

2009
2nd Quarter Report
October 1, 2008 – December 31, 2008

Montgomery
COMMUNITY TELEVISION, INC.

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

OUTREACH

This section identifies the activities AMTV/MCT participated in this quarter to increase awareness of the channels, training services and facilities.

New Redesigned Website

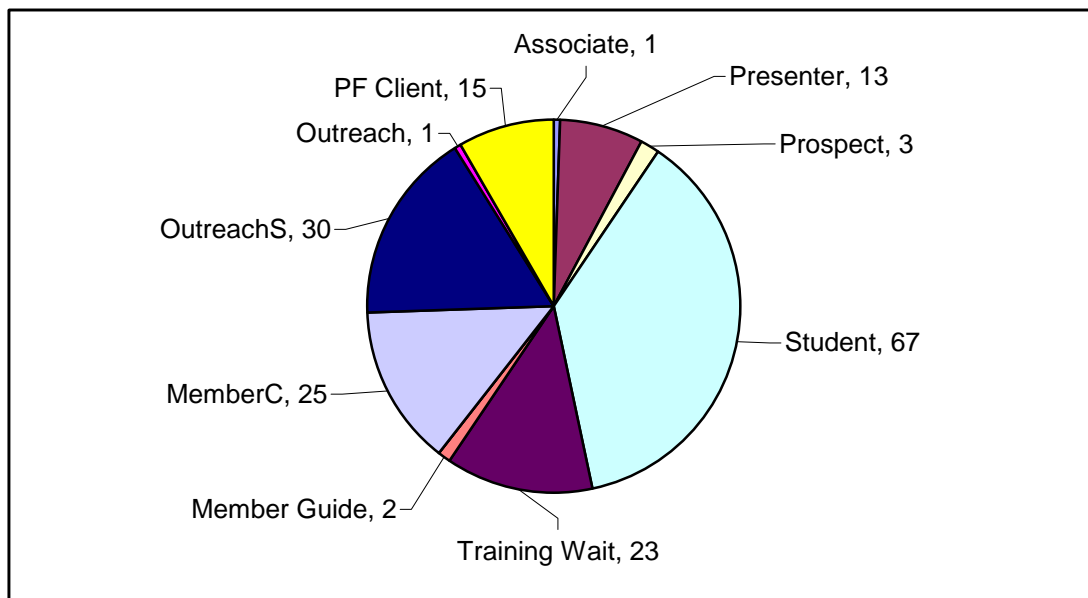
AMTV/MCT released its newly redesigned website during the second quarter. The upgraded website is part of the promotional plan to engage volunteers, promote AMTV 19 and AMTV 21, and increase outreach. It is designed to improve the users experience and capture information about AMTV and its services. Some of the enhanced features include an interactive program guide and class schedules that updates every two hours with new information, unique landing sites for specific promotions, incorporates more web 2.0 technologies such as widgets and RSS feeds, and integrates the corporate information. Future enhancements will include web streaming and video archiving capability.

Community Events

AMTV/MCT participated in the "World of Montgomery" festival in November 2008. Held in Wheaton, this festival celebrated the diverse cultural heritages of county residents. Fifty-three individuals stopped by the booth to hear about MCT and receive information about our services, and 15 people signed up for the next Orientation class.

New Contacts

AMTV/MCT made contact with a total of 180 new people in the second quarter. Our goal is to get these people actively involved with AMTV through classes, volunteering and producing.



*See Appendix for Person Type Definitions

Publicity

AMTV/MCT was featured in the cover story of the November Beacon about seniors in TV. AMTV and two of our volunteers were highlighted in the article. It also included information about our facilities, classes and the next Orientation date.

“Television by and for the masses,” *The Beacon*, November 2008

A press kit was sent to editors regarding AMTV’s new signature series “Think Green” which takes a fresh look at how residents can improve their energy use to further protect the environment. Designed in “Think Green” branding, the press kit contained a DVD of episode one, a press release, a host biography and behind-the-scenes photographs.

A “Candidate’s Forum” press release was sent out regarding AMTV’s coverage of the general election. A press release was also sent to newspaper editors for the airing of the Arts and Humanities Awards ceremony.

Advertising

An ad was placed in the County Executive Ball program for the 23rd Annual County Executive’s Ball for the benefit of the Arts and Humanities.

Date	Publication	Target Audience	Ad Message
December	Montgomery County Executive’s Ball Program Book	Residents of Montgomery County	Tune in to AMTV 19 and AMTV 21

User/Person Status

During the second quarter there were 3,040 individuals involved with AMTV/MCT. Members include the following person-types: Member-Guide, MemberC and MemberNF.

Total Person Status & Type

Person Type	Active
Associate	4
ExecProducer	12
Member-Guide	1,651
Presenter	168
Training Wait	198
MemberC	286
PFCClient	50
MemberNF	671
Cumulative Total	3,040

Member Types

Person Type	Active
MemberGuide	1,651
Member C	286
Member Total	1,937

Access Montgomery Users

Users	Active
Member C	286
PFCClient	50
User Total	336

* See Appendix for Person Type Definitions

TRAINING

This section includes information on classes and activities regarding training at AMTV/MCT.

Telling Your Own Story

AMTV/MCT's Teaching Assistants took part in two after-school programs sponsored by the Arts and Humanities Council of Montgomery County. AALEAD and Passion for Learning partnered with MCT in training students to use video to tell their own stories. Projects include poetry, music and short dramatic presentations. Completed videos will be shown on Access Montgomery channels and other short format venues.

Civil Air Patrol Cadets

Approximately 16 students with the Civil Air Patrol have taken the Orientation and Video Basics class in preparation for the producer and field camera classes. Their goal as a team is to promote Civil Air Patrol membership and activities. Gregory Hamilton, a volunteer producer at Access Montgomery, has agreed to mentor the students and assist them with their projects.

Certifications

This quarter AMTV/MCT held one "Orientation" and one "Intro to Video Basics" workshop. Both classes were filled with their maximum enrollment of 91 for Orientation and 50 for Intro to Video Basics. This quarter, 79 people were certified in the Orientation class and 53 were certified in the Intro to Video Basics class.

Additionally, in this quarter there were two rounds of the Studio Control Room, Studio Basic and Director classes. The Director class was almost filled while both Intro to Video Basics and Control Room were completely filled. There was also a one-day equivalency class for the Chelsea School students in the studio. The Studio Certifications in the chart that follows reflects the additional people from that group. The Studio Producer class had ten registrants resulting in nine certifications.

Ten people were certified in Field Camera and 15 in the Field Editor class. The Field Producer class had seven certifications. The last class for the quarter was a Photoshop workshop which ran for two days and resulted in eight certifications.

Certifications and Classes

New certifications for the second quarter totaled 281. This number reflects total certifications, rather than individuals, since many clients obtain certifications in more than one area.

New Certifications	
Certification Code	Total
C-Fproducer	9
C-Ftech	10
C-Intro	53
C-Orientation	79
C-PEditFCP	15
C-Pproducer	12
C-SAD	5
C-Scamera	16
C-SCAudio	11
C-SCCG	11
C-SCSwitcher	10
C-SCVT	10
C-Sdirector	3
C-Sfloor	15
C-Sproducer	7
C-Sprompter	15
281	

Second Quarter Training Classes and Capacity

A total of 207 people attended the eight classes that were held in the second quarter.

Classes/Workshops	Number of Classes	Total Capacity	Number Attended
CreativeConn	1	70	37
Field Editor	1	16	15
IntroVBasics	1	55	50
Orientation	1	70	74
Photoshop I	1	14	8
Studio Basic	2	6	10
Studio Ctrl Rm	2	6	11
Studio Direct	1	3	2
Grand Total	10	240	207

PRODUCTION FACILITATION

This section highlights the activities and support AMTV/MCT provides volunteers in creating community productions.

During the second quarter, technical support was provided for 69 Studio Productions totaling 430 hours of public access production time. This represents a 43% increase from the previous quarter.

Newsletter/E-news

In an effort to keep members and volunteers informed of AMTV events, activities and programs, the October issue of InFocus (the third of eight newsletters) as well as two E-news emails were sent to volunteers.

Creative Connection Meeting

The 'Successful Field Producing' Creative Connections meeting was held on October 27, 2008. Access Montgomery staff and volunteer producers gave technical tips on producing in the field. Sam Bland, the Telly Award Winner for 'Sacrifice, Sacrifice, Sacrifice', discussed how he used Access Montgomery training and resources to create an award winning program.

The 2008 General Election Candidate Forum

Invitations to participate in the forum were sent to all candidates whose names appeared on the ballot for public office in the elections that took place on November 4th. Unedited four-minute statements by participating candidates aired repeatedly up to the November 4th election.

Monty Awards

The 2008 Monty Awards was held on Saturday, December 6, 2008 at Access Montgomery. Approximately 60 entries were received from Access Montgomery volunteer producers in nine categories. A new Lifetime Achievement award was added this year to acknowledge a volunteer producer who has been producing a program for at least ten years. A full list of winners was posted on the website.

Number of new, active and completed projects

The New Projects' chart below displays the new projects in development by volunteers. Additionally, the Active Projects' chart below displays the projects that ran during the quarter.

New Projects

Projects Started This Quarter	
Project Status	Total
Active	10
Completed	2
Total	12

Active Projects

Active Projects at end of Quarter	
Production Type	Total
Field	35
Field/Studio	26
Studio	26
Switched/EFP	1
Total	88

Equipment Utilization

In the second quarter there were over 6,000 hours of equipment used. Equipment used includes remote cameras and VTRs, the use of editing suites, studios A and B and control rooms A and B.

EquipGroup	EquipTypeCode	Description	Numbers of	Hours of	Dollars
P-Checkout	CAM DVC FLD 11	DVC PRO AJ D400P Camera System	1	77	\$ 4,207.50
	CAM DVC FLD 8	DVC PRO AJ D410 Camera System	12	605	\$ 33,275.00
	CAM DVC FLD 9	DVC PRO AJ D410 Camera System	5	416	\$ 22,889.16
	CAM MINI FLD 1	Mini DV Camera System Field	9	276	\$ 12,435.00
	CAM MINI FLD 2	Mini DV Camera System Field	4	176	\$ 7,905.00
	CAM MINI FLD 3	Mini DV Camera System Field	9	38	\$ 1,695.00
	CAM MINI FLD 6	Mini DV Camera System Field	5	66	\$ 2,977.50
	CAM MINI FLD 7	Mini DV Camera System Field	2	57	\$ 2,550.00
	VCR DVC PRO 230H	VCR DVC PRO For Checkout	5	336	\$ 6,713.34
	VCR MINI DV	Mini DV VCR for Checkout AG DV1000	3	379	\$ 5,682.50
	VCR DVC PRO 255	FOR CHECKOUT VCR DVC PRO AJ-S	8	388	\$ 7,760.00
	CAM HDV FLD 13	Sony HDR-FX1 - HDV 1080i HandyCam	8	463	\$ 16,187.50
	CAM HDV FLD 16	Sony HDR-FX1 - HDV 1080i HandyCam	1	96	\$ 3,354.17
	CAM HDV FLD 15	Sony HDR-FX1 - HDV 1080i HandyCam	11	517	\$ 18,109.58
	CAM HDV FLD 14	Sony HDR-FX1 - HDV 1080i HandyCam	5	601	\$ 21,017.50
P-Checkout Total			88	4,489	\$ 166,758.75
P-Edit	EDIT E DVC PRO	Edit suite E DVC Pro, RM-450	28	78	\$ 6,233.35
	EDIT F DVC PRO	Edit suite F DVC Pro, RM-450	12	44	\$ 3,533.33
P-Edit Total			40	122	\$ 9,766.68
P-NLE	NLE SUITE A	Non Linear Edit Suite A W/FCP	55	190	\$ 15,179.98
	NLE SUITE B	Non Linear Edit Suite A W/FCP	32	116	\$ 9,320.01
	NLE SUITE C	Non Linear Edit Suite A W/FCP	54	243	\$ 19,479.99
	NLE SUITE D	Non Linear Edit Suite A W/FCP	38	164	\$ 13,119.97
P-NLE Total			179	714	\$ 57,099.95
P-Studio	CONTROL RM "A"	(blank)	54	340	\$ 68,000.00
	CONTROL RM "B"	(blank)	24	104	\$ 15,637.50
	STUDIO "A"	(blank)	53	335	\$ 26,800.00
	STUDIO "B"	(blank)	25	146	\$ 7,312.50
P-Studio Total			156	925	\$ 117,750.00
Grand Total			463	6,250	\$ 351,375.38

* Dollar equivalent of fair market value.

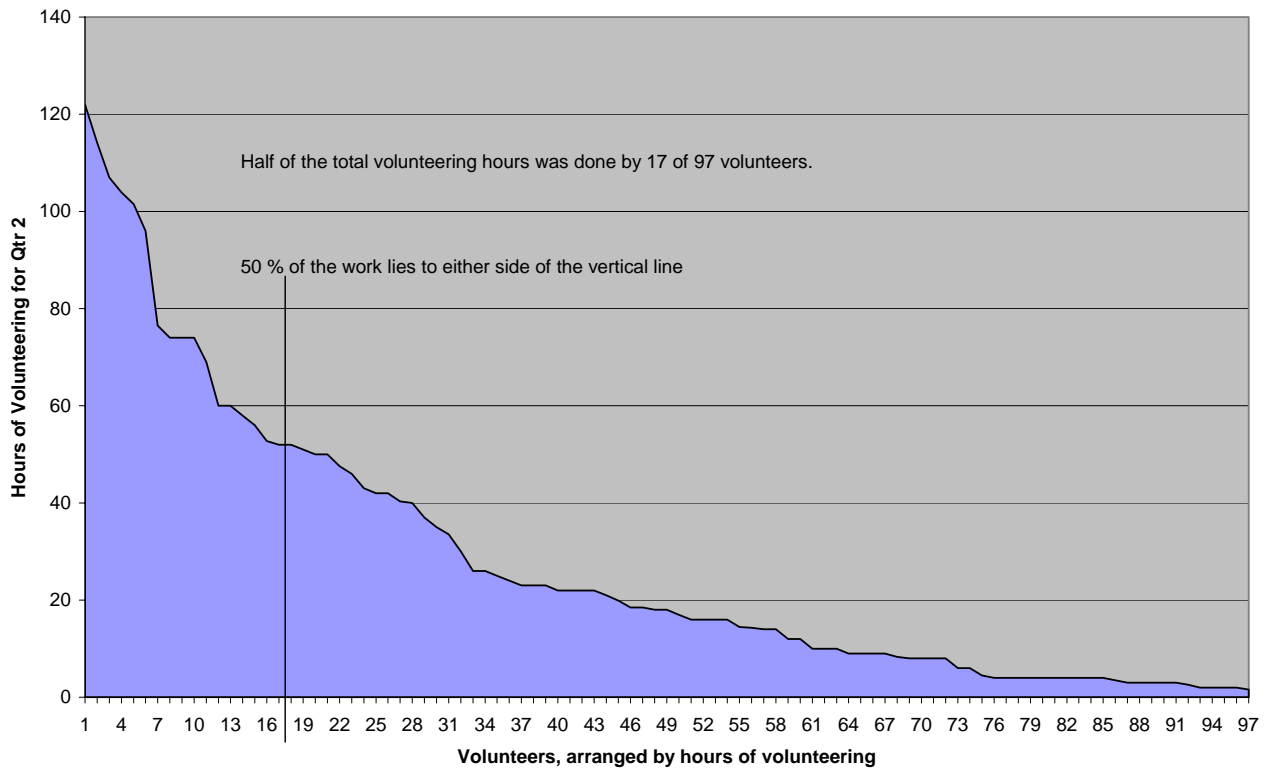
Volunteer Service

The table below tracks the number of AMTV/MCT volunteers in the quarter as well as the instances of volunteering and the total hours for the quarter.

Number of volunteers	97
Instances of volunteering	861
Hours of volunteering	2,717

Of the 97 volunteers this quarter, the graph below tracks the amount of hours each person volunteered.

FY'09 Qtr 1 Hours of Volunteering



PRODUCTION SERVICES

This section includes information on production support of community media programs using AMTV/MCT staff.

AMTV/MCT produced 8.23 hours of community programming in the second quarter. Since the beginning of the fiscal year a total of 11.28 hours of programming have been produced.

Arts and Humanities Council Events

The Annual County Executive's Award for Excellence in the Arts and Humanities was produced as a live-to-tape program using the Mobile Production Vehicle (MVP) at the Music Center at Strathmore. The 90-minute program honored artists, educators, volunteers and funders for their support of and participation in community arts.

Think Green

Production Services were provided for a new monthly series produced by Access Montgomery called Think Green. Episode #1 was produced at various locations around the county introducing the community to several green events.

Montgomery County Board of Elections

AMTV completed the last installment of the Board of Elections contract with Access Montgomery. The "Election Judge" training tape in both English and Spanish.

Montgomery County Delegation Hearings

AMTV produced two of the county delegation Hearings, "The Priorities Hearings" on November 20th and "The County Affairs Hearing" on December 11th.

Incredi-Ball

AMTV videotaped the Arts on the Block 5th Anniversary Gala, the Incredi-ball. The ball was held at the VisArts Center in Rockville Town Center on October 11, 2008.

Friends of the Library

AMTV covered two projects for the Friends of the Library. These programs will be shown as stand-alone episodes and used as roll-in segments for the new Friends of the Library studio show, "Turning Pages." The first project featured celebrity chef, Jeff Henderson, of the Food Network. The second project was an interview and book signing with Kathleen Kennedy regarding her recent book on the mixing of church and politics. The event took place at the Strathmore.

Montgomery County Humane Society 60-second PSA

Johns Hopkins University partnered with AMTV to produce a PSA for the Montgomery County Humane Society. 'Rules to Love By: Ten Commandments for a Responsible Pet Owner' was shot on location December 30 and edited December 31, 2008. The PSA will air on AMTV and the Humane's Society's website.

Monty Awards

The Monty Awards is AMTV's annual awards program recognizing and honoring its television production volunteers. The ninety-minute program includes video clips of nominated programs as well as the awarding of trophies including a "Lifetime Achievement Award".

Other Productions

Two episodes of “Coming Attractions” (#66 & #67) were produced in October & November. Episodes included various features on arts organizations as well as individual performances.

Weekly productions of “21 This Week” continued with roundtable discussions focused on issues such as: slot machines, transportation and the national election.

List of Programs Completed

Programs Completed and Released for the Quarter			
2008 Monty Awards Winner Promo	19-Dec-08	0:01:01	Monty Award Promo
21 This Week	3-Oct-08	0:28:50	Host: Casey Aiken Panel: Jim Shalleck, Steve Abrahms, Liz Ruben, Susan Heltemes Topics: Wallstreet, VP Debate, Iraq
21 This Week	17-Oct-08	0:28:50	Host: Casey Aiken Panel: Bob Smith, Joyce Terhes; Susan Heltemes Topics: McCain vs. Obama; Ballot Initiatives; Early Voting; slots
21 This Week	24-Oct-08	0:28:50	Host: Casey Aiken Panel: Henry Hailstock, Mark Uncapher, Liz Rubin and Susan Heltemes Topics: Election in Montgomery County
21 This Week	31-Oct-08	0:28:50	Host: Casey Aiken Panel: Rich Parsons, Steve Kreseski, Jim Shalleck, Cynthia Rubenstein Topic: Election Day Politics: Ballot Initiatives; Slots;
21 This Week	7-Nov-08	0:28:53	Casey Aiken Panel: Cheryl Kagan, Steve Kreseski, Kevin Igo and Steve Abrams Topics: Obama & The Elections
21 This Week	21-Nov-08	0:28:50	Host: Susan Heltemes Panel: Liz Rubin, Richard Parsons, Cynthia Rubenstein, Bob Smith Topics: Obama; ICC; Inauguration Day & Diamonds
21 This Week	5-Dec-08	0:28:50	Host: Casey Aiken Panel: Cynthia Rubenstein, Susan Heltemes and James Shalleck Topics: Budget Crises; Silver/Purple Line; Financial Institutions
21 This Week	12-Dec-08	0:28:46	Host: Casey Aiken Panel: Henry Hailstock, Steve Abrams, Mark Uncapher and Susan Heltemes Topics: Year In Review
Arts & Humanities Awards for Excellence	21-Oct-08	1:29:00	Annual County Executive Awards Recognition in the Arts & Humanities
Candidate's forum MD. 8th Congressional District	3-Oct-08	1:29:01	Candidate Forum sponsored by the League of Women Voters and the Friends of the Rockville Library for the 8th Congressional District
Montgomery Board of Election's Registration PSA (Spanish version)	1-Oct-08	0:00:30	PSA regarding voter registration
The 2008 Monty Awards	12-Dec-08	0:58:30	Access Montgomery's Annual Awards for Volunteers and Volunteer Programming
Think Green (English Version)	8-Oct-08	0:30:01	MD Home Performance & Energy Audit; Brookside Garden's Rain Garden; Bethesda's Green Event; Solar Car Workshop for Kids
Think Green (English Version)	19-Dec-08	0:30:00	Recycling in Mont. Cty; Interview at Johnson's Nursery
Think Green Promo English Version	6-Oct-08	0:00:30	PSA on Think Green
V-me Programming Suspended Promo	5-Dec-08	0:00:30	Promo announcing the temporary suspension of V-me on AMTV19.

DISTRIBUTION

The section provides information on the distribution of community media on AMTV19 and AMTV21.

Program schedules, instructions to Playback and program lists were prepared for each day of the quarter. These schedules are also used to provide program listings to AMTV/MCT's website and the cable company's listing services.

The new Programming Schedule Quarter began September 29 for the next thirteen weeks.

The World General Conference of the Church of Jesus Christ of Latter-day Saints was carried live on AMTV19 on October 4th and 5th for eight hours of programming time.

On AMTV21 starting in October, the first episode of the AMTV series "Think Green" was aired.

Leading to the General Election in November, programs and PSA's were scheduled to air several times:

- Production of a PSA for the Montgomery County Board of Elections encouraging voter registration.
- Production of a PSA by volunteers encouraging citizens to vote in the General Election.
- A 90-minute, "Candidates' Forum Maryland 8th Congressional District".
- Candidate statements by candidates running for U.S. Congress representing districts in Montgomery County.
- Candidate statements by candidates running for the Montgomery County Board of Education.

In December, the Programming department received the channel time applicants' AMTV-approved applications for Series programs to be placed in the quarterly schedules for AMTV19 and 21 for the 13-week period beginning December 29, 2008.

Programming Analysis

The charts below reflect the number of hours of programming on AM19 & 21.

Programming Analysis This Quarter		
	Hours Played	Number of Different Programs Played
First Run	413	681
Repeat	3,094	9,673
Total of First Run + Repeat	3,506	10,354

Program Analysis Video Bulletin Board	
Program Title	Hours
Bulletin Board 19	143
Bulletin Board 21	4
VBB/Washington Ear	533
Grand Total	679

Programming by Channel, by Origin and by Category

The charts below reflect the number of program hours on both channels, the origin of the program and the type of program played.

Channel	Total Hours
19	1,489
21	2,017
Grand Total	3,506

Origin	Total Hours
MCT Access	866
Mont. County	302
Maryland	46
Non-Local	1,196
Metro	414
Unknown	10
MCT	137
MCT Prod Svs	456
Prod Svs CCM	80
Grand Total	3,506

Category	Total Hours
Arts	334
Community	391
Educational	246
Ethnic	203
Growth	99
Health	52
Humanities	103
Inspirational	426
Promotions	11
Public Affairs	418
Science	38
Sports	72
Youth	1,113
Grand Total	3,506

ADMINISTRATIVE

This section provides information on administrative events and activities at Access Montgomery.

Accounting

Changes to the chart of accounts were made to reflect the new organizational structure for implementation in January 2009.

Human Resources

Plans for the corporate reorganization have begun. New job descriptions have been written and staff has been informed of the stages of the re-organization that will take place. The reorganization is set to be completed by January 31, 2009.

Access Montgomery welcomed Daniel Rocha, as a Teaching Assistant. Jeremy Patterson, production Coordinator and Trevor McDuffus, Production Technician resigned their positions with Access Montgomery.

Mutual of America gave a presentation to staff on investment strategies.

Licensing Agreement for Access Montgomery News Footage

AMTV drafted a licensing agreement for the use of news file footage for Wall to Wall Media, a television production company in the United Kingdom. The company intends to use the footage for a documentary they are producing on the "DC Sniper" incident.

Equipment Update

The new Hitachi studio cameras have been installed in Studio B. These cameras will operate in an analog mode until the studio B switcher is replaced with a digital unit (expected FY'09 purchase for installation in FY'10).

The new Mac computer and RAID Array for the staff editor has been installed, and all software data has been migrated over. As a temporary measure one of the editing Mac's has been installed in Control Room A to record and provide playback for motion digital media. Two additional units have been requested through County Procurement for FY'09 purchase. These will be installed in both Control Rooms A & B.

A new Ross Synergy digital replacement switcher for Studio B has been submitted to County Procurement for FY'09 purchase. This is the next step in MCT's digital transition.

The new Cartoni P50 Studio Pod & Sigma Head has been deployed to Studio A and mounted with one of the new QTV teleprompters. An additional studio pod has been submitted to County procurement for FY'09 purchase to replace our last ageing studio camera support. The unit will be housed in Studio B and is able to handle the new QTV teleprompters.

The new Evertz System Master Clock, which uses the GPS satellite network to generate very accurate clock signals, is now driving the production facility wall clocks.

The new Stanton Jimmy Jib has been undergoing some careful work in Studio A. In coordination between technical services and the training department, a training class is now being developed, to begin in early January 2009.

Staff Chart

Executive Board of Directors

President	Lee Klumpp
1 st Vice President	Marion Hayes Hull
2 nd Vice President.....	Dennis Courtney
Secretary	Marian Merewitz
Treasurer.....	Darryl Lesesne
Immediate Past President.....	Eugene Saunders

Administration

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

Client Services

Client Services Director	Vacant
Interim Client Services Director.....	Kimberly Watkins
Community Project Manager Interim Team Coordinator.....	Obunwa Nwaogbe
Community Project Manager	Vacant
Community Project Manager.....	Vacant
Community Project Manager.....	Vacant
Producer	Rodney Bryant
Instructional Designer	Vacant
Instructional Designer and Trainer	Larry Merewitz
Teaching Assistant	Michael Bailey
Teaching Assistant	Tchad Moore
Teaching Assistant	William Davenport
Teaching Assistant	Yen-Ming Chen
Teaching Assistant	John Buckley
Teaching Assistant	Daniel Rocha
Paid Intern.....	Mark Satin
Volunteer Coordinator.....	Genaye Gadarowski

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
Playback Supervisor	Cy Gardner
Playback Operator	Vacant
Playback Operator.....	James Noland
Production Coordinator/Director	Bryan Lyles
Production Coordinator/Council	Mark Matarese
Post-Production Coordinator	Joelle Modderman
Post-Production Coordinator	Loren Olson
Post Production Editor County Contract.....	Position Cancelled by County
Equipment Technician	Isaac Wesley

Staff Chart continued...

Production Technician FT County.....	Kristopher Miller
Production Technician FT AMTV.....	Anthony Zucconi
Production Technician	Andra Gorman
Production Technician	Ally Potter
Production Technician	Barbara Krieger
Production Technician	Langley Wiggins, Jr.
Production Technician	Jung Hu Lee
Production Technician	David Robinson
Production Technician	Jazmyne Brooking
Production Technician	Vera Elliott
Production Technician.....	John Ruggiero
Production Technician.....	Michael Valentine
Production Technician.....	Sarah – Jane Thomas
Production Technician.....	Paul Likos
Production Technician.....	Alexander Governatori
Production Technician.....	Jamelah Fain
Production Technician.....	Susan Klein
Production Technician.....	Omri Haberman
Production Technician.....	Brittney Dorsey

APPENDIX - Person Type Definitions

Associate	Non-certified non-members affiliated with AMTV, AMTV productions or access productions. No annual fee required.
ExecProducer	Non-certified producers that hold the copyright or intellectual property rights to an access program.
Member-Guide	Residents who have requested the program guide.
Presenter	Persons, non-members, submitting outside productions or music and do not utilize AMTV production facilities, nor pay annual user fee.
Training Wait	Someone who has moved from undecided and has expressed interest in the next Orientation class up to two years.
Undecided	Persons who have not committed to AMTV or have not decided how to utilize AMTVs services, but have had an initial contact and there is interest in continued contact up to two years.
MemberC	Persons who currently are volunteer technicians and/or producers, have been certified and choose to become members. MemberC pays the annual facility user fee, regardless of annual facility user fee category.
PFClient	Persons who are volunteer technicians and/or producers and have paid the annual facility user fee for one year and choose not to be members. Non-resident volunteer technicians and under-age facility users are automatically assigned.
MemberNF	Persons who were once volunteer technicians and/or producers, had some activity within the last 5 years and no longer use facilities or pay annual facility user fee.
Student	Non-members currently enrolled in Orientation or Video Basics up to one year.
Pospect	An individual who has not initiated contact but is a person of interest for future contact up to three years.
Outreach S	Funder, policy or governmental contacts.