

**ACCESS MONTGOMERY**

*Your Community. Your Voice.*

**2009**

**3rd Quarter Report**

January 1, 2009 – March 31, 2009

a service of  
*Montgomery*  
COMMUNITY TELEVISION, INC.

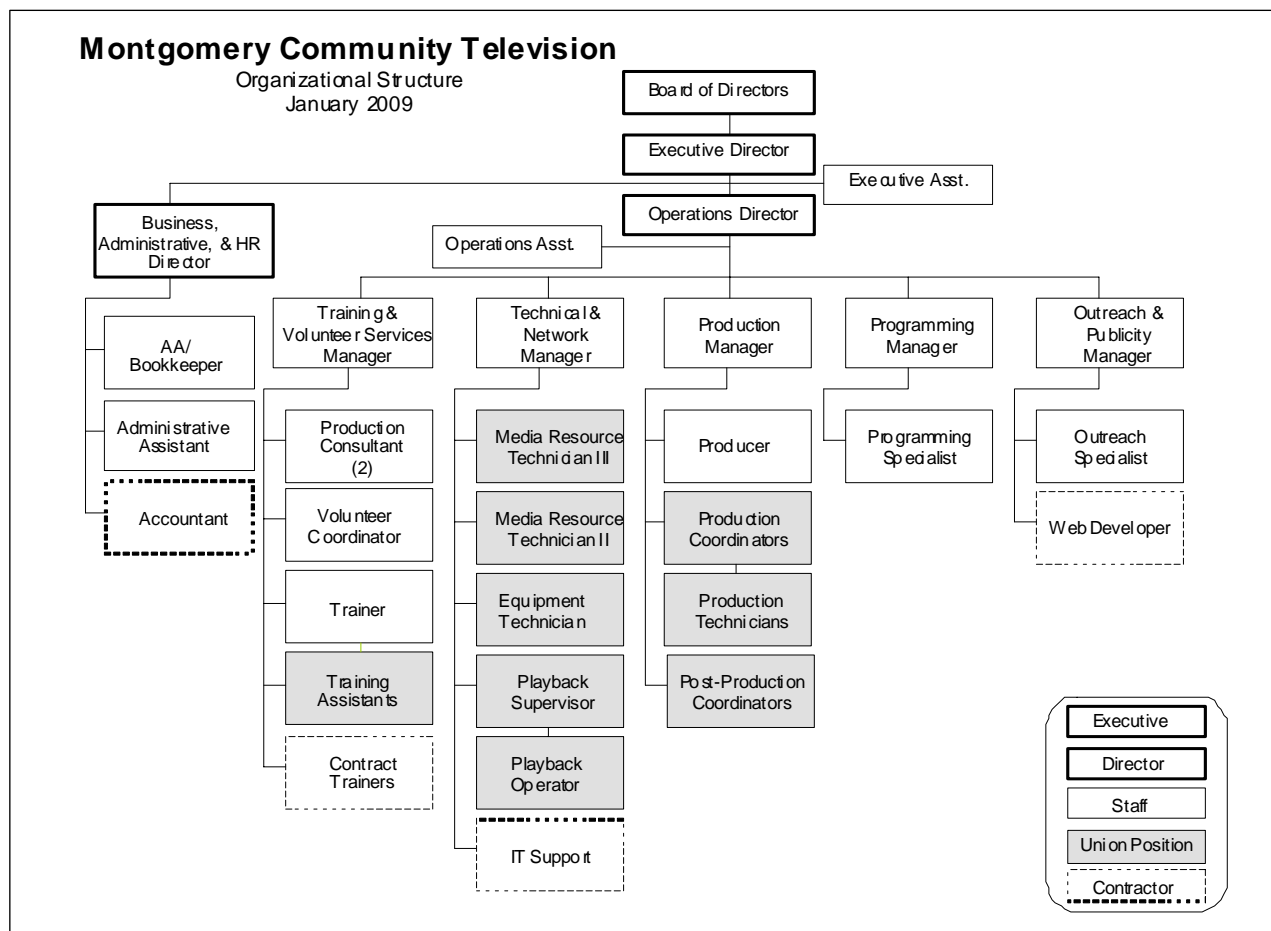
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# Company Reorganization

The Board of Directors structured a reorganization of the company in late 2008 to strengthen services to the volunteers, increase awareness to the general public, develop outside revenue, generate savings in payroll costs, increase AMTV produced community programming and enhance company promotion of services. The reorganization was completed in March 2009.

The completion of the reorganization resulted in the establishment of seven departments; Production, Outreach and Publicity, Training and Volunteer Services, Programming, Technical and Network Services and Administration. The following staff were promoted, newly hired, or changed position:

- Don Katzen.....Operations Director
- Rodney Bryant.....Production Manager
- Larry Merewitz.....Training & Volunteer Services
- Marlyn Ferguson.....Outreach and Publicity Manager
- Shannon Romano.....Operations Assistant
- Bill Davenport.....Trainer
- Daniel Rocha.....Production Consultant
- Lisa Fone.....Production Consultant
- Oby Nwaogbe.....Producer
- Patrica Stewart.....Outreach Specialist
- Michael Valentyne.....Media Research Technician



## **PRODUCTION SERVICES**

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The third quarter of FY 09 was busy with a variety of productions and projects resulting from the recent reorganization. Productions included live-to-tape programs using the Mobile Production Vehicle and on-location coverage of community events, as well as production of a total of 39 hours of programming year to date, with a goal of 50 hours for the year.

### **Coming Attractions**

The January taping of Coming Attractions was produced entirely on-location from various arts venues around Montgomery County. Recognizing Black History Month, the show used as its base, the Sandy Spring Slave Museum & African Art Gallery. This episode included an interview with Dr. Winston Anderson, Executive Director of the Sandy Spring Slave Museum; a video profile of the Silver Spring Stage, a 40-year old volunteer theatre and its current production, "A Bad Friend"; Suzane Jenkins, the CEO of the Arts and Humanities Council of Montgomery County, guest hosted a segment shot at Imagination Stage with the playwright and a cast member from its production, "ZOMO the Rabbit, A Hip Hop Creation Myth"; and, Theatre Critic, Faiga Levine, interviewed the author and a cast member of the "Eurydice" at Roundhouse Theatre.

The February taping included an informative discussion with Janine Tursini, Executive Director, Arts for the Aging, Inc., a non profit providing artistic outreach to seniors and those with special needs. Michael Bobbitt, Producing Director for Adventure Theatre, stopped by to promote their current productions, "Holes" and "If You Give a Mouse a Cookie." This episode also included a studio interview with C. Brian Williams, Executive Director, Step Afrika, the first professional dance company dedicated to traditional stepping. The Video profile segment featured The Academy of Music.

The March taping rounded out the quarter with guests including Laurie Newton-Algood and Vanessa Videla who were on to promote Montgomery Colleges' upcoming Spring Dance. Theatre Critic, Faiga Levine reviewed Roundhouse Theatres' production of "One Flew Over the Cuckoos Nest." This episode featured in its' Video Profile segment, Potomac Community Resources, a non profit that works with adults and teens with disabilities using music. And finally, Soul Train is back, at least with this episode. Coming Attractions' sat down with the producers of "Old School 3: Soul Train." A lively musical produced by the students of Roberto Clemente Middle School.

### **21 This Week**

Nine half-hour episodes of AMTV's public affairs program, 21 This Week, were produced this quarter. Topics ranged from the influence of the new administration on county politics, the economic crises and county budget, to transportation issues such as the Silver and Purple Line, dominated this period. See below for specific panelist and topics per episode.

*Episode #218* Host, Casey Aiken, Panel: Susan Heltemes, Cheryl Kagen, James Shalleck, Steve Kreseski. *Topic:* Economic Crises, Inaugural, State Budget, Silver & Purple Line.

*Episode #219* Host, Susan Heltemes, Panel: John Hurson, Liz Ruben, Henry Hailstock and Mark Uncapher. *Topics:* Legislature, Obama Presidency.

*Episode #220* Host, Casey Aiken, Panel: Susan Heltemes, James Shalleck, Mary Kane and Cynthia Rubenstein. *Topics:* General Assembly, County Issues and Obama Nation.

*Episode #221* Host, Casey Aiken, Panel: Mary Kane, Martha Schaerr and Susan Heltemes. *Topics:* MOCO Big Trucks, Water Report, Maryland Unemployment, DC Voting Rights and Obama Watch.

*Episode #222* Host, Casey Aiken, Panel: C. Kagan, L. Rubin, J. Shalleck, R. Parsons. *Topics:* O'Malley calls for a leaner Maryland, Hilton Checks out MD but chooses VA, Michael Phelps and Obama Watch.

*Episode #223* Host, Casey Aiken, Panel: Democrat Activist Susan Heltemes, Republican Activist, Martha Schaerr, Past Chairman of the Montgomery County Republican Party, James Shalleck, and Former House of Delegates Member, John Hurson. *Topics:* Slots at BWI, Union Fees, Jack Johnson, Sligo, and DC United, Praisner Primary, Nation of Cowards.

*Episode #224* Host, Casey Aiken, Panel: Civic Activist Cynthia Rubenstein, Republican Attorney, Liz Rubin, Chairman of the Montgomery County Republican Party, Mark Uncapher, and Head of the Montgomery County Chapter of the NAACP, Henry Hailstock. *Topics:* Obama Watch, DC Voting Rights, County Deficit, State Issues, Nation of Cowards.

*Episode #225* Host, Casey Aiken, Panel: Civic Activist Cynthia Rubenstein, Former Republican State Senator and Secretary of Aging, Jean Roesser, Jim Shalleck, Former Chair of the Montgomery County Republican Party, and Elbridge James, Progressive Maryland Board President. *Topics:* Council Seat 4 Race, Class Action Suit, Ignition Interlock, Death Penalty, WSSC, Horse Tracks, Maryland! My Maryland.

*Episode #226* Host, Casey Aiken, Panel: Democratic Activist Susan Heltemes, Republican Attorney, Liz Rubin, Republican Activist, Bob Smith, and Political Consultant, Rich Parsons. *Topics:* O'Malley to sell Irish CD to help solve state budget woes. State wants to criminalize smoking while driving. Congress kills DC school voucher program. Will MD require small business owners to pay for health care? Effect of Federal stem cell decision on Maryland. Obama watch, How would you grade his performance?

## **Think Green**

The addition of Think Green, to AMTV's program schedule, continues to offer informative programming for the environmentally conscious with the production of three new episodes.

The January taping of Think Green included a visit to Johnson's Garden Center of Olney to discuss "green gardening." A segment on recycling highlighted the County's Hazardous Waste program. This episode also included a piece on the winner of the Montgomery County Award for green business "Allentuck Landscaping."

The February taping took viewers to North Bethesda's Organic Market for a lesson on shopping locally for organic products. A discussion with WSSC focused on keeping the areas water supply safe and environmentally friendly. Think Green also caught up with Councilman Phil Andrews and Roger Berliner on the County's green efforts. And finally,

a tour of the Universities of Shady Grove and a visit to Brookside Gardens for the “Seed the Exchange” program.

The March taping visited Olney’s Ricciuti’s Restaurant to highlight its efforts on restaurateurs going green. An interview with Jack Fitzgerald of Fitzgerald Auto Mall gave viewers a look at the new line of “green” cars. Think Green also paid a visit to Strosniders Hardware for a lesson on energy efficient light bulbs. This episode also included a workshop for kids at Meadowside Nature Center on making homemade shampoo and bath salts.

### **Special Event Coverage**

The Production Department’s efforts also included coverage of a number of community events as well as producing special original programs. Coverage of the **“2009 Dr. Martin Luther King Jr. Birthday Tribute”** started the quarter. This program was a two and a half hour tribute, produced live-to-tape, from the Music Center at Strathmore. The program included musical and dance performances as well as special readings. In addition, the awarding of county residents both young and old, acknowledging volunteerism in the community.

Videotape coverage was provided for **“Issues Impacting Minority Families Panel Discussion”** held at the People’s Community Baptist Church. This production resulted in a two and a half hour program dealing with various issues coming up in the Maryland Legislature. The panel included State Delegates and County Council members. Several individuals and representatives from various community groups participated in a lively Q & A on the issues.

A partnership with the Gazette Newspapers has resulted in the production of two video profiles under the heading **“The Gazette Community Partnership.”** Featured in the profiles were “Teacher of the Year” and “Imagination Stage Program for Disadvantage Youth.” Our partnership with the Gazette will feature a variety of public service community programming.

Due to the passing of Councilmember Don Praisner, AMTV provided coverage of the memorial service.

The Production Department provided coverage of the **“Maryland House Bill 1182 Hearing.”** This program consisted of 90 minutes of witness testimony in Annapolis. Advocates of PEG TV stated their position against House Bill 1182. The views of a number of opponents of the House Bill 1182 were captured and produced into a 4-minute videotape package titled **“Speak Up, Speak Out.”**

In early March, AMTV covered **“Interfaith Works, Community Ministries of Montgomery County, 12th Annual County Companies Caring Breakfast.”** This 1-hour event recognizes volunteerism in the community. On camera interviews were given by Councilman Phil Andrews, Becky Wagner, Executive Director of Interfaith Works, and the award winners.

With an eye towards Black History month, **“Making History: A Black History Month Special”** was produced in February. This 30-minute program highlighting the work of

famous African Americans of the past, draws parallels with the contributions made by county residents now making their mark in history through volunteerism and community activism. The program featured musical performances, interviews with various award winners including the Humanitarian of the Year, and an acknowledgment of this year's historic inauguration of the first African-American president.

### **Council District 4 Special Election Forum**

With the Montgomery County District 4 Special Elections approaching, 21 This Week produced a special 90 minute Candidates' Forum, "**21 This Week Special Election Candidates Forum.**" The program features nine of the declared candidates running for the County Council District 4 seat. Each participating in a Q & A session of the issues effecting county residents. The program was paneled by Casey Aiken and Susan Heltemes of 21 This Week.

### **On-Air Promotional Spots**

The Production Department began producing channel IDs and topical promos for some regularly scheduled programs and promotional spots for program specials. In addition, a series of promos were produced to promote AMTV's Special Election coverage. This included special election awareness spots of county residents of District 4 offering their ideas and opinions to the candidates. Staff also produced a 30-second PSA for the Fairland Community Kids Festival & Silent Auction.

### **Volunteer Assistance**

The Production Department provided post production services for "**In Montgomery County,**" producer Toby Beach. Staff prepared graphic images for various segments for this monthly program.

## LIST OF PROGRAMS COMPLETED

Projects Completed and Released for the Quarter			
2009 Candidates Forum Primary	31-Mar-09	0:31:30	Presentations by the candidates running for Special election for County Council seat District 4.
21 This Week #218	9-Jan-09	0:28:54	Topics: City Budget, City Crime, State Budget, Silver Purple and Federal Spending.
21 This Week #219	16-Jan-09	0:28:52	Topics: Legislature and Obama.
21 This Week #220	23-Jan-09	0:28:55	Topics: General Assembly, County Issues, Obama nation.
21 This Week #221	30-Jan-09	0:28:50	Topics: Montgomery County Big Trucks, Water Report, Maryland Unemployment, Driving Age, Slots, DC Voting Rights, Blago and Obama Watch.
21 This Week #222	6-Feb-09	0:28:50	Topics: O'Malley calls for a leaner Maryland, Hilton Checks out MD but chooses VA, Michael Phelps and Obama Watch.
21 This Week #223	20-Feb-09	0:28:50	Topics: Slots at BWI, Union Fees, Jack Johnson, Sligo, and DC United, Praisner Primary, Nation of Cowards.
21 This Week #224	27-Feb-09	0:28:50	Topics: Obama Watch, DC Voting Rights, County Deficit, State Issues, Nation of Cowards.
21 This Week #225	6-Mar-09	0:28:21	Topics: Council seat race 4, Class action suit, Ignition interlock, Death Penalty, WSSC, Horse Tracks, Maryland! My Maryland!
21 This Week #226	13-Mar-09	0:28:50	Topics: O'Malley to sell Irish CD, State wants to criminalize smoking while driving, Congress kills DC school voucher program, Small businesses to pay for health care.
21 This Week Special Election Edition	27-Mar-09	1:30:10	Candidates forum/debate for District 4 Special Election.
Coming Attractions #68	29-Jan-09	0:29:30	Recognizing Black History Month, the show used as its base, the Sandy Spring Slave Museum & African Art Gallery.
Coming Attractions #69	24-Feb-09	0:30:00	This episode includes informative discussions with Janine Tursini, Executive Director, Arts for the Aging, Inc., Michael Bobbitt, Producing Director for Adventure and Theatre, and C. Brian Williams, Executive Director, Step Afrika
Coming Attractions #70	30-Mar-09	0:30:00	Laurie Newton-Algood and Vanessa Videla promote Montgomery Colleges' upcoming Spring Dance, Theatre Critic, Faiga Levine reviewed Roundhouse Theatres' of "One Flew Over the Cuckoos Nest".
21 This Week Special Election Primary Promo 09	19-Mar-09	0:00:30	Promotion of 21 This Week Special Election Candidate Forum.
21 This Week Topical Promos Economic Crises/Inauguration #218	9-Jan-09	0:00:30	Economic crises and the anticipation of relief upon the swearing in of the 44th President.
21 This Week Topical Promos #219	16-Jan-09	0:00:30	Maryland Legislation and the Inauguration.
21 This Week Topical Promos #220	23-Jan-09	0:00:32	Governor O'malley's budget message.
21 This Week Topical Promos #221	30-Jan-09	0:00:30	Speed Cameras, Contracts for Domestic Workers, Gender Identification Bill.
21 This Week Topical Promos #222	6-Feb-09	0:00:30	Potomac Primary's, General Assembly Bill to end marriage, Marilyn Praisner.
21 This Week Topical Promos #223	20-Feb-09	0:00:30	Slots at BWI, Union Fees, Jack Johnson, Sligo, and DC United.
21 This Week Topical Promos #224	27-Feb-09	0:00:30	Obama Watch, DC Voting Rights, County Deficit, State Issues, Nation of Cowards.
21 This Week Topical Promos #225	6-Mar-09	0:00:30	Presidential follies, County Council Dysfunction, Final days of Legislation session.
21 This Week Topical Promos #226	13-Mar-09	0:00:30	O'Malley to sell Irish CD, State wants to criminalize smoking while driving,
Coming Attractions Promo #68	30-Jan-09	0:00:30	Sandy Springs Slave Museum, Round House Theater, Imagination Stage.
Coming Attractions Promo #69	24-Feb-09	0:00:30	Step Afrika, Arts for the Aging, Olney Theater, Strathmore, Create Arts Center.
Coming Attractions Promo #70	30-Mar-09	0:00:30	Montgomery Colleges' upcoming Spring Dance, Roundhouse Theatre reviews, Potomac Community Resources, and Musical "Old School 3: Soul Train".
Making History: A Black History Month Special	13-Feb-09	0:30:00	A comparative look at the history of African American and the contributions made to the american story.
Martin Luther King Day Celebration 2009	29-Jan-09	2:30:00	Program celebrating the birthday of Martin Luther King Jr. And honoring county residents fulfilling the "Dream".
Martin Luther King Day Promo	13-Jan-09	0:00:30	Promotion highlighting dance, speeches and musical tributes in celebration of Dr. Kings' birthday.
Maryland Bill 1182 PSA #1	23-Feb-09	0:00:30	PSA Galvinizing the community against MD House Bill 1182.
Maryland Bill 1182 PSA #2	24-Feb-09	0:00:30	PSA Galvinizing the community against MD House Bill 1182.
Maryland General Assembly House Bill 1182 Hearing	4-Feb-09	1:12:55	Hearing on Maryland House Bill 1182. Witness testimony offered by advocates against the a bill that might end PEG funding.
MLK Day Tribute Promo	30-Jan-09	0:00:31	Promotion featuring performances, speakers and award recognitions.
Montgomery County Humane Society Psa	2-Feb-09	0:01:00	PSA about the rules of responsible pet ownership.
President's Day Promo	13-Jan-09	0:00:31	President's Day (Greatest Generation) Promo
President's Day	13-Jan-09	0:00:30	President's Day (Modern Generation)
President's Day Promo	13-Jan-09	0:00:30	President's Day (Mt. Rushmore) Promo
Think Green #2	1-Jan-09	0:00:30	MC Recycling, Johnson's Nursery, MC Awards Breakfast, D.C. Green Festival, Hazardous Waste
Think Green #3	6-Feb-09	0:30:00	My Organic Market, WSSC, Universities of Shady Grove, MC County Council, Seed Exchange at Brookside Gardens.
Think Green #4	6-Mar-09	0:30:00	Green Restaurant in Olney, Green Solutions in Household products, Energy Efficient Light Bulbs, Green Matters Symposium, New Green Cars.
Minority Legislative Issues Panel Discussion	16-Mar-09	2:14:00	Two part panel discussion on issues impacting minority families.
Tribute to Don Praisner	18-Feb-09	0:38:52	A tribute to the life of Councilman Don Praisner.

## **TRAINING AND VOLUNTEER SERVICES**

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### **New Hires**

Two Production Consultants and a Trainer have been hired, completing the department's staff under the reorganization. Each brings many years of experience in multiple aspects of media, and will be of great benefit to the volunteers, organization and the community.

### **Creative Connections**

The February Creative Connections meeting featured a demonstration of voice-over techniques. Volunteers gave staff great reviews and due to that positive feedback, plans are underway for a follow up session.

The March Creative Connections presented an opportunity to introduce the volunteers to the new staff. Volunteers were also informed about changes in the forms used in preparation for Web streaming.

### **Candidates Forum**

Candidates Forum was held for the primary elections to fill Donald Praisner's seat on the County Council. After weeks of contacting candidates, scheduling times, scripting, arranging crew, and studio reservations, the candidates came in to record their statements on March 25 and 26. The eight candidates that took advantage of this service were Robert Goldman (D), Thomas Hardman (D), Cary Lamari(D), Nancy Navarro (D), Louis August (D), Robin Ficker(R), Andrew Padula (R), and George Gluck (G). Candidates Forum aired on AMTV for the 2 weeks leading up to the Primary election April 21, 2009.

### **Registrations and Certifications**

The AMTV Training Department held one Orientation and one Introduction to Video Basics Workshop. The Orientation resulted in 50 certifications and the Introduction to Video Basics resulted in 46 certifications.

In addition, staff ran two Studio Basics, two Studio Control Room, two Studio Director classes and a Studio Lighting class. The Studio Control room classes had nine certifications and the Studio Basics had six. The two Studio Director classes resulted in five certifications, and the Lighting class had six.

There was a higher demand for the field classes and additional Field Producer, Field Camera, and Field Editor classes were held. The Field producer classes resulted in 15 certifications, the Field Camera classes resulted in 16 certifications, and the Field Editor classes resulted in 25 certifications.

Two Jib workshops were held for AMTV staff resulting in seven certifications in the basic use and seven certifications in the advanced operation of the Jib. In addition, two basic Jib Operator classes were held for AMTV volunteers resulting in 12 certifications.



## **Class Evaluations**

Participants for classes completed in March, noted their high level of satisfaction with the classes they've attended. Many students mentioned the hands on approach of teaching as a strong positive.

Students participating in the Field Class expressed that the class project tied all the information presented in class together in a real life experience. They rated the class as very effective and a great learning experience.

Students enjoyed the Studio Basic, Control Room and Director Classes however, expressed that they would have liked more time practicing before participating in the labs. As of April, an additional session has been added to each class, giving students more time in each position. Positive comments were given regarding the instructor and teaching assistants.

## **Additional Projects**

Staff is in the final phase of workshops for the grant from the Arts and Humanities Council to the AA Lead organization which runs after school programs. Workshops are being held at Einstein High School as well as Eastern Middle School. The students have produced videos titled ***"Telling Your Story"*** which consist of short bios of themselves. The students produce, shoot and edit the project under the supervision of AMTV staff.

Work is continuing on translating the training manuals into Spanish. Staff Production Consultants are creating these new documents and formulating plans for running some classes in Spanish. Production Consultants are in the process of creating advanced editing workshops for the summer. Plans are underway for updating PSAs and graphics and video for programs used in Studio 501(c)(3), and Dance du Jour that are produced as part of the Studio Technician and Director classes.

The MCT Volunteer Association and AMTV's Training and Volunteer Services Department are meeting regularly and working together towards common goals.

A total of 16 entries have been submitted for the national Hometown Video Awards. Volunteer Coordinator, Genaye Gadarowski coordinated the effort that included programming from volunteers and staff.

<b>New Certifications</b>	
<b>Certification Code</b>	<b>Total</b>
C-Intro	46
C-Orientation	50
C-SAD	3
C-Scamera	5
C-SCAudio	9
C-SCCG	9
C-SCSwitcher	9
C-SCVT	8
C-Sdirector	5
C-Sfloor	6
C-Sprompter	5
C-Slighting	6
C-Jib 1	19
C-Jib 2	7
C-Pproducer	21
C-Fproducer	15
C-Peditfcp	23
C-Ftech	16
<b>Grand Total</b>	<b>262</b>

## Certifications and Classes

New certifications for the third quarter totaled 262. This number reflects total certifications, rather than individuals, since many students obtain certifications in more than one area.

<b>Classes/Workshops</b>	<b>Number of Classes</b>	<b>Total Capacity</b>	<b>Number Attended</b>
Field Camera	2	32	28
Field Editor	2	28	23
Field Producer	2	32	22
IntroVBasics	1	75	46
Jib 1 Operator	2	12	12
Jib 2 Operator	1	7	7
Orientation	1	75	50
Studio Basic	2	12	6
Studio Ctrl Rm	2	12	10
Studio Dir 5w	1	3	2
Studio Direct	1	3	3
StudioLighting	1	12	6
<b>Grand Total</b>	<b>18</b>	<b>303</b>	<b>215</b>

## Third Quarter Training Classes and Capacity

While there were 18 classes held in the third quarter, a total of 215 people attended. This number may not reflect the number of certifications as some students may not have completed portions of the course.

## 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.

<b>Project Status</b>	<b>Total</b>
New	24
Continuing	110
Completed	19
<b>Grand Total</b>	<b>153</b>

## **OUTREACH AND PUBLICITY**

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Marlyn Ferguson was hired as Outreach and Publicity Manager on February 17, 2009. Patricia Stewart has moved to the position of Outreach and Publicity Specialist.

The department's focus began on acclimation and assessment, publicity, outreach, and creating relationships/partnerships with the goal of generating publicity and outside revenue for AMTV.

### **Press and Publicity**

AMTV is in negotiations with The Gazette newspapers which would result in AMTV producing Gazette programming in exchange for advertising in their newspaper. The community based programming will be shown on AMTV channels and Web Site as well as the Gazette Web Site and the Gazette will promote these programs in the paper. Plans are underway for production of a regular series titled "***Business Cares***" which will highlight Montgomery County businesses that give back to the community.

The Press List has been expanded and updated to include deeper coverage at The Washington Post and the Gazette. Also added were many community and business publications as well as media publications to cover the Hispanic, Asian, and African American Markets. The list was expanded to include more broadcast media including all major Washington, DC TV stations, radio stations, Spanish TV and Radio, and Chinese TV. Staff has quickly developed relationships with key editors including The Washington Post Montgomery Extra Editor, and the Rockville Gazette Editor.

The Washington Post Montgomery Extra has included AMTV stories on Think Green, the Black History Month Special, the Maryland House Bill 1182 event in Annapolis, and the 21 This Week Special Election Edition. The Gazette Newspaper has covered the Black History Month Special, the Maryland House Bill 1182, and also has run a story on the 21 This Week Special Election Edition including a color photo. Other releases sent and scheduled for future coverage this quarter include a story seeking guests for the 501(c)(3) show and a release announcing the Maryland General Assembly coverage on AMTV 19.

### **In Focus Newsletter**

The April 2009 newsletter, In Focus has been sent to over 2000 AMTV volunteers and has been expanded to include additional content and photography that readers will enjoy. Use of more photos and stories written for and about volunteers were included to increase readership and shelf life of the newsletter.

### **Outreach**

The Viewer Survey has been analyzed and creation of a "1-sheet" highlighting the research has been created to be used when pursuing potential underwriters and promotional partners. Under development is a "1-sheet" to be given out to the community at all productions with times and air dates for the specific program being taped that day.

AMTV staff attended the Montgomery County Chamber of Commerce orientation to assess this organization as a viable venue for meeting potential underwriters and partners. Staff also attended GROWS (Grass Roots Organization for the Welfare of Seniors) and investigated scheduling an AMTV presentation, as well as assessing the senior service community for future partnering potential.

Staff also attended a Chelsea School visit by Maryland Board of Education. Staff attended an Arts & Humanities Council of Montgomery County meeting at Pyramid Atlantic to discuss the "Telling Our Own Story Project" with the project partners.

AMTV staff attended a networking event presented by the Conference and Visitors Bureau of Montgomery County, MD, Inc. They are interested in becoming promotional partners in a "Buy Montgomery" campaign. Also at this networking event, staff met with the Doubletree Hotel Bethesda Sales & Marketing Director regarding their community wellness campaign and their fundraisers for Children's Inn at NIH. Discussions on partnering some of these initiatives are continuing.

Staff has initiated relationships and meetings with Jewish Federation, the Jewish Community Center of Greater Washington, and The Rockville Chamber of Commerce's Buy Rockville Campaign.

Planning activities have begun for the Montgomery College Earth Day Event on April 22. AMTV will have a booth on display publicizing our "Think Green" program series.

### **Web Site and Streaming Launch**

Staff attended the February and March MCTVA Volunteer Association meeting. Updates on the new Web site were provided and web streaming was introduced to the volunteers.

Development of the Web site is ongoing with the addition of interactive program guides and updated material including video programming. Live video streaming of both channels AMTV19 and 21 launched on March 30. A promotional campaign is in the planning stages for the launch of archiving services in the near future.

### **Department Acclimation and Assessment**

Staff attended a 2-day training seminar, "Management and Leadership Skills for the First Time Manager."

A review of all past events is being completed and recommendations for future event participation are currently being developed. A review of all in-house outreach material is being done and an assessment of what's needed for the future will follow. Staff are reviewing production costs and assessing how to best present our services to potential clients. The Ambassadors Package is currently being updated as well as the AMTV brochure to reflect the current classes and workshops.

## **TECHNICAL AND NETWORK SERVICES**

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### **Production Facilitation**

In addition to the regularly scheduled volunteer and AMTV produced productions, Technical and Network Services staff provided technical preparations for the Martin Luther King, Jr. Awards at Strathmore Hall (using the County MPV) in January. In March, staff provided support for *21 This Week Special Edition*, a debate between candidates involved in the upcoming County Special Election.

Technical Support was provided for 95 studio productions totaling 510 hours of public access production time. This represents a 19% increase from the previous quarter.

### **PEG Youth Programming Initiative/Civil Rights Tour**

As part of the PEG youth initiative, the County and other community organizations hosted a civil rights historic bus tour for students. The tour retraced the steps of Dr. Martin Luther King, Jr. and other civil rights heroes through Georgia, Alabama and Tennessee. The students will document their tour and produce programming using video equipment furnished by AMTV. In coordination with the County, AMTV organized and purchased three complete mobile Macintosh laptop computer systems, designed and outfitted for video and still picture editing. In addition, AMTV provided four camera packages, videotape and an assortment of supplies.

### **Web Streaming**

AMTV moved forward on the Web streaming system that had recently been evaluated and purchased from Granicus Company. The streaming /archiving (Video on Demand) system provides a significant extension to AMTV's capabilities. Technical Services worked with Granicus to install and configure the system, and live streaming was successfully launched on March 30.

### **Additional Projects**

The Stanton Jimmy Jib continues to be a welcome addition to participants using Studio A. In coordination between the Technical and Network and Training and Volunteer Departments, a training manual and certification training classes have been developed and implemented.

The new Evertz System Master Clock which uses the GPS satellite network to generate accurate clock signals, was installed and is now driving the Synergy Master Control System (MC).

The County procurement process continued as equipment bids were finalized and evaluated, while planning, evaluation, and coordination, of equipment for FY 10 were ongoing. Planning continues for Studio B transition to Digital (SDI), and moving to studio wide - digital video monitoring and engineering quality control, as well as planning for the future upgrade of aging facilities cameras.

AMTV recently experienced a failure of the video switcher in Studio B. Although that particular switcher model is long out of production and warranty, Ross Video, the manufacturer of the system, offered no-cost technical support, and was able to furnish a new (at cost) power supply. A New Ross "Synergy" digital switcher for Studio B, has been submitted to County Procurement, for FY'09, as a capitol replacement purchase. This updated and improved switcher is the next step in AMTV's digital transition.

AMTV technical engineering staff attended the SD/HD and MPEG Monitoring Seminar in Washington, D.C., hosted by Tektronix and Communications Engineering, Inc. The two sessions were led by the current Chairman of the Washington DC Section of the Society of Motion Picture and Television Engineers (SMPTE). The Seminars used the same model test equipment that Access Montgomery has purchased, to illustrate concepts, and perform the demonstrations. Staff were impressed by the seminar, and suggested that it be included in the annual PEG Day training events.

## **PROGRAMMING**

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### **Distribution**

The new Programming Schedule Quarter began December 28 for thirteen weeks. Both AMTV19 and 21 carried the programs from applications for channel time from eligible applicants. During January, February and March, the Programming Department translated instructions for approved series and stand-alone programs into Facil Program Schedules for AMTV 19 and 21. The Schedules represent the choices of clients, give the instructions of what should play, form the daily listings for AMTV's Web Site, and are used by Playback when outputting the channels.

Several individual new original programs were scheduled extensively including:

- Montgomery County Delegations Hearings (over 6 hours long)
- The 2008 Monty Awards
- In The Mix
- Community Close-Ups
- Martin Luther King Day Celebration
- Making History: A Black History Month Special
- African People In Montgomery County
- Tribute To Don Praisner
- Minority Legislative Issues Panel
- Access Montgomery Presents: Gazette Partnership
- 21 This Week Special Election Program

Several individual new original public-service-announcements (PSAs), promotional announcements (promos), and station identifications were scheduled extensively including:

- Hometown Awards Promos
- The 2008 Monty Awards Winners Promo
- Maryland Bill 1182 PSA
- Earth Hour PSA
- Traveltelevision.org program promo
- Think Green program episodic promos
- 21 This Week program episodic promos
- Black History Month station identifications
- Chinese New Year promo
- Presidents' Day promos
- Martin Luther King Day promo
- St. Patrick's Day promo
- Special Election Awareness PSA
- Special Election Coverage promo
- 21 This Week Special Election Program promo

The representations of the current core schedules of AMTV19 and 21 were regularly checked for accuracy. The two main representations are the Excel version (in forms compatible with website usage HTML coding) and the Facil Program Schedules set by the Facil "Auto Schedule" feature. These schedules are delivered to the public through the AMTV Web Site, AMTV generated printed materials, and the cable companies' onscreen schedule guides.

In March, 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 March 30, 2009. The core schedules for AMTV19 and 21 were formed, revised, and distributed from these approved applications for series programs.

## Programming Analysis

### Programming Analysis This Quarter

	Hours Played	Number of Different Programs Played
First Run	409	675
Repeat	3,084	9,689
<b>Total of First Run + Repeat</b>	<b>3,493</b>	<b>10,364</b>

### Program Analysis Video Bulletin Board

Program Title	Hours
Bulletin Board 19	100
Bulletin Board 21	1
VBB/Washington Ear	632
<b>Grand Total</b>	<b>733</b>

## Programming by Channel, Origin, and by Category

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Channel	Total Hours
19	1,391
21	2,103
<b>Grand Total</b>	<b>3,493</b>

Origin	Total Hours
MCT Access	749
Mont. County	350
Maryland	118
Non-Local	1,332
Metro	536
Unknown	27
MCT	60
MCT Prod Svs	271
Prod Svs CCM	51
<b>Grand Total</b>	<b>3,493</b>

Category	Total Hours
Arts	349
Community	409
Educational	265
Ethnic	149
Growth	143
Health	63
Humanities	134
Inspirational	454
Promotions	10
Public Affairs	396
Science	25
Sports	40
Youth	1,055
<b>Grand Total</b>	<b>3,493</b>



## **ADMINISTRATION**

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### **Human Resources**

The corporate reorganization has been completed and all operational positions are staffed. Access Montgomery welcomed the following new employees:

Marlyn Ferguson, Outreach Manager

Raven Flateau, Teaching Assistant

Lisa Fone, Production Coordinator

Access Montgomery employees engaged in various health-related events during this quarter targeted specifically at increasing employee morale.

# Staff Chart

## Executive Board of Directors

President .....	Lee Klumpp
1 <sup>st</sup> Vice President .....	Marion Hayes Hull
2 <sup>nd</sup> 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 .....	Delores Willett

## Operations

Director .....	Don Katzen
Operations Assistant.....	Shannon Romano

## Training and Volunteer Services

Manager .....	Larry Merewitz
Volunteer Coordinator .....	Genaye Gadarowski
Production Consultant.....	Lisa Fone
Production Consultant.....	Daniel Rocha
Trainer .....	William Davenport
Teaching Assistant .....	Michael Bailey
Teaching Assistant .....	Tchad Moore
Teaching Assistant .....	Yen-Ming Chen
Teaching Assistant .....	John Buckley
Teaching Assistant .....	Raven Flateau

## Technical & Network Services

Manager.....	Patrick Thorpe
Media Resources Technician I.....	Jimmy Albert
Media Resources Technician II.....	Elias Agritellis
Media Resources Technician III.....	Daniel Immerman
Media Resource Technician.....	Michael Valentine
Playback Supervisor .....	Cyrus Gardner
Playback Operator.....	James Noland
Operations Technician .....	Isaac Wesley
Facilities Assistant .....	Jamelah Fain
Facilities Assistant .....	Sarah-Jane Thomas

## Production

Production Manager .....	Rodney Bryant
Producer .....	Obunwa Nwaogbe
Production Coordinator/Director .....	Bryan Lyles
Production Coordinator/Council .....	Mark Matarese
Post-Production Coordinator .....	Joelle Modderman
Post-Production Coordinator .....	Loren Olson
Production Technician FT County.....	Kristopher Miller
Production Technician FT AMTV.....	Anthony Zucconi
Production Technician .....	Ally Potter
Production Technician .....	Andra Gorman
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 Ruggerio
Production Technician.....	Paul Likos
Production Technician.....	Alexander Governatori

**Staff Chart Continued...**

Production Technician.....Susan Klein  
Production Technician.....Omri Haberman  
Production Technician.....Brittney Dorsey

**Programming**

Programming Manager ..... Stuart Garfinkle  
Programming Specialist ..... Demetrius Sykes

**Outreach and Publicity**

Outreach Manager .....Marlyn Ferguson  
Outreach Specialist .....Patricia Stewart