

**ACCESS MONTGOMERY**

*Your Community. Your Voice.*

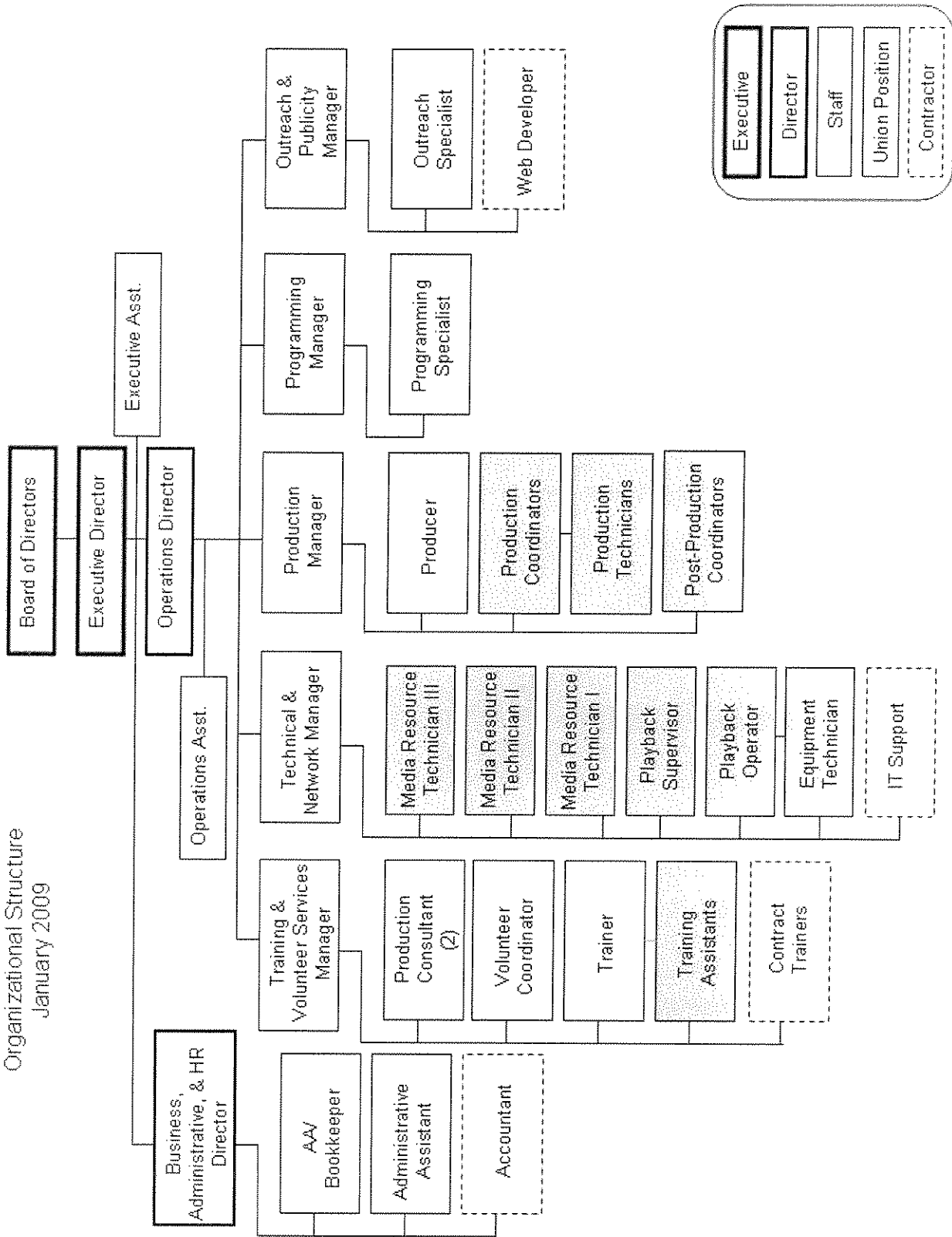
**2009**  
**4th Quarter Report**  
April 1, 2009 – June 30, 2009

a service of  
*Montgomery*  
COMMUNITY TELEVISION, INC.

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Rockville, MD 20855  
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# Montgomery Community Television

Organizational Structure  
January 2009



Executive
Director
Staff
Union Position
Contractor

## PRODUCTION SERVICES

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The fourth quarter of FY '09 was filled with a variety of new and informative productions, keeping programming busy with a constant flow of new programs to schedule. Everything from full scale EFP's and "on the scene" profiles of events occurring around the county, to a series of promos highlighting AMTV'S programming schedule, and the creation of a new resource for organizations to promote their events. FY '09 ended with AMTV staff producing over 57 hours of local community programming.

### Coming Attractions

The production of "**Coming Attractions**" continues to bring to our viewers the best in arts and arts related projects in Montgomery County. This quarters April episode of "**Coming Attractions**" features cast members from Loiederman Middle School's production of "Fiddler on the Roof Jr.", a youthful twist on a theater classic. In addition, studio interviews with performers from the Kensington Arts Theater's production of "The Great American Trailer Park Musical". The April episode also includes a performance by the Afro-Latin sounds of Luis Garay's Percussion World. The Video Profile featured a Montgomery County institution, Barry's Magic shop.

The May episode featured guest interviews highlighting Montgomery County's Heritage Month celebration. In the Video Profile segment, the show took viewers on a guided tour to some of the county's most picturesque attractions. Plus, cast members and directors from Act Two Performing Arts, and Olney Theatre stopped by to discuss their respective projects "Rent", and "The Glass Menagerie."

### 21 This Week

Production continued this quarter with nine additional episodes of this weekly half-hour public affairs program.

#### *Episode 227*

Host: Casey Aiken, Guests: Susan Heltemes, Mary Kane, James Shalleck, Cynthia Rubenstein. *Topic:* County District 4 County Council Race, Sales Tax, Death penalty, power Regulation and Speed Cameras.

#### *Episode 228*

Host: Susan Heltemes, Guests: Susan Heltemes, Mary Kane, Steve Kreseski, Cheryl Kagan. *Topics:* County Council District 4 Race, University of Maryland Pander to Porn, The Montgomery County Tax Revolt Tea party, General Assembly.

#### *Episode 229*

Host: Casey Aiken, Guests: John Hurson, Mark Uncapher, Martha Schaerr, Cynthia Rubenstein. *Topics:* District 4 County Council Race; Earth day; General Assembly.

#### *Episode 230*

Host: Susan Heltemes, Guests: Richard Parsons, James Shalleck, Jean Roesser, Henry Hailstock. *Topics:* County Budget; Flu Pandemic, Steve Silverman, Bob Ehrlich.

### *Episode 231*

Host: Susan Heltemes, Guests: Susan Heltemes, Liz Rubin, Mark Uncapher, Steve Abrams.  
*Topics:* Flu Pandemic, Paving and Parking Issues, County Council District 4 Race.

### *Episode 232*

Host: Casey Aiken, Guests Richard Parsons, Mark Uncapher, Steve Kreseski, Cheryl Kagan. *Topics:* Bay Clean Up, Maryland Taxes, Preakness, District 4 Race, Car Dealers Closing and Courtland Malloy's Column Invective.s

### *Episode 233*

Host: Casey Aiken, Guests: Steve Abrams, Mark Uncapher, James Shalleck, Cynthia Rubenstein. *Topics:* Biotech Bungle, Speed Cameras, Obama Motors and Obama Date.

### *Episode 234*

Host: Casey Aiken, Guests: Henry Hailstock, Mary Kane, Joyce Terhes, Susan Heltemes.  
*Topics:* Budget Controversy, Eco-Activism, Moratorium, Off Year Elections and Sarah Palin.

### *Episode 235*

Host: Casey Aiken, Guests: Richard Parsons, Bob Smith, Martha Schaerr, Henry Hailstock.  
*Topics:* Flashing Lights, Speed Bumps, DC United, Transportation, Obama & The Fly, Father's Day.

Each episode of 21 This Week is produced with a corresponding 30-second episodic promo.

## **Think Green**

AMTV's environmentally friendly program "**Think Green**" continued this quarter with coverage in April of the "Go Green American Expo" at the Montgomery Fair Grounds, where viewers were introduced to a variety of tips and products to live green. This episode also included a visit to Rockville's Joe's Record Paradise for a look at recycling vinyl, and a visit to the Smithsonian for the Environmental Film Festival.

The May taping of "**Think Green**" wrapped this quarter with the final original episode for the season. This episode started off on the National Mall for the 2009 Earth Day celebration. Interviews with actor Boris Kojo, Susan Bass, Senior VP of the Earth Day Network, and Bill Olson of Motorola offered perspectives and important information on living green. Standard Solar guided viewers on how to select a solar electric system best suited for their needs. "**Think Green**" also stopped by "Bark" a premium natural pet food and supply store for some green living tips for pet lovers. This episode took viewers along the Potomac River for the 21st annual Potomac River Watershed Clean Up. "**Think Green**" also stopped in on the staff and students at Montgomery College, Rockville Campus, for its Earth Day Celebration.

An additional episode was produced using the best of previously aired programs, integrated with new tips and topics titled "**Think Green Recycled**". This episode also included informational packages on Recycling in Montgomery County, Energy Efficient Light Bulbs, Grass Grass Cycling and Household Hazardous Waste.

Each episode of "**Think Green**" is produced with a corresponding episodic promo.

## Around the County

**“Around the County”** is AMTV’s weekly event calendar promoting events sponsored by various Montgomery County organizations. This two minute programming event began airing in mid-April with a daily run of the schedule. The calendar is updated weekly with events submitted by the requesting organization. The past month has seen an increase in submissions as a result of viewers watching the channel and responding to our invitation to submit their own request.

## Community

AMTV provided videotape coverage for a variety of events using the Mobile Production Vehicle (MPV) or the VARTO field switcher. The events are as follows:

**“Long Branch Celebrity Basketball Game”** – This annual community event is part of Long Branch Recreation Center’s Unity Festival. Participants in the basketball game included state and county officials, which competed against the youth in the community.

**“Silver Spring Town Center Blues Festival”** – A four part series featuring popular acts in the local and national blues community.

**“African American Health Program 10th Anniversary Commemoration & Call to Action”** – A two hour program highlighting the health issues and health disparities in the African American Community.

**“Equality Maryland, Night Out For Equality”** – A one hour awards dinner recognizing the efforts and contributions of those supportive of same-sex marriage in Maryland.

**“Montgomery County Executive Juneteenth Celebration”** – A one hour celebration and recognition of this important date in African American History.

**“Leadership Montgomery 20<sup>th</sup> Anniversary Celebration”** – A one hour program celebrating Leadership Montgomery’s work in the community, and recognizing past and present graduates. In addition, a 6-minute retro program was produced highlighting the evening’s events.

## Access Montgomery Presents: Gazette Community Partnership

This collaboration with The Gazette continued this quarter with coverage of local Montgomery County events.

**“My Favorite Teacher Award 2”** – This event recognized the outstanding contribution and efforts of several Montgomery County teachers. It was produced and presented as a five minute video profile. This program aired on AMTV 21 and on the Gazette Newspapers website.

**“Gazette Healthy Challenge”** – The Gazette Healthy Challenge is a health and athletic competition where 10 Montgomery County residents were selected to compete and loose weight. The program was produced as the **“Gazette Reality Series: Healthy Challenge.”** The series consisted of eight events spread over a six week period. The series was produced and presented on AMTV 21 and the Gazette website as five minute video profiles

throughout the quarter. The events were as follows:

***“Gazette Healthy Challenge Kick-Off”***

***“Strechalicious”*** – Sponsoring Company presented work-out gear to healthy challenge contestants.

***“Five Miler”*** – An annual Germantown five mile run.

***“Soccer Challenge”*** – Healthy Challenge contestants participated in a half –time soccer challenge.

***“Healthy Challenge Cook-Off”*** – Cooking challenge, red team vs. blue team to determine which could cook the healthiest meal.

***“Honest Tea Back Pack Challenge”*** – Contestants participated in a one mile walk or run (carrying weight lost in a backpack), nutrition quiz and scavenger hunt.

***“Finale Event”*** – ENG production at Westfield Montgomery Mall where winning team and overall winner were announced.

**MOCO AM/PM**

In an effort to accommodate as many community events as possible ***“MOCO AM/PM”*** was conceived. Programs produced under the ***“MOCO AM/PM”*** heading are four to six minute “news like packages” hosted by Susan Stark. Each event includes interviews with representatives from the sponsoring organization along with b-roll. The following is a list of the ***“MOCO AM/PM”*** events covered this quarter:

- ***“NAACP ACT-SO Competition”***
- ***“Unity Fest”***
- ***“Taste of Wheaton”***
- ***“Montgomery County Democratic Spring Ball”***
- ***“Interfaith Works”***
- ***“The Conference and Visitors Bureau”***
- ***“Glen Echo Park Spanish Spring Ball”***
- ***“White Flint Smart Growth Speaker Series”***
- ***“African American Health Program Summit”***
- ***“The Conference Visitors Bureau Tour of Montgomery County”***
- ***“Equality Maryland “Night Out for Equality”***
- ***“Leadership Montgomery 20<sup>th</sup> Anniversary”***

The following ***“MOCO AM/PM”*** episodes are in production and will be on the air later in July:

***“Jane Lawton Dedication”***

***“Pyramid Atlantic Reception and Film Screening”***

***“Drive for Supplies”*** – An annual end of the school year Montgomery County school ritual. Students clean out their lockers and donate the unused supplies to charity.

## Promos

***“Why You Should Be Watching AMTV”*** 60 second promo highlighting specific genres of programs

***“What’s On AMTV This Month”*** 30 second promo highlighting several new programs airing on AMTV

***“Access Montgomery Is”*** A 60 second promo highlighting AMTV’s services to the community. This spot was produced in Spanish as well as English, and was cross promoted on County Cable channel 6

## Production Services

A five minute demo was edited and presented at the 2009 PEG Workshop. The video was a compilation of work by the members of PEG. Included were a variety of promos, channel identifications and clips from program series.

Lastly, a band demo was produced for Luis Garay’s Percussion World this quarter.

# LIST OF PROGRAMS COMPLETED

Projects Completed and Released for the Quarter			
2009 Candidates Forum General	12-May-09	0:12:31	Presentations by the candidates running for the special election for County Council seat District 4.
21 This Week #227	3-Apr-09	0:28:20	Topic: District 4 County Council Race, Sales Tax, Death Penalty, Power Regulation and Speed Cameras.
21 This Week #228	17-Apr-09	0:28:50	Topic: County Council District 4 Race, University of Maryland Pander to Porn, The Montgomery County Tax Revolt Tea Party, General Assembly.
21 This Week #229	24-Apr-09	0:28:50	Topic: District 4 County Council Race, Earth Day, General Assembly.
21 This Week #230	1-May-09	0:28:48	Topic: County Budget, Flu Pandemic, Steve Silverman, Bob Ehrlich.
21 This Week #231	8-May-09	0:28:50	Topic: Flu Pandemic, Paving and Parking Issues, County Council District 4 Race.
21 This Week #232	15-May-09	0:28:54	Topic: Bay Clean Up, Maryland Taxes, Preakness, District 4 Race, Car Dealers Closing and Courtland Malloy's Column Invetives.
21 This Week #233	5-Jun-09	0:28:50	Topic: Biotech Bungle, Speed Cameras, Obama Motors and Obama Date.
21 This Week #234	12-Jun-09	0:28:48	Topic: Budget Controversy, Eco-Activism, Moratorium, Off Elections and Sarah Palin.
21 This Week #235	19-Jun-09	0:28:50	Topic: Flashing Lights, Speed Bumps, DC United, Transportation, Obama & Fly, Father's Day.
21 This Week Topical Promos #227	3-Apr-09	0:00:30	District 4 County Council Race, Sales Tax, Death Penalty, Power Regulation and Speed Cameras.
21 This Week Topical Promos #228	17-Apr-09	0:00:30	County Council District 4 Race, University of Maryland Pander to Porn, The Montgomery County Tax Revolt Tea Party, General Assembly.
21 This Week Topical Promos #229	24-Apr-09	0:00:30	District 4 County Council Race, Earth Day, General Assembly.
21 This Week Topical Promos #230	1-May-09	0:00:30	County Budget, Flu Pandemic, Steve Silverman, Bob Ehrlich.
21 This Week Topical Promos #231	8-May-09	0:00:30	Flu Pandemic, Paving and Parking Issues, County Council District 4 Race.
21 This Week Topical Promos #232	15-May-09	0:00:30	Bay Clean Up, Maryland Taxes, Preakness, District 4 Race, Car Dealers Closing and Courtland Malloy's Column Invetives.
21 This Week Topical Promos #233	5-Jun-09	0:00:30	Biotech Bungle, Speed Cameras, Obama Motors and Obama Date.
22 This Week Topical Promos #234	12-Jun-09	0:00:30	Budget Controversy, Eco-Activism, Moratorium, Off Elections and Sarah Palin.
21 This Week Topical Promos #235	19-Jun-09	0:00:30	Flashing Lights, Speed Bumps, DC United, Transportation, Obama & Fly, Father's Day.
African American Health Program	30-Jun-09	1:23:00	African American Health Program 10 year Commemoration Call To Action Summit.
Coming Attractions #71	27-Apr-09	0:30:00	Fiddler on the Roof by Loiederman MS, Luis Garay: Percussion World, Kensington Arts Theater: "The Great American Trailer Park Musical.
Coming Attractions #72	18-May-09	0:30:00	Heritage Montgomery, Act Two Performing Arts, CVB, Olney Theater.
Coming Attractions #73	29-Jun-09	0:30:00	Montgomery Playhouse, One Act Festival, Wildwood Summer Theatre-Pajama Game, Stewart Stellar Strings, Violin School.
Coming Attractions Promo #71	27-Apr-09	0:00:30	Fiddler on the Roof by Loiederman MS, Luis Garay: Percussion World, Kensington Arts Theater: "The Great American Trailer Park Musical.
Coming Attractions Promo #72	18-May-09	0:00:30	Heritage Montgomery, Act Two Performing Arts, CVB, Olney Theater.
Coming Attractions Promo #73	29-Jun-09	0:00:30	Montgomery Playhouse, One Act Festival, Wildwood Summer Theatre-Pajama Game, Stewart Stellar Strings, Violin School.
Earth Day	3-Apr-09	0:00:30	A program to inspire awareness of and appreciation for the Earth's environment.
Equality Maryland 8th Annual Night Out for Equality	25-Jun-09	1:52:47	Equality Maryland, 8th Annual Night Out for Equality Gaia.
Fairland Kids Festival PSA	3-Apr-09	0:00:30	Thirty-second PSA promoting a day long kids event.
Interfaith Works, 12 Annual County Companies Breakfast	10-Apr-09	0:52:20	A program celebrating the work of community volunteers and the partnership with the business community to help the less fortunate.
Long Branch Celebrity Basketball Game 2009	14-May-09	1:14:00	Annual county charity sports event. Participants include county officials, business and community volunteers.
Juneteenth Celebration 2009	24-Jun-09	1:20:00	Montgomery's County's annual celebration recognizing the freedom of slaves in Texas.
MOCO AM/PM	1-Jun-09	0:02:50	Interfaith Works annual recognition of homeless caregivers and the disenfranchised.
MOCO AM/PM	2-Jun-09	0:03:00	Glen Echo Gala in the park in the Spanish Ballroom.
MOCO AM/PM	9-Jun-09	0:03:25	Montgomery County Central Committee Spring Bail- May 3, 2009.
MOCO AM/PM	17-Jun-09	0:05:02	Smart Growth-White Flint Revitalization speaker series.
MOCO AM/PM	14-May-09	0:05:00	Coverage of the Long Branch Unity Festival Day long event of food, fun and activities.
MOCO AM/PM	27-May-09	0:05:40	A profile of this years NAACP Act-So competition at Montgomery College Rockville.
New AMTV Promo Ch. 19	3-Apr-09	0:01:02	Sixty-second spot promoting Access Montgomerys' services.
New AMTV Promo Ch. 21	3-Apr-09	0:01:00	Sixty-second spot promoting Access Montgomerys' services.
New AMTV Promo (Spanish) Ch. 19	3-Apr-09	0:01:00	Sixty-second spot promoting Access Montgomerys' services Given in Spanish.
New AMTV Promo (Spanish) Ch. 21	3-Apr-09	0:01:00	Sixty-second spot promoting Access Montgomerys' services Given in Spanish.
New This Month on AMTV	11-Jun-09	0:00:30	Highlights Silver Spring Blues Festival, Equality Maryland "Night Out for Equality" and Montgomery County Juneteenth Celebration.
Silver Spring Blues Festival	10-Jun-09	1:00:00	Concerts of various local and national blues performers. Includes interviews with the various musicians.
Think Green #5	3-Apr-09	0:30:00	Go Green America Expo, Vinyl Store Recycle, Environmental Film Festival, Clean Energy Center Press Conference.
Think Green #6	1-May-09	0:30:00	Earth Day Celebration, Standard Solar, Bark! Olney, 21st Annual Potomac River Watershed Clean up.
Think Green #7	19-Jun-09	0:30:00	Recap of season 1. 1st Recycled Edition.
Think Green Episodic Promos	1-Jun-09	0:00:30	Think Green Recycled Edition.
Think Green Promo Generic	1-May-09	0:00:30	Think Green 30 second generic promo.
Why You Should Watch AMTV	15-May-09	0:01:00	Promo highlighting the variety of programs on AMTV.
Why You Should Watch AMTV Your Community	11-May-09	0:00:30	Promo highlighting the variety of programs on AMTV.
Why You Should Watch AMTV Views & Opinions	11-May-09	0:00:30	Promo highlighting the variety of programs on AMTV.
Leadership Montgomery 20th Anniversary	25-Jun-09	1:07:32	Leadership Montgomery celebrates it's 20 year anniversary. Testimonials given by past and present participants.
Gazette Healthy Challenge Kick Off	11-May-09	0:02:20	Kick off event.
Gazette Healthy Challenge Stretchalicious	21-May-09	0:02:30	Sponsoring company presented work-out gear to healthy challenge contestants
Gazette H C Five Miler	9-Jun-09	0:03:01	Contestants participated in the annual Germantown five mile run.
Gazette Healthy Challenge Cook Off	17-Jun-09	0:03:00	Cooking challenge, red team vs. blue to determine which could cook the healthiest meal.



## TRAINING AND VOLUNTEER SERVICES

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### New Projects

AMTV volunteers have been busy this quarter. There are 19 new projects started by the volunteers, eight of which are in the Arts Category, 10 in Community, and one in the Ethnic category. In addition there were eight projects produced by the field classes and one program from the Studio Producer class. In alignment with the County Executives initiatives, staff have created "**The Transportation Beat**" a project that will be produced by volunteers and incorporate the summer Interns as part of their experience at AMTV. The program will take a look at transportation projects currently being worked on or in the planning stages and will include interviews, B-roll, public hearings and community feedback to the projects. In addition there have been five new presenter projects started, one in the growth category, two in community, one in health and one in education.

### New Programs

The Studio Producer class produced one new program "**In the County**", a magazine show featuring two interview segments, an entertainment segment, as well as an anchor who introduces each segment. The Studio Technician and Director class produced 12 new programs, six of which are for "**Dance du Jour**", and six for "**Studio 501 (c) 3**", which is an interview program highlighting non profit organizations.

### Summer Workshops and Programs

Training and Outreach worked together on the Peg Youth Grant and will be conducting summer classes for two Montgomery County Schools. These will be the Studio Basic and Control Room classes. Each of the schools classes will run for two weeks and meet two mornings a week in July. Loiederman Middle School and Seneca Valley High School will be this summer's participants. The program for both schools will consist of three days of instruction in the studio and the fourth day will be the productions created by the class. The time in between classes will be spent at their schools preparing short projects of about 5-10 minutes focusing on youth interests, and activities which will be aired at AMTV. Other workshops being offered are Editing Basics, Introduction to After Effects 1 and 2, and Motion/LiveType combination. In August a MPV Training class will be conducted for the taping of the parade at the Agricultural Fair. Training will present a hands-on Creative Lighting class which will demonstrate using field lights in addition to the studio lighting. Training will also be holding a class on the use of the cameras now available for field checkout, including the DVCPRO, Sony HDV and the Sony Handycam.

### Certifications

The AMTV Training department ran two Studio Control room, two Studio Basics, two Studio Director, and two Jib classes with a total of 37 students enrolled. In addition staff presented a Field Camera class with 17 enrolled and 14 certified, a Field Producer class with 11 enrolled and 9 certified, as well as a Field Editor class with 16 enrolled and 14 certified.

### Completed Projects

Staff has been working on and completed the updating of all class manuals and test

materials. With the start of web streaming many of the forms required for beginning a new project to submitting and airing a program needed to be updated to reflect the new information and that has been completed as well by Staff. The AA Lead grant from the Arts and Humanities council after school program resulted in the completion of the program **"Telling Your Story."** Volunteer Services staff gave a presentation to MCTVA on Final Cut Pro editing. Feedback from the MCTVA members was positive and found to be a helpful tool during their editing times.

### **Current Activities and Recognition**

AMTV is proud to announce that one of our volunteers, Greg Hamilton, has won an award for his entry **"Our Veterans Our Warriors"** in the Hometown Video Awards competition.

The MCTVA has been working with the newly certified students to help get them involved in projects and have created their own activities to get them started quickly. Staff has been evaluating results from the last quarter's incentive program to help with the planning for future programs, and requested input from the volunteers on any ideas they may have. E-mails are sent to volunteers as information is posted on the website to direct them to the sight for crew needs, new classes, and other information that may be of interest. This method of getting information out has received great responses by the volunteers.

The studio program **"Studio 501 (c) 3"**, has a new look. On-location packages have been produced by staff to run during the program to highlight the non- profits represented on the show.

### **Workshops Attended**

The Training and Volunteer Services staff attended the annual Peg Conference in May and found the workshops to be informative and a great opportunity to network with other local PEG stations. In addition the Volunteer Coordinator attended another workshop at the VisArts center in June called "Volunteers: The Growing Resource." It was an excellent program which enabled networking with other non-profits to gain tools and advice on the hidden truths about increasing volunteerism within organizations. A lot of good information, tips and ideas were acquired.

### **Staff and Interns**

This summer Training and Volunteer Services has brought on three interns. Two of them have had various levels of field production and will be starting the beginning of July. In consideration of the County Executive's Youth initiatives, the plan for two of the interns is to produce a few short programs focused on youth interests and activities. The other intern has been with us since the beginning of June and has been involved with data entry in Facil. With the absence of one full-time staff person due to illness, the intern has been a great asset with the departmental workload.

### **Budget**

Staff created and completed the budget for FY10.

**Meetings and Committees**

Staff has been working with MCTVA to build on the needs of volunteers and how they, along with AMTV can work together to help improve the operation. Staff has also met with the Ag Fair Committee for the planning of the events at the fair in August. Training and Volunteer Services will be keeping track of the sign ups for staffing the AMTV booth at the Fair in addition to offering an MPV class at the Fair for the taping of the parade.

<b>New Certifications</b>	
<b>Certification Code</b>	<b>Total</b>
C-Ftech	14
C-SAD	3
C-Scamera	10
C-SCAudio	7
C-SCCG	8
C-SCSwitcher	8
C-SCVT	8
C-Sdirector	3
C-Sfloor	9
C-Sproducer	11
C-Fproducer	11
C-Sprompter	10
C-PeditFCP	14
C-Jib 1	9
<b>Grand Total</b>	<b>125</b>

**Certifications and Classes**

New certifications for the third quarter totaled 125. 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>
CreativeConn	1	50	14
Field Camera	1	17	14
Field Editor	1	16	14
Field Producer	1	16	11
Jib 1 Operator	2	13	9
Studio Basic	2	12	11
Studio Ctrl Rm	2	12	11
Studio Dir 6w	2	6	3
Studio Prod	1	12	12
<b>Grand Total</b>	<b>13</b>	<b>154</b>	<b>99</b>

**Fourth Quarter Training Classes and Capacity**

While there were 13 classes held in the third quarter, a total of 99 people attended. This number may not reflect the number of certifications as some students may not have completed portions of the course.

<b>Project Status</b>	<b>Total</b>
New	19
Continuing	102
Completed	13
<b>Grand Total</b>	<b>134</b>

**Number of New, Continuing, and Completed Projects**

The Project Status chart displays the new projects in development by volunteers, ongoing or continuous projects, and completed projects this quarter.

## OUTREACH AND PUBLICITY

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### Budget

During fourth Quarter 2009, staff created the FY 2010 Outreach and Publicity Budget and subsequently made a number of changes to fit the County budget cuts.

### Newsletter and E-Newsletters

The In Focus Newsletter was sent to over 2000 AMTV volunteers on June 24<sup>th</sup>, 2009 and AMTV E-Newsletters were sent to volunteers on April 15<sup>th</sup>, May 1<sup>st</sup> and June 1<sup>st</sup>.

The Newsletter is now on the following schedule: a printed copy of the newsletter will be mailed each time the quarterly schedule is released, four times a year. An e-newsletter will be sent eight times a year and occur every month in between publication of the printed newsletter.

### Advertising

Staff created a recommendation for using the Gazette trade to highlight MVP production services and an assortment of other company activities.

### Publicity

The ***"21 This Week Special Elections Edition"*** for the County Council was attended by The Washington Post, The Sentinel, and The Gazette Newspapers, resulting in excellent coverage for AMTV in all three publications.

### Grants

Staff submitted a proposal to the PEG Network for AMTV to be the lead for the PEG Youth TV Production Workshop this summer. The PEG Network approved an \$8,000 Grant to cover expenses for the PEG Youth TV Production Workshop currently being implemented by AMTV.

Loiederman Middle School will be AMTV's first partner school in the TV Workshop Program from July 6-17, 2009, and Seneca Valley High School will be AMTV's second partner school from July 13-24, 2009. The final student productions will be aired on AMTV and possibly on other PEG Network stations as well.

AMTV applied for a \$10,000 "Donors Investing in the Arts" (DIVAs) Grant through The Montgomery Community Foundation. This Grant is given to help at risk youth through the arts. AMTV requested funding to create a pilot program called, ***"Dance Studio 21"***, an on-air Hip Hop/Jazz dance instruction program that can potentially reach thousands of young people and engage them in a fun and healthy activity. In the grant narrative AMTV recommended partnering with The Chelsea School to assist with production, and The Musical Theater Center to teach the dance class.

## Revenue Generation

Luis Garay contracted AMTV to produce a promotional DVD for his musical group, Luis Garay's Percussion World. The contract was valued at \$2,590.

The Conference and Visitors Bureau of Montgomery County (CVB) is working with MVP on a new video to promote Montgomery County tourism. They are currently developing a script for pricing by AMTV.

The CVB has also been discussing being a possible underwriter for the new "Around the County" feature with AMTV in the future, for their "Make it Montgomery" campaign.

Staff attended The Rockville Chamber of Commerce's Buy Rockville Campaign presentation and presented materials to their agency for consideration. Their agency, Maier & Warner PR is interested in discussing production of their campaign PSA.

AMTV has presented a proposal to the Montgomery County Fair for the production of b-roll and a PSA.

## Outreach and Events

Staff participated in Earth Day at Montgomery College on April 22, 2009. AMTV had an Outreach/"**Think Green**" booth and a crew covering the event. "**Think Green**" host, Susan Stark helped to promote the show, and staff created a "Green Tips" flyer for the students.

AMTV and Jewish Federation are discussing a possible Fall 2009 senior initiative with the Jewish Federation's Community Partner's Program. This program helps to facilitate aging in place, which is the current cutting edge trend in senior services.

Staff updated the current Ambassador's Package to include an updated brochure, an updated DVD and updated one sheets and materials.

The Montgomery County Fair Committee is planning a new promotion for the 2009 Fair. In an effort to draw people to our booth at the fair, AMTV will display an "enter to win" back-to-school backpack filled with school supplies. A form is being designed for visitors of our booth to fill out while entering in the drawing.

Staff reviewed many upcoming Montgomery County events and created a recommended plan for AMTV Outreach participation for FY 2010.

Bethesda Green Outreach recommendation has been submitted for review.

## PEG

AMTV is the current lead for the PEG Marketing Committee. Staff held 5 weekly meetings at AMTV to update the PEG Web Site and possibly create a new tag line to make PEG more easily identifiable to Montgomery County residents.

## Web Site

Staff reviewed the analytics on the web site to assess the number of hits and areas where the public shows the most interest. So far, the program schedule has been the top area for viewer interest.

Staff updated the AMTV Web Site to include current newsletters and e-newsletter and updated training classes.

## Viewer Survey Committee

Staff met with the Viewer Survey Committee and developed an Action Plan for following up with the Viewer Survey. Some of the immediate action items include:

1. *Develop cross promotional on-air promos within the PEG Network to enhance visibility at no additional cost.*

The AMTV Production Department produced a promo to air on Montgomery County Cable. The promo was accepted and the County has pledged support in working with the other PEG's to expand this new endeavor.

2. *Produce local community/civic group meetings for areas of the County not typically served by local television such as Olney, Germantown, Silver Spring, etc. Work with the local Chambers /businesses for underwriting to help defray the costs.*

Staff is in the process of contacting civic organizations.

3. *Work with local theatre groups to encourage them to write and produce their own original plays that can be videotaped and televised.*

Staff spoke with Adventure Theatre, The Musical Theater Center and Imagination Stage to keep this idea in mind for future theatrical productions. Imagination Stage's film production instructor will contact the Training Department to submit their fall workshop programming to AMTV. AMTV will receive a logo and mention in their fall catalogue once this program has been executed.

Staff will continue to encourage the arts community to submit original works that are adaptable for TV to AMTV.

4. *Create a short synopsis of the viewer survey to provide to potential clients for revenue generation.*

Completed.

5. *Create greater importance for on-air promotions of volunteer programming by providing greater emphasis in the training workshops.*

Work with Training and Volunteer Services Dept. to add this element to the fall 2009 workshops and classes.

6. *To help publicize their programming, offer volunteers the services of the Outreach Department for writing and distribution of press releases and advertising.*

This service is promoted in the June 2009 In Focus E-Newsletter and in the July 2009 Newsletter. Work with Production Consultants to promote to volunteers. In addition, promote through the MCTVA.

7. *For on-location and studio productions, develop a Flyer/Guest Card hand out to guests and audience members to promote viewership.*

This hand out is currently being developed for use.

## **TECHNICAL AND NETWORK SERVICES**

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Technical support was provided for 104 Studio Productions totaling 567 hours of public access production time. This represents an 11% increase from the previous quarter.

In addition to the normal load of productions, technical preparations for and execution of ***“The Long Branch Celebrity Basketball”*** event, and ***“The Silver Spring Blues Festival”*** (both using the County MPV) took place in May. In June, technical staff provided support for ***“Equality Maryland”***, and ***“Leadership Montgomery”***, both at the North Bethesda Marriott, and both using the Varto/VT-4 mobile production switcher.

In coordination with the County, the three complete mobile Macintosh laptop computers, designed and outfitted for video & still picture editing were sent with a group of high school students and Gandhi Brigade members, who documented an 8-State Civil Rights Bus Tour. The Gandhi Brigade is a community organization, which works with young people, partnering them with adults to create multimedia in order to engage and transform their communities. This effort was part of the County Youth Programming Initiative.

Throughout this quarter, several training and educational opportunities were utilized by staff. Staff training from Larry Jordan & Associates, a well known training firm specializing in video and Apples' Final Cut Pro editing suite. The classes *Picking the Right Hard Disk and Video Format - Complete Series*; *PowerUP Tutorial 2: Retouching Video in Photoshop Extended*; & *PowerUP Tutorial 12: Preparing Still Images*, were particularly helpful. Evaluating and maintaining computer hard drives, is an especially difficult challenge as AMTV moves towards digital & HD television. Staff traveled to the Virginia office of Evertz Microsystems, for their “Post NAB Tour”. Their open house featured demos, and technology tutorials including their VLPRO Basics Class. VLPRO is one of the new classes of software control suites in the broadcast industry.

In coordination between Technical and Network and the Training department, two Jib 1 training classes were held. AMTV moved forward on the Granicus Web Streaming and Archiving system. During the quarter, staff has been capturing programming, while learning and evaluating the process necessary to archive.

Throughout the quarter, the County procurement process continued as equipment bids were finalized and evaluated, while planning, evaluation, & coordination of equipment for FY'10 was ongoing. This year AMTV plans to continue the Studio B transition to digital (SDI), and also continue moving to studio wide - digital video monitoring & engineering quality control, as well as planning for an eventual upgrade of aging facilities cameras and playback systems.

The new Ross "Synergy" digital switcher for Studio B recently arrived and this updated & improved switcher is the next step in AMTV's digital transition. It will move us forward on the virtual studio and set path requested by both the volunteer community and Board of Directors. To further the virtual studio process, AMTV has purchased Bryce-3D for the facilities' editing systems. This 3D-set creation software will accommodate volunteers who want to design virtual sets.

Recent additional software purchases, will allow master control operators and technical staff to encode programming directly to the master control system, and to the Granicus system. This software will also allow repair and correction of problematic DVDs. The eight additional Softbox Lighting instruments for Studio A have arrived and are in use. They have more than doubled the capacity of softlight within the studio.

Staff and volunteers made a trip to the Access Center in Fairfax, Virginia. They toured the facility including studios, master control, and their virtual set (green screen) facility. Staff also attended the Counties' PEG Training Workshops at The Johns Hopkins University campus in Gaithersburg. The ½ day seminars on Apples' Final Cut Studio software were particularly helpful to Facilities staff who deals with that software daily.



## PROGRAMMING

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### Distribution

The new Programming Schedule Quarter began March 30 for thirteen weeks. Both AMTV19 and 21 carried the programs AMTV accepted during February and March from applications for channel time from eligible applicants. During April, May and June, the Programming Area translated instructions for approved series and stand-alone programs into Facil Program Schedules for AMTV 19 & 21. The Schedules represent the choices of clients, give the instructions of what should play, form the daily listings for AMTV's website, and are used by Playback when outputting the channels.

Several individual original programs were scheduled extensively including:

- ***"21 This Week Special Election Edition"***
- ***"Maryland General Assembly House Bill 1182 Hearing"***
- ***"Interfaith Works, 12 Annual County Companies Breakfast"***
- ***"Community Close-Ups"***  
*(several Volunteer's class projects)*
- ***"Maryland State Legislature Proceedings"*** *(MPT recordings of several House of Delegates' and Senate's committee hearings and Legislative sessions)*
- ***"Think Green"*** *(episodes 5, 6 & 7)*
- ***"2009 Candidates' Forum – Primary"*** *(County Council Dist. 4)*
- ***"2009 Candidates' Forum - General"*** *(County Council Dist. 4)*
- ***"In The County"*** *(Studio Producers' Class Project)*
- ***"Minority Legislative Issues Panel"***
- ***"Gazette Community Partnership"***
- ***"Speak Up, Speak Out: HB 1182 – Hearing"***
- ***"Long Branch Celebrity Basketball Game 2009"***
- ***"Gazette Healthy Challenge"*** *(multiple programs)*
- ***"MOCO AM/PM"*** *(several different programs)*
- ***"AMTV Event Calendar"*** *(separate weekly editions for ATMV 19 & 21)*
- ***"Silver Spring Blues Festival"*** *(episodes 1, 2 & 3)*
- ***"Juneteenth Celebration 2009"***
- ***"African American Health Program"***
- ***"Equality Maryland 8th Annual Night Out"***
- ***"Leadership Montgomery 20<sup>th</sup> Anniversary"***

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

- ***"Fairland Kids Festival" PSA***
- ***"Earth Day"***
- ***"Maryland Bill 1182" PSA***
- ***"Montgomery County Humane Society" PSA***
- ***"Traveltelevision.org" program promo***
- ***"Think Green" program episodic promos***
- ***"21 This Week" episodic promos***
- ***"Why You Should Watch AMTV"***
- ***"AMTV Special Election Coverage"***
- ***"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 website, AMTV generated printed matter, and the cable companies' onscreen schedule guides.

In June, the Programming Area 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 June 29, 2009. The core schedules for AMTV19 and 21 were formed, revised, and distributed from these approved applications for Series programs.

### Programming Analysis

<b>Programming Analysis This Quarter</b>		
	<b>Hours Played</b>	<b>Number of Programs Played</b>
First Run	434	728
Repeat	3,094	10,423
<b>Total of First Run + Repeat</b>	<b>3,528</b>	<b>11,151</b>

<b>Program Analysis Video Bulletin Board</b>	
<b>Program Title</b>	<b>Hours</b>
Bulletin Board 19	100
Bulletin Board 21	1
VBB/Washington Ear	625
<b>Grand Total</b>	<b>726</b>

### Programming by Channel, Origin, and by Category

<b>Channel</b>	<b>Total Hours</b>
19	1,410
21	2,118
<b>Grand Total</b>	<b>3,528</b>

<b>Origin</b>	<b>Total Hours</b>
MCT Access	817
Mont. County	333
Maryland	126
Non-Local	1,475
Metro	429
Unknown	30
MCT	78
MCT Prod Svs UR	221
Prod Svs CCM	19
<b>Grand Total</b>	<b>3,528</b>

<b>Category</b>	<b>Total Hours</b>
Arts	360
Community	336
Educational	257
Ethnic	135
Growth	135
Health	106
Humanities	235
Inspirational	467
Promotions	16
Public Affairs	342
Science	30
Sports	73
Youth	1,038
<b>Grand Total</b>	<b>3,528</b>

## **ADMINISTRATION**

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### **Human Resources**

AMTV welcomed two new production technicians, Heather Goldsmith and Dario Lanzano. We also said goodbye to Vera Elliot, Production Technician.

AMTV employee's enjoyed employee event's this quarter, which targeted specifically at increasing morale.

Volunteer Coordinator Genaye Gararowski received the Employee Recognition award for this quarter. Genaye was nominated by a teammate for her positive attitude, outstanding customer service and her alignment with our company values.

Performance appraisals were completed for all eligible employees.

## 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 Plateau

### 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

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.....	John Ruggerio
Production Technician.....	Paul Likos
Production Technician.....	Alexander Governatori
Production Technician.....	Susan Klein
Production Technician.....	Omri Haberman

## Staff List Cont'd

Production Technician.....Brittney Dorsey  
Production Technician.....Heather Goldsmith  
Production Technician.....Dario Lanzano

### **Programming**

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

### **Outreach**

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