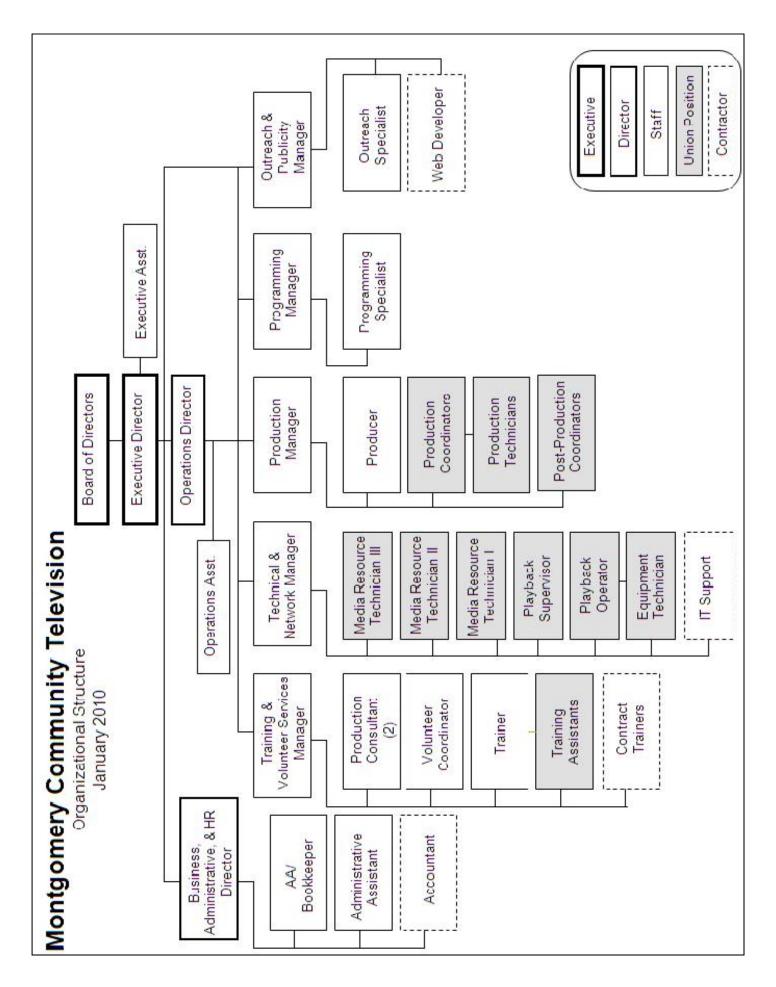


2010 2nd Quarter Report

October 1, 2009 - December 31, 2009



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



PRODUCTION SERVICES

The second quarter of FY10 continued with a variety of new and innovative approaches to program content. Production began on topical programs including a special on the H1N1 virus; a youth focused magazine show, development of a 60-minute transportation special and a client Christmas production using the Mobile Production Vehicle. And, with this additional content, the promotion of current and upcoming programming was increased on the channels.

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 quarter's episodes included interviews with the Damascus Theater Company, which celebrated its 25th anniversary in October; the Institute of Musical Traditions, an organization focused on international and American folk music; and the Montgomery County Historical Society. The quarter rounded out with a video profile of the Maryland Youth Ballet, a performance from the "Banjo Man" Frank Cassel and a look at the Spirit of Adventure Awards honoring Catherine Leggett.

21 This Week

Production continued on this long-running series with ten additional episodes of this weekly topical half-hour public affairs program. Subject matter discussed this quarter included: County Budget challenges, Racial Profiling, ICC Tolls, H1N1 Virus and local election results. "21 This Week" capped the year with its annual Year in Review format. Each episode of 21 This Week is produced with a corresponding 30-second episodic promo.

Think Green

Episode 9 of "*Think Green*" premiered this quarter with an exciting line up of environmentally friendly information. This episode featured the following:

- Environmentally friendly maintenance of Lake Needwood Golf Course
- DC Green Festival
- Eat Local Food Challenge
- Opening of the new Bethesda Green Center
- River Smart documentary, keeping the local waterways clean.

Community

Two originally produce programs aired this quarter including a second edition of "Access to Healthy Living, H1N1," and coverage of AMTV's Media Day for Non-Profit Organizations, a workshop focusing on building effective relationships with local media.

The "MOCO AM/PM" series continue this quarter with coverage of the AFI Silver Theatre premiere of "Pray the Devil Back to Hell", an award winning documentary about the Liberian women who were determined to bring peace back to their country. AMTV produced programming of the Executive Ball, the annual Arts and Humanities Council of Montgomery County fundraiser.

AMTV provided videotape coverage for a variety of community events including the production of the County Executive Arts Award from the Music Center at Strathmore using the Mobile Production Vehicle; The Hispanic Democratic Club Gala, an evening of award presentations, dinner and dancing celebrating Hispanic Heritage Month and the "Transportation Brown Bag" Forum on Racial Profiling Pt. 2.

Promos

With new programming comes promos and several were produced this quarter. "New On the Horizon" highlighted new programs viewers could anticipate in the coming weeks, and "New this Month," a continuing series of promos featuring programs currently airing. Also, worth noting, a promo highlighting AMTV's "View it Now" was produced.

Production services were provided to Immanuel Church for the production of "The Glory of Christmas", a 2-hour program utilizing the Mobile Production Vehicle. This program was shown on AMTV throughout the holiday season.

LIST OF PROGRAMS COMPLETED

Pr	ojects Com	ipleted a	nd Released for the Quarter
21 This Week Episode #243	2-Oct-09	0:28:50	Topics: County Budget Cuts, Police and Speed Cameras, Racial Profiling, ICC Tolls, MD Nations Richest State
21 This Week Topical Promos #243	2-Oct-09	0:00:28	Episodic promo for 21 This Week
Access To Healthy Living	12-Oct-09	1:00:00	A program designed to educate and inform Montgomery County residents on today's health issues
			Experienced Smart Growth leaders Parris Glendenning and JohnThomas
White Flint Revitilization Speaker Series	12-Oct-09	1:26:31	describe the benefits of revitilizing White Flint
21 This Week Generic Promo Hispanic Democratic Club Gala Promo	13-Oct-09	0:00:30	Episodic promo for 21 This Week Promo for Hispanic Democratic Club's award ceremony and gala
White Flint Revitilization Speaker Series	14-Oct-09	0:00:30	Experienced Smart Growth leaders Parris Glendenning and JohnThomas
PROMO	14-Oct-09	0:00:30	describe the benefits of revitilizing White Flint Topics: Preakness, Kensington and the Kids, Va Governors Race, Ficker,
21 This Week Episode #244	16-Oct-09	0:28:50	MD University and Porn
21 This Week Topical Promos #244	16-Oct-09	0:00:30	Episodic promo for 21 This Week
Magical Montgomery 2009	20-Oct-09	2:00:00	Annual street festival celebrating the arts of Montgomery County
21 This Week Episode #245	23-Oct-09	0:28:50	Topics: Gang Violence, Texting While Driving, Rockville Race, Wind Farms
21 This Week Topical Promos #245	23-Oct-09	0:00:30	Episodic promo for 21 This Week
Arts & Humanities Awards for Excellence			Awards ceremony recognizing artist and arts patrons in the Montgomery
2009	23-Oct-09	1:36:30	County arts community
Hispanic Democratic Club Gala	23-Oct-09	1:09:58	An evening of award presentations, dinner and dancing celebrating Hispanic Heritage Month
New This Month on AMTV 3	23-Oct-09	0:00:30	This promo highlights Magical Montgomery, The Arts and Humanities Awards Ceremony, and Access to Healthy Living.
			Topics: Interviews with Damascus Theatre Co., The Institute of Musical
Coming Attractions Episode #76	23-Oct-09	0:29:33	Traditions, Montgomery County Historical Society
Coming Attractions Promo #76	26-Oct-09	0:00:30	30-second promo highlighting monthly episode
21 This Week Episode #246	30.0 - 00	0.30.50	Topics: O'Malley Lending, Unemployment Insurance, Medical Marijuana, County Council, Swine Flu
21 This Week Episode #246 21 This Week Topical Promos #246	30-Oct-09 30-Oct-09	0:28:50 0:00:30	Episodic promo for 21 This Week
PROMO - New on the Horizon	30-Oct-09	0:00:30	Promo highlighting new programming for October and November
Transportation Brown Bag 2009 at	30-061-09	0:00:30	League of Women Voters present a Transportation Brown Bag discussion
Wheaton Library	5-Nov-09	1:30:00	at Wheaton Library Topics: Election Results, Black & Decker, Local Elections, Mandatory
21 This Week Episode #247	6-Nov-09	0:28:50	School Age, Jean Cryor, Don Schaefer Statue
Rescue Day 2009	6-Nov-09	0:25:43	The Bethesda-Chew Chase Rescue Squad held its free annual open house, "Rescue Day 2009"
Think Green	6-Nov-09	0:30:00	Topics: Needwood Golf Course, DC Green, Festival, Eat Local Challenge, Bethesda Green
			Topics: Healthcare Fallout, Sniper Execution, Growth Plan, Pornography,
21 This Week Episode #248	13-Nov-09	0:28:50	Pregnancy Centers
21 This Week Topical Promos #248	13-Nov-09	0:00:30	Episodic promo for 21 This Week
The Shared History and Heritage	16-Nov-09	1:30:00	The Shared History and Heritage of African Americans and Afro Latinos
NPO Day 2009	19-Nov-09	1:56:00	Media workshop for establishing and improving communications and relations with the community
Thriving Financially During The Great	13-1101-03	1.30.00	location was all community
Recession!	19-Nov-09	1:30:00	Tips on how to save during the recession
			Topics: Rumble in Rockville, Roads, ICC & Traffic, Nutrition Labeling, DC
21 This Week Episode #249	20-Nov-09	0:28:50	Gay Marriage Vote, Khalid Sheikh Mohammed, California TV's
21 This Week Topical Promos #249	20-Nov-09	0:00:30	Episodic promo for 21 This Week
Silver Spring Thanksgiving Day Parade	25-Nov-09	2:00:00	Annual Silver Spring Thanksgiving Day Parade Topics: Maryland Youth Ballet, "Banjo Man" Frank Cassel Performance,
Coming Attractions Episode #77	30-Nov-09	0:30:00	Spirit of Adventure Awards Honoring Catherine Leggett
Coming Attractions Promo #77	30-Nov-09	0:00:30	30-second promo highlighting monthly episode
			Forum discussing how local government social service org. and ministry
Faithfulness Together	3-Dec-09	1:30:00	leaders can support those living on the margins
Forum on Racial Profiling 2009 Pt.2	3-Dec-09	1:49:57	Mont. Co. Human Rights Commission Forum on Racial Profiling
21 This Week Episode #250	4-Dec-09	0:28:50	Topics: Rumble in Rockville, Surge in Minority AP Test, Baltimore's Mayor, Afghanistan, Job Summit, Ralph Friedgen
21 This Week Topical Promos #250	4-Dec-09	0:00:30	Episodic promo for 21 This Week
View It Now Promo	8-Dec-09	0:00:30	Promotion of AMTV's on-line program access and viewing feature
The 2009 Monty Awards	9-Dec-09	0:50:00	The 2009 Monty Awards, Access Montgomery's Annual Volunteer Awards Program Taking Charge Nabel Pages Prize State of the Country Piecesianse Taking
21 This Week Episode #251	11-Dec-09	0:28:50	Topics: Obama Nobel Peace Prize, State of the Country, Bioscience Task Force, Mo.Co Sues the Salahis
21 This Week Topical Promos #251	11-Dec-09	0:28.30	Episodic promo for 21 This Week
MOCO AM/PM Executive Ball	11-Dec-09	0:06:10	Coverage of the annual County Executive's fundraiser for the Arts and Humanities Council of Montgomery County
21 This Week Episode #252	18-Dec-09	0:28:40	Topics: End of Year Round Up
21 This Week Topical Promos #252	18-Dec-09	0:00:30	Year in Review promo
			· · · · · · · · · · · · · · · · · · ·

TRAINING AND VOLUNTEER SERVICES

New Programs and Projects

There were 25 new projects started this quarter. They consisted of projects by volunteers as well as presenters. The Field classes produced 10 new programs with subjects ranging from Butterflies to Personal Trainers. In addition were programs featuring the art of making Violin Bows, a Piano Craftsman, Minorities in the Military, The African Cultural Center in Takoma Park and many other topics of interest involving county residents. The Studio classes produced 11 new Studio 501(c)3 and Dance du Jour programs. There was one new magazine style program produced by the Studio Producer Class.

Classes and Workshops

Training ran two Studio Control Room, Studio Basics and Studio Director classes that began in September. In addition there was one Studio Producer class. The demand for Field classes including Editing exceeded capacity so an additional Field Camera, Producer and Editor class was added to the lineup. Three editing workshops on Motion/Live Type 1, Motion/Live Type 2 and Final cut Pro were held.

Current Activities and Recognition

The annual Monty Awards/Volunteer Recognition Event was held December 5, with over 150 guests rsvp'd to attend. Despite the day-long snow, there was a large turnout with many attendees commenting that this was the best Monty event they had attended. A total of 28 Monty awards were presented in categories ranging from community and Ethnic programming to Most Technical and Most Producer hours. Several certificates of honorable mention were also presented.

Youth Workshops

A coordinated effort with Outreach, the Board of Directors Training Committee, and the Training Department has resulted in two proposed video workshop programs targeted for home schooled teens. One program is expected to air during the week and the second will air on the weekend. Both will serve as a vehicle for teens to receive SSL credits, as well as learn studio production and create youth oriented programs. The tentative plan is to begin the program by April.

Certifications and Classes

New Certifications	
Certification Code	Total
C-Fproducer	6
C-Ftech	10
C-Intro	36
C-PEditFCP	23
C-SAD	2
C-Scamera	11
C-SCAudio	9
C-SCCG	9
C-SCSwitcher	9
C-SCVT	6
C-Sdirector	3
C-Sfloor	11
C-Sproducer	5
C-Sprompter	11
Grand Total	151

New Certifications

New certifications for the third quarter totaled 151. This number reflects total certifications, rather than individuals, since many students obtain certifications in more than one area.

	Number		
	of	Total	Number
Classes/Workshops	Classes	Capacity	Attended
FCP Refresher	1	10	8
Field Edit	2	28	23
IntroVBasics	1	60	36
MotionLiveType	1	10	6
MotionLiveTyp2	1	10	5
Studio Basics	1	6	6
Studio Ctrl Rm	1	6	6
Studio Dir 6w	1	3	3
Field Producer	2	32	17
Studio Producer	1	12	11
Field Camera	2	32	24
Grand Total	14	209	145

Second Quarter Training Classes and Capacity

While there were 14 classes held in the 2nd quarter, a total of 145 people attended. This number may not reflect the number of certifications as some students may not have completed portions of the course.

Project Status	Total
New	25
Continuing	116
Completed	9
Grand Total	150

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.

OUTREACH AND PUBLICITY

AMTV's Outreach and Publicity Department reaches out to the citizens of Montgomery County on a regular basis. The following report details six of the department's current projects. These projects are interspersed with a plethora of communications and outreach functions that the department provides including: publicity and media relations, volunteer program promotion, and community organization and event involvement.

During 2nd Quarter of FY 2010, the AMTV Outreach & Publicity Department focused on the following projects:

AMTV Media Day for Non-Profit Organizations

Over 30 non-profit organizations joined Access Montgomery for Non-Profit Media Day on November 4. Focused on building effective relationships with the local media, AMTV presented a half day workshop to help guide non-profit organizations through the media maze.

Neil Greenberger, Legislative Information Officer for the Montgomery County Council gave a special presentation on Media Relations and armed the organizations with best practices when communicating with the media.

AMTV then presented a Media Panel Discussion with journalists and producers fielding questions on getting stories published online, in print and through the creative use of AMTV channels. Panelists included AMTV Producer Oby Nwaogbe, Gazette Editor Judy Hruz, WTOP Director of Public Affairs Melvin Chase and Washington Post Reporter Lori Aratani. Media Day was videotaped and presented on AMTV21.

Development

AMTV is in the process of creating a development program in order to grow and offer additional services to the citizens of Montgomery County. The development program will focus on increasing AMTV's revenue stream by using many tools including grants, special events, corporate underwriting, and individual donations. The development plan will be created to reach out to the community while simultaneously creating awareness of AMTV.

Youth

Young producers are the future of AMTV. We are in the process of creating a program to key off of the success of last summer's PEG Youth TV Production Workshop and serve as a springboard for the development of increased youth content in the near future. A multiplatform approach is being discussed with support from AMTV's volunteers to formulate an intergenerational program. The plan is to begin a pressure test in March 2010 that can be rolled out to all schools in Montgomery County over time, as well as home school networks. Future details will follow in the very near future.

Arts & Humanities Council of Montgomery County (AHCMC)

AMTV has been working closely with the AHCMC to support their efforts through several productions covering their work in the community. As a result of that coverage, AMTV received an in-kind sponsorship at the 24th Annual Executive's Ball for the Arts and Humanities. The sponsorship included many vehicles at the event to showcase AMTV's logo and heighten awareness of AMTV in the community. Additionally, AMTV coordinated an on-air electronic underwriting package in conjunction with the AHCMC. Robert E. Parilla Performing Arts Center, Strathmore, and Americans for the Arts participated in the underwriting that helped raise funds for the AHCMC and AMTV simultaneously.

AMTV InFocus Newsletter and E-Newsletters

AMTV's E-Newsletter was sent to all volunteers in November and December, and the printed InFocus Newsletter is currently being designed for January 2010. The newsletter has been on a monthly schedule since February 2009, with printed copies sent each quarter and an e-newsletter sent each month in between printed copies. The volunteers are giving the newsletters excellent feedback and this is a wonderful communications vehicle for keeping the community engaged with AMTV.

Web Site

AMTV's new web site is about 1-year old now, and we have received good feedback from our volunteer community. As the world of IT grows, AMTV continues to offer more information and video programming as well as live streaming. Recent updates have included simplifying the home page for easier navigation, updating and adding news thumbnails to the home page, as well as the regular addition of new programming to the "View It Now" on-demand service. We are currently working on adding a site-wide search function and a studio calendar that interfaces with our outlook calendar.

TECHNICAL AND NETWORK SERVICES

Production Services

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

Production Facilitation

Over the quarter, Technical Support was provided for 82 Studio Productions totaling 521 hours of public access production time. Interestingly, this represents a 13% drop in total production hours, but a 39% increase in total productions from the previous Quarter.

In addition to the normal load of productions, technical preparations for and execution of the Media Day for Non-Profit Organizations *("NPO Day")* took place on November 4th in the studio and the annual Monty Awards were held in the studio on December. 5.

Digital Migration

AMTV moved forward on the Studio B analog to digital migration and upgrade. As funds became available, AMTV began acquiring equipment for the transition along with preparations for the Studio A digital transition that took place a few years ago. Recently, digital video production routers and digital studio cameras were purchased along with Engineering Wave Form Monitors (WFM), Ikegami Video Monitors, and an Evertz Master System Clock. A new audio console and an advanced main production switcher have now been installed.

As part time staff took on fulltime Studio duties, Jimmy Albert, AMTV's own in-house design engineer, worked throughout the quarter, updating and creating the studio engineering documentation and then redesigning for the new and expanded capabilities. As the project got further underway, additional opportunities presented themselves for upgrade and improvement, as more analog systems were changed over to digital or discarded. Staff worked on the transition throughout December and the holidays. The upgraded facility is now strongly positioned for a move up to full HD capabilities.

Throughout the quarter, the County procurement process continued as planning, evaluation, and coordination of FY 2010 equipment is ongoing.

This year Access Montgomery is planning an extensive upgrade to our aging Facilities and professional primary production equipment, purchasing fully native HD Cameras, and upgrading the edit suites to take advantage of the new capture capabilities.

Toward that end, in mid October, staff attended the Professional Products Trade Show in Beltsville, to evaluate JVCs' newest camera systems, which have been submitted for County Procurement. The camera selected is a modern tapeless professional camera which shoots in native High Definition (HD) and records directly to solid state media. This type of recording is considered the future of the video production industry, and this camera uses standard SD-RAM recordable media. This media is exceptionally cost effective and is widely available to the general public, a big boost for the access community. Additionally, in

what is considered a first for the industry, the JVC camera records in QuickTime format. This is the format native to Apple Computers' FinalCut Pro editing software which is used by AMTV volunteers and staff.

County Digital Study

Throughout the quarter, staff met numerous times with Tom Robinson of CBG Communications, authors of the County's Digital Transition Study. Staff provided information and comments for the study, and forwarded multiple planning documents and spreadsheets to assist CBG with the report.

Live Webcast

In November, AMTV hosted its first live webcast from Studio B. ACPEN Inc., a Texas based accounting training organization contracted with AMTV to use our facilities in a successful live webcast to hundreds of accounting organizations throughout the United States.

PROGRAMMING

The new Programming Schedule Quarter began September 28 and continued through December 27. Applications and schedules were implemented for over 120 approved Series programs from Montgomery County residents and organizations. Each Series application can ask for a different program to play each week for up to 13 different programs. Also, extensively scheduled were several non-Series programs made by County residents and AMTV itself. Dozens of requests for schedule changes from Program Presenters and Members were honored.

AMTV program schedules were created with Series programs represented for the next Programming quarter starting December 28.

As directed by the AMTV Board, Programming started the consistent scheduling of the Disclaimer Statement to play directly before each non-AMTV produced program.

Live by satellite signal feed, the Worldwide General Conference of the Church of Jesus Christ of Latter-day Saints was distributed locally and through AMTV's website on Saturday, October 3, and Sunday, October 4, for four hours each day.

Breaks between programs on AMTV channels were filled with video programming greatly reducing appearance of alpha/numeric bulletin board CG. In these breaks, several promotional and informational programs created by AMTV's Production Department were used effectively. Also, the hours of locally supplied video programming on the channels were increased.

In fulfillment of the Master Contract, reports were submitted to Montgomery County government detailing the total number of hours of programming aired on AMTV channels.

The scheduling of program specific promotional spots continued for "21 This Week", the weekly "Event Calendars" (with separate ones for channels 19 and 21), and several "MOCO AM/PM" short informational programs produced by AMTV.

The Programming Department continues to supply information for updating and extending the A-List Program Guide, a vehicle that supplies COMCAST viewers with details of available programs on AMTV operated channels.

Programming Analysis

Program Analysis Video Bulletin Board	
Program Title	Hours
Bulletin Board 19	82
Bulletin Board 21	0
VBB/Washington Ear	539
Grand Total	621

Program Analysis This Quarter		
		Number of
		Different
	Hours	Programs
	Played	Played
First Run	380	649
Repeat	3,305	11,349
Total of First Run + Repeats	3,685	11,998

	Total
Channel	Hours
19	1,544
21	2,142
Grand Total	3,685

	Total
Origin	Hours
MCT Access	892
Mont. County	328
Maryland	77
Non-Local	1,475
Metro	475
Unknown	0
MCT	111
MCT Training	1
MCT Prod Svs	313
Prod Svs CCM	13
Grand Total	3,685

	Total
Category	Hours
Arts	398
Community	402
Educational	279
Ethnic	139
Growth	179
Health	144
Humanities	277
Inspirational	483
Promotions	10
Public Affairs	283
Science	12
Sports	45
Youth	1,034
Grand Total	3,685
•	

ADMINISTRATION

Human Resources

AMTV welcomed the following new employees this quarter, Merlyn Reineke, Executive Director, Mandi Wyndham, Production Consultant and Brett Fox, Production Technician. AMTV said goodbye to Richard Turner.

Access Montgomery employees enjoyed employee events this quarter targeted specifically at increasing employee morale.

Staff Chart

Executive Board of Directors	
President	
1 st Vice President	Marion Hayes Hull
2 nd Vice President	Dennis Courtney
Secretary	
Treasurer	Darryl Lesesne
Immediate Past President	Eugene Saunders
A description	
Administration	M 1 D 1 1
Executive Director	
Executive Assistant	
Accounting Director/ Human Resources Manager	
Bookkeeper	
Administrative Assistant	Delotes which
Operations	
Director	
Operations Assistant.	Shannon Romano
Training and Volunteer Services	
Manager	Larry Merewitz
Volunteer Coordinator	
Production Consultant.	
Production Consultant	
Trainer	
Teaching Assistant	
Teaching Assistant	
Teaching Assistant	Yen-Ming Chen
Teaching Assistant	
Teaching Assistant	Raven Flateau
Training Assistant	Susan Stevenson
Technical & Network Services	
Manager	Patrick Thorpe
Media Resources Technician I.	-
Media Resources Technician II.	•
Media Resources Technician III.	
Media Resource Technician	
Playback Supervisor	
Playback Operator	
Operations Technician	
Facilities Assistant	
Production	
Manager	Rodnev Bryant
Producer	
Production Coordinator/Director	
Production Coordinator/Council	
Post-Production Coordinator	
Post-Production Coordinator	
Production Technician FT County.	
Production Technician FT AMTV.	*
Production Technician	•
Production Technician	•
Production Technician	
Production Technician	
Production Technician	
Production Technician	<i>C</i> , <i>CC</i> ,
Production Technician	U
Production Technician.	
Production Technician.	00
Production Technician.	
Production Technician.	
Production Technician	Omri Haberman

Production Technician. Production Technician. Production Technician.	Brittney DorseyBrett FoxHeather Goldsmith
Production Technician.	Dario Lanzano
Programming Manager Programming Specialist	Stuart Garfinkle Demetrius Sykes
Outreach	
Manager	Marlyn Ferguson
Outreach Specialist	Patricia Stewart