a crew (ENG and Post-Production) to create a program highlighting the message of the evening which this year focused on efforts to curtail bullying in schools in addition to recognizing volunteer support services on behalf of victims of violent crimes and attacks. The resulting one-hour program will air on AMTV in first quarter 2008.

The Gazette Newspaper approached Access Montgomery to serve as the television production partner to produce highlights of the 'Healthy Challenge' – a countywide weight loss, diet and exercise competition. The competition, involving multiple competitions over the course of several weeks, pitted a downcounty team against an upcounty team to square off in a highly-publicized weight loss battle focusing on the fun and benefits of living healthier lifestyles. Highlights of the Healthy Challenge were produced by Access Montgomery crews (ENG and Post-Production) in a program shown at the AFI Silver Theatre where the winning team of the competition was announced. The program will also be shown on AMTV 21 in 2008 beginning in first quarter.

### **New Marketing and Outreach Video**

Access Montgomery created the first of two new outreach and marketing videos designed to inform both new and existing audiences about the benefits and services available to volunteers at AMTV. The ten-minute video titled 'This is Access Montgomery' is narrated through the faces and voices of volunteers talking about their experiences at Access Montgomery. The video will be programmed on AMTV starting in first quarter and will also be available on the website, and distributed via DVD and shown to potential new users and clients as a pre-orientation introduction to the channels.

Technical preparations for and execution of the Taste of Wheaton took place in May in the Wheaton triangle (Pre-Production, ENG, and Live-to-Tape EFP).

Production services were provided for monthly productions of Coming Attractions and weekly productions of 21 This Week and Montgomery Week in Review, as well as various community and client productions.

In addition, Access Montgomery provided production services for the Non-Profit Organization Forum in Washington, DC (ENG and Post-Production), the Affordable Housing Conferences (ENG and Post-Production), the Impact Silver Spring Awards (ENG and Post-Production), the Montgomery County Planning Board Hearings, (EFP), the Montgomery County Juneteenth Celebration (ENG and Post-Production), and the Gilchrist Center/Arts on the Block Unveiling Ceremony (ENG and Post-Production).

## List of Programs Completed

During fourth quarter, Access Montgomery produced 8 hours, 45 minutes and 47 seconds of programming on events and activities in the community.

Programs Completed and Released for the Quarter			
21 This Week	6-Apr-07	0:28:50	Weekly half-hour public affairs series discussing national, state and local political issues.
21 This Week	20-Apr-07	0:28:50	Host: Susan Heltemes Panel: Stan Gildenhorn, Fr. Sen. Jean Roesser, Henry Hailstock, Jim Shalleck Topics: Abortion; Virginia Tech.,
21 This Week	27-Apr-07	0:28:50	Weekly half-hour public affairs series discussing national, state and local political issues. Host: Casey Aiken Panel: Mark Uncapher, Cynthia Rubenstein & Julie Klingenstein Topics: Narrow Roads, Eco Friendly O'Malley, Erhlich Reemerges & Hip Hop's New Tune
21 This Week	4-May-07	0:28:50	Weekly half-hour public affairs series discussing national, state and local political issues. Host: Casey Aiken Panel: Stan Gildenhorn, Joyce Terhes, Liz Rubin, Henry Hailstock Topics: Special Legislative session; Wal-Mart fight; County Budget; Religion in Public Schools
21 This Week	11-May-07	0:28:50	Weekly half-hour public affairs series discussing national, state and local political issues.
21 This Week	18-May-07	0:28:50	Weekly half-hour public affairs series discussing national, state and local political issues. Host: Susan Heltemes Panel: Jum Marrinan, Steve Kreseski, Henry Hailstock, Bob Smith Topics: County Budget, African-American Boys; Martin O'Malley, National Guard;
21 This Week	1-Jun-07	0:28:50	Weekly half-hour public affairs series discussing national, state and local political issues. Host: Casy Aiken Panel: Susan Heltemes, Liz Rubin, Julie Klingenstein & Elbridge James Topics: Taxes; Police & High Speed Chases; Rockville Library/Duncan
21 This Week	8-Jun-07	0:29:04	Weekly half-hour public affairs series discussing national, state and local political issues. Host: Susan Heltesmes Panel: Cynthia Rubenstein; Dan Willard, Henry Hailstock & Jim Shalleck Topics: Robin Ficker; Monkey Business; Nats Ticket Prices; martin O'Malley/Democratic Presidential Candidates
21 This Week	15-Jun-07	0:29:09	Weekly half-hour public affairs series discussing national, state and local political issues. Host: Casey Aiken Panel: Susan Heltemes, Joyce Terhes, Steve Kreseski & Stan Gildenhorn Topics: O'malley Hirings & Firings; Sex-Ed Insert; Planning Board; Immigration Bill
21 This Week	22-Jun-07	0:28:50	Weekly half-hour public affairs series discussing national, state and local political issues. Host: Casey Aiken Panel: Susan Heltemes, Liz rubin, Bob Smith and Bob Dorsy Topics: Silver Spring Skyline; Wheeled Sneakers; Nutrition Labeling and Slots
21 This Week	29-Jun-07	0:28:50	Weekly half-hour public affairs series discussing national, state and local political issues.
Access Montgomery Marketing Videos	11-Jun-07	0:10:00	An overview of Access Montgomery.
Affordable Housing Conference 2007	16-May-07	1:00:00	Annual conference - A New Suburbia: Redefine & Redesign
Arts and Humanities Grants Video	31-May-07	0:14:00	An informational video to explain the grants process for the Arts & Humanities Council of Montgomery County.
Impact Silver Spring Awards 2007	25-May-07	1:00:00	An awards ceremony to honor community members and encourage this kind of spirit in all of us.
Taste of Wheaton 2007	20-May-07	0:59:45	Taste of Wheaton 2007 music performances.
TV 19 Cub Scout Promo Exercise	12-Apr-07	0:00:31	Cub scouts talk about the importance of exercise and how to stay fit.
TV 19 Cub Scout Promo Homework	12-Apr-07	0:00:31	Cub scouts talk about the struggles with homework.
TV 19 Cub Scout Promo Mealtime	12-Apr-07	0:00:31	Cub scouts talk about the topics open to discussion during family meal time.
TV 19 Cub Scout Promo Public Access Connect	12-Apr-07	0:00:31	Cub scouts exclaim Access Mongomery TV; "public access connect!"
TV 19 Cub Scout Promo Public Access Empower	12-Apr-07	0:00:32	Cub scouts exclaim Access Montgomery; "your community, your voice!"
TV 19 Cub Scout Station ID	12-Apr-07	0:00:10	Cub scouts exclaim Access Montgomery's motto; "your community, your voice!"
TV 21 Cub Scout Promo Exercise	12-Apr-07	0:00:31	Cub scouts talk the importance of exercise and how to stay fit.
TV 21 Cub Scout Promo Homework	12-Apr-07	0:00:31	Cub scouts talk about the struggles with homework.
TV 21 Cub Scout Promo Public Access Connect	12-Apr-07	0:00:31	Cub scouts exclaim Access Mongomery TV; "public access connect!"



## DISTRIBUTION

NASA TV continued to be carried on AMTV21 overnight and mornings. Further coverage was presented of the crewing and activities of the International Space Station. On May 8, NASA TV had live coverage of the Queen of England's visit to the Goddard Space Flight Center in nearby Greenbelt, Maryland. On June 8, the Shuttle Mission STS-117/ISS-13 was launched with coverage continuing to its landing back on Earth. Major additions were made to the International Space Station. Also, varied and new NASA findings and operational reports were presented in separate televised briefings.

The new Programming Schedule Quarter began April 2 for thirteen weeks. Both AMTV19 and 21 carried the programs accepted during March 2007 from applications for channel time. AMTV translated approved series and stand-alone programs into Facil Program Schedules for AMTV 19 & 21. The Schedules represent the client's choices of what programs should play and are used by Playback when outputting the channels.

The General Conference of The Church of Jesus Christ of Latter-day Saints was scheduled and carried on AMTV19 on the weekend of April 1. The Conference was carried live from a tuned satellite signal using AMTV satellite signal receiving dishes as has been done every six months for the past fifteen years.

In June, Access Montgomery received applications for channel time for Series programs to be placed in the quarterly schedules for AMTV19 and 21 for the 13 week period beginning July 2, 2007. The core schedules were formed, revised, and distributed for AMTV19 and 21 from these approved applications for Series programs.

Starting in April, the availability of the next day's program schedules was advanced. For Tuesdays, Wednesdays, Thursdays and Fridays, schedules as fully completed as possible and are available by 5 PM the day before. The schedules for Saturdays, Sundays, and Mondays are available by 5 PM on Fridays. A benefit of the advanced completion is the ability to furnish more information sooner to clients and the general public.

Two sets of station identifications (ID's) produced by AMTV, Cub Scout Promos and Magical Montgomery channel promos, were introduced to both AMTV19 and AMTV21. Each set has different and particular channel ID's for each Access Montgomery channel.

During May, intensive scheduling on the channels was done for showing the "Rockville Hometown Holidays PSA's". Meetings were held and plans have been made to extend the broadcast hours of Master Control. The extended hours will begin in first quarter of FY08.

DVD Playback for Master Control began in earnest as staff removed old VHS and ¾" video decks from Master Control, installed DVD Players, then worked with Synergy Technical Support to enable control of the new DVD Format. Access Montgomery produced a Technical DVD Frequently Asked Questions List, designed for interested submitters. This list has been published to the website and will be updated as necessary.

**Programming Analysis**

Access Montgomery aired 1,756 hours of programming during the fourth quarter. This included premiere and repeat programming. EventNet, AMTV's community bulletin board, ran 1,356 hours for the three month period as filler between programs.

The temporary back up system is still being used in place of EventNet. The back up system does not display a current calendar of events, just basic information screens and logos. New graphic boards have been researched, specified and requested for purchase by the county.

<b>Programming Analysis</b>			
	<b>Hours Played</b>	<b>Number of</b>	<b>Number of Different Programs Played</b>
<b>First Run</b>	645	1,090	1,090
<b>Repeat</b>	1,111	4,918	731
<b>Total of First Run+Repeat</b>	1,756	6,008	1,821

<b>Program Analysis Event Net</b>		
<b>Program Title</b>	<b>Hours</b>	<b>Number of</b>
<b>EventNet 19</b>	257	1,251
<b>EventNet 21</b>	52	1,168
<b>VBB/Washington Ear</b>	1,047	90
<b>Grand Total</b>	<b>1,356</b>	<b>2,509</b>

**Programming by Channel, by Origin and by Category**

<b>Channel</b>	<b>Total Hours</b>
<b>19</b>	838
<b>21</b>	918
<b>Total Hours</b>	<b>1,756</b>

<b>Origin</b>	<b>Total Hours</b>
MCT Access	605
Mont. County	326
Maryland	9
Non-Local	208
Metro	376
Unknown	2
MCT	25
MCT Training	0
MCT Prod Svs UR	187
Prod Svs UR	2
Prod Svs CCM	2
<b>Total Hours</b>	<b>1,756</b>

<b>Category</b>	<b>Total Hours</b>
Arts	214
Community	251
Educational	191
Ethnic	105
Growth	66
Health	82
Humanities	26
Inspirational	418
Promotions	8
Public Affairs	257
Science	19
Sports	120
<b>Total Hours</b>	<b>1,756</b>

Note: The total hours in the tables above exclude NASA and EventNet

## **ADMINISTRATIVE**

Montgomery Community Television has successfully completed negotiations with NABET-CWA, AFL-CIO. An agreement has been reached and will be in effect for the period July 1, 2007 - June 30, 2008.

### **Employee Events**

The Employee Event Committee sponsored events in fourth quarter that included a Pie Baking Contest, Employee Benefit Fair, and the Employee Fun Day at Dave & Busters. The Event Committee is in the process of planning the Annual Access Montgomery Family Fun Day. This year the event will be held on August 19, 2007 at Smokey Glen Farm in Gaithersburg. All active members, board and committee members, employees along with their families were invited.

### **Audit**

The Accounting Department began preparations for our fiscal year end and the annual audit. This year the annual Audit will be performed by Stoy Malone & Co. P.C. The Accounting Department is also working on the finalization of the FY 08 Budget with additional accounting support provided by Rocha & Co.

### **Staff Development**

In April, Technical Support Services staff attended the National Association of Broadcasters Convention and researched Web Streaming as well as Digital and HD production. In addition, TSS staff prepared for and hosted the Mobile Production Vehicle Engineering Training.

Several staff members from Client Services attended workshops and presentations at the NTEN nonprofit technology conference in Washington, DC. The technology focus of the conference brought renewed energy and fresh ideas to the community project managers in attendance.

### **PEG Conference**

In June, Access Montgomery staff attended the PEG Network Training workshops held in Bethesda. One of the objectives of the PEG Network is to design and maintain a comprehensive professional development plan for PEG Network staff to use current and emerging technologies efficiently and effectively in PEG Network operations. As part of this objective, a full day staff training session was held and attended by 25 Access Montgomery employees. Topics included What's New In Final Cut Pro Editing, Part 1 and Part II, Creating The Great Interview, Station On Air Promotions, Posting The NAB: What Can We Expect In The Future?, and Creativity: Thinking Outside the Box. In addition to training, these sessions allowed staff time to network, share resolutions to common situations, forge new partnerships and cultivate existing partnerships.

### **Interns**

The high school and college interns who worked during the 2006-2007 academic year completed their programs and departed during fourth quarter. All of the interns contributed to access and non-profit productions as well as making their own individual or group productions. Most of the interns received school credits for their time spent at Access Montgomery. Two of the interns, however, were working toward completing SSL hours or seeking additional hands-on experience in order to qualify for another degree program.

Special recognition was given to Access Montgomery by the MCPS Superintendent's Leadership Program for its participation in this specially-designed program which placed

Nazanine Beyranvand in a nine-month internship program at AMTV. As proof of the successful partnership with this specialized MCPS program, Naz was hired in Client Services as a temporary summer part-time community project manager assistant.

### **DVD Submissions**

The decision to begin accepting programs in DVD format was announced to producers and presenters during fourth quarter. Prior to the announcement, procedures were developed to address intake, labeling and storage of DVDs. A number of producers are taking advantage of the opportunity to submit what they consider is a more cost-effective and higher quality alternative to digital videotape.

### **Indiggo Board Retreat with Management Team**

On June 27th, Indiggo Associates ran a final transition workshop for board members and the management leadership team. The aim of this workshop was to guide the board and the leadership team in clarifying and aligning on some key agreements and next steps in order for the leadership team and board to take full responsibility in working together more closely, each in their clearly defined respective roles and in taking full ownership for leading the organization into the future without Indiggo's support. Among the key elements that emerged from this workshop were clarity and a draft agreement on roles and responsibilities of board members, and core values for the entire organization including all stakeholder groups.

### **Equipment**

The VT4 switcher has been moved to the Gilchrist Center and plans for small studio productions from there are underway.

Throughout the quarter, the County Procurement Process continued and then completed, as preliminary requests, individual and groups of items, were evaluated and ordered. Some of these items have been delivered and are being processed and tagged in preparation for deployment. Among the items are DVD Burners for the Production Studios as well as Mini-DV and HDV Camera packages for the Gilchrist Center. Other items include the two channel (AMTV's 19 & 21) Audience TV Bulletin Board System, and the Telos 1X6 Telephone Hybrid, that will allow live audience call-ins on studio shows. In addition, upgrades have been purchased for the Final Cut editing booths, to bring those machines up to the new Final Cut Studio specification.

## *Staff Chart*

### **Executive Board of Directors**

President .....	Eugene Saunders
1 <sup>st</sup> Vice President .....	Marion Hayes Hull
2 <sup>nd</sup> Vice President.....	Dennis Courtney
Secretary .....	Francine Wyron
Treasurer.....	Darryl Lesesne
Immediate Past President.....	Nancy Poole

### **Administration**

Executive Director .....	Richard Turner
Executive Assistant .....	Alysia Thaxton
Accounting Director/ Human Resources Manager .....	Debbie Billings
Bookkeeper .....	Lynda Gruver
Administrative Assistant .....	Michele Sherrod
Scheduler .....	Dee Willett

### **Client Services**

Client Services Director .....	Laura Randall Cooper
Community Project Manager (Team Coordinator) .....	Kimberly Watkins
Community Project Manager .....	Obunwa Nwaogbe
Community Project Manager .....	Jasmine White
Community Project Manager.....	Isaac Asare
Community Project Manager.....	Vacant
Producer .....	Rodney Bryant
Instructional Designer .....	Michael Camillo
Trainer .....	Larry Merewitz
Teaching Assistant .....	Cameron Jones
Teaching Assistant .....	Tchad Moore
Teaching Assistant .....	Sara-Jane Thomas
Teaching Assistant .....	William Davenport
Teaching Assistant .....	Yen-Ming Chen
Teaching Assistant .....	Jamelah Fain
Teaching Assistant .....	John Buckley
Teaching Assistant .....	Elizabeth Harris

### **Research, Evaluation and Development**

Research, Evaluation & Development Director .....	Patricia Stewart
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### **Supportive Services**

Technical Support Services Director .....	Don Katzen
Programming Manager .....	Stuart Garfinkle
Programming Specialist .....	Demetrius Sykes
Media Resources Technician Team Lead .....	Patrick Thorpe
Media Resources Technician I.....	Jimmy Albert
Media Resources Technician II.....	Elias Agritellis
Media Resources Technician III.....	Dan Immerman
Media Resources Technician Assistant .....	Chantee Datcher
Playback Supervisor .....	Bernard Dowell
Playback Operator .....	Cy Gardner
Production Coordinator/Director .....	Joe Thompson
Production Coordinator/Council .....	Mark Matarese
Post-Production Coordinator .....	Joelle Modderman
Post-Production Coordinator .....	Loren Olson
Equipment Technician .....	Isaac Wesley
Production Technician .....	Bryan Lyles
Production Technician .....	Chantel Ashley
Production Technician .....	Ally Potter
Production Technician .....	Barbara Krieger
Production Technician .....	Trevor McDuffus
Production Technician .....	Marcus McCoy
Production Technician .....	Langley Wiggins, Jr.

Production Technician .....	Darrell Mitchell
Production Technician .....	Kristopher Miller
Production Technician .....	Jung Hu Lee
Production Technician .....	David Robinson
Production Technician .....	Jazmyne Brooking
Production Technician .....	Vera Elliott
Production Technician .....	Philip Ivantsov
Production Techniciam .....	Anthony Zucconi
Production Technicain.....	John Ruggerio
Production Technician.....	Michael Valentine