

**ACCESS MONTGOMERY**

*Your Community. Your Voice.*

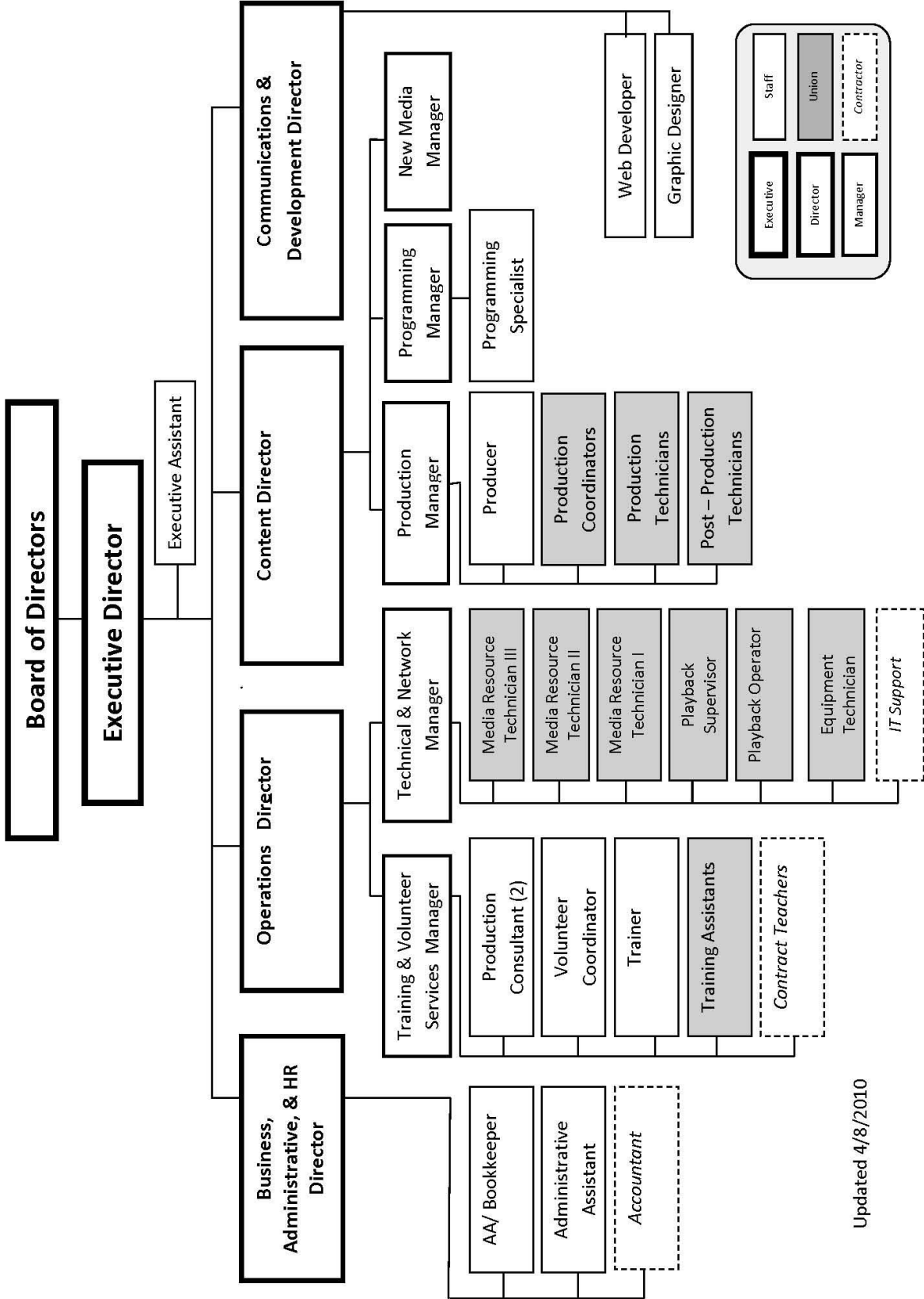
**2010**  
**3rd Quarter Report**  
January 1, 2010 – March 31, 2010

a service of  
*Montgomery*  
COMMUNITY TELEVISION, INC.

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

# Montgomery Community Television

## Organizational Structure



Updated 4/8/2010

## **PRODUCTION SERVICES**

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The third quarter of FY10 saw several production ideas make it to air. Content produced this quarter informed and encouraged participation in the 2010 census, a one hour special addressing the numerous transportation issues affecting the region and a sports special highlighting the athletic achievements of county seniors. In addition, AMTV's environmental program, "**Think Green**" continues to educate viewers on the importance of "living green." Client produced "**Coming Attractions**" kept audiences entertained with stories about Montgomery County's vibrant arts community. Production continued its commitment to inform viewers of its many programs by producing both generic and topical promos, as well as promos highlighting AMTV. At the end of the 3<sup>rd</sup> quarter AMTV has produced over 38 hours of programming this fiscal year.

### **Coming Attractions**

Production of "**Coming Attractions**" continues to bring viewers the best in arts and arts related projects in Montgomery County. This quarter's episodes included interviews with the founder of Contradiction Dance, a company that mixes the art of dance with the narrative of contemporary society; a profile of Ron Kemp, a street performer who uses music as a healer; and a discussion on the fiscal challenges facing county arts organizations. The quarter rounded out with a profile of the many tourist attractions in the county, a discussion with the Home School Network, a non-profit that provides cultural arts programs to home school students; and an interview with the Finest Youth Performance Troupe.

### **21 This Week**

Production continued on this long-running series with seven additional episodes of this weekly topical half-hour public affairs program. Subject matter discussed this quarter included: State and County Budget challenges; County Response to the Storms; Leggett's Budget submission; Walt Whitman school cheating; Same Sex Marriage in DC and its affect on Montgomery County; and the 2010 Census and Healthcare Reform.

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

### **Think Green**

Episode #10 and #11 of "**Think Green**" premiered this quarter with an exciting line-up of environmentally friendly information. This episode featured the following topics: Greening Your Small Business; Brookside Gardens' Green Matters Symposium; Green Business Certification with a tour of a office paper recycling company; and Ever Green Home, a Silver Spring coffee company specializing in "Green Coffee Roasting".

### **Maryland Senior Olympics.**

This one-hour program included highlights and play-by-play color commentary of some of the most competitive sports' events.

## **Getting There: Assessing The Region's Transportation Needs**

This AMTV special focused on the various challenges facing the region's commuters, as well as offering solutions for the future. Guests included Montgomery County Council President Nancy Floreen, along with representatives from local government, civic and business organizations.

## **Everyone Counts: The 2010 Census**

The goal of this 30-minute special program was to provide viewers with the facts about the U.S. Census, its purpose, goals and the process for completing the form. Guests included a representative from the U.S. Census, the Montgomery County Office of Community Partnerships and representatives from various immigrant communities.

## **MOCO AM/PM**

The "***MOCO AM/PM***" series continues its coverage of county events with features on the People's Community Church's Leadership Forum and the African American Health Program's HIV/AIDS Forum.

## **Community**

AMTV provided videotape coverage for the following events: The White Flint Revitalization Smart Growth Speaker Series, and Maryland Housing Partnerships' 25<sup>th</sup> Anniversary. This one-hour special includes a video feature of the organization, as well as a profile of one of its recipients. In addition, perspectives from various state and county officials will be part of the final program. The African American Employees of Montgomery County speaker series, "The Economics of Cultural Memory: Why Black History Matters" was also produced this quarter.

## **Access Projects**

A pre-produced open was created for the Pet of the Week segment and Deak's Fitness series.

## **Promos**

With new programming come promos, and several new ideas were produced this quarter. "***New On the Horizon***" highlighted what new programs viewers could anticipate in the coming weeks, and, "***New this Month,***" a continuing series of promos featuring programs currently airing.

## LIST OF PROGRAMS COMPLETED

PROJECTS COMPLETED AND RELEASED THIS QUARTER			
Access To Healthy Living	8-Jan-10	0.013	H1N1 Update with Dr. Anthony Fauci and Dr. J. Tilman.
MOCO AM/PM	11-Jan-10	0:05:30	Pray the Devil back to Hell is an award winning documentary about the Liberian women determined to bring peace back their country.
Think Green Episodic Promos	15-Jan-10	0:00:30	30-second promo highlighting the features of each episode of Think Green.
Martin Luther King, Jr, Day Celebration 2010 Pt 1	20-Jan-10	1:10:00	MoCo's annual celebration of Dr. Martin Luther King Jr.'s Birthday.
Martin Luther King, Jr, Day Celebration 2010 Pt 2	20-Jan-10	1:16:00	MoCo's annual celebration of Dr. Martin Luther King Jr.'s Birthday.
21 This Week#253	22-Jan-10	0:28:21	The Supreme Court Rules, Montgomery County And State Budgets, Costco, Wayne Curry's Birthday Party.
21 This Week Topical Promos	22-Jan-10	0:00:30	Promos for each 21 This Week Show.
Coming Attractions Promo	27-Jan-10	0:00:30	30-second promo highlighting monthly episode.
21 This Week #254	29-Jan-10	0:28:50	State of the State, Political Backlash, Planning Board, Metro Broken, Mac Mathias.
21 This Week Topical Promos	29-Jan-10	0:00:30	Promos for each 21 This Week Show.
Maryland Senior Olympics Summer Games 09	4-Feb-10	1:17:21	Coverage of 2009 Maryland Senior Olympic Games.
Why Black History Matters	18-Feb-10	1:00:00	Why Black History Matters, discusses the importance of black history and significance of culture.
21 This Week #255	19-Feb-10	0:29:12	Snow, Northrop Gruman, O'Malley, Police Access to Records, Mikulski.
21 This Week Topical Promos	19-Feb-10	0:00:30	Promos for each 21 This Week Show.
Coming Attractions Promo	24-Feb-10	0:00:30	30-second promo highlighting monthly episode.
Getting There: Meeting A Region's Transportation Needs	26-Feb-10	0:58:50	One hour special on meeting the transportation needs of the region.
White Flint Revitalization Speaker Series	26-Feb-10	1:25:00	Experienced Smart Growth leaders describe the benefits of revitalizing White Flint corridor.
Think Green	4-Mar-10	0:30:00	The Tower Companies (Green Building), River Smart, Green Coffee Roasting (Ever Green Home), Recycle America, Solar Conference.
21 This Week #256	5-Mar-10	0:28:36	Same Sex Marriage, O'Malley's Trip, Free the Grapes, Health Care Predictions.
21 This Week Topical Promos	5-Mar-10	0:00:30	Promos for each 21 This Week Show.
MOCO AM/PM	9-Mar-10	0:03:10	People's Community Baptist Church leadership forum.
Safety Net Coalition	11-Mar-10	1:37:47	Forum of non-profits that provide health and human services advocates for cont'd funding.
21 This Week #257	12-Mar-10	0:28:53	Alcohol Tax, MOCO Operating Budget, Walt Whitman, Police Suit, Bob Ehrlich, Whitman, Police Suit, Bob Ehrlich.
21 This Week Topical Promos	12-Mar-10	0:00:30	Promos for each 21 This Week Show.
Think Green	12-Mar-10	0:30:00	Office Paper Systems, Greening Your Small Business-Bethesda Green, Green Matters symposium-Brookside Gardens, Green Business Certification- Montgomery College, Office Paper Systems.
Everyone Counts, 2010 Census	15-Mar-10	0:28:53	A special focusing on providing accurate information to achieve an accurate Census count.
New This Month on AMTV	17-Mar-10	0:00:30	30-second promo highlighting new programming for the month.
21 This Week #258	19-Mar-10	0:28:50	State and County Budget, Census 2010, Will O'Malley Get A Free Pass Next November?
21 This Week Topical Promos	19-Mar-10	0:00:30	Promos for each 21 This Week Show.
21 This Week #259	26-Mar-10	0:28:50	Health Care Reform, Leggett's Budget, California Considers Legalizing Marijuana.
21 This Week Topical Promos	26-Mar-10	0:00:30	Promos for each 21 This Week Show.
Coming Attractions Promo	29-Mar-10	0:00:30	30-second promo highlighting monthly episode.
Coming Attractions #80	29-Mar-10	0:29:50	This episode includes interviews with the founder of Contradiction Dance; a profile of street performer Ron Kemp; and a discussion on the fiscal challenges facing county arts organizations.

## **TRAINING AND VOLUNTEER SERVICES**

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### **New Programs and Projects**

There were 30 new volunteer projects started this quarter. They consisted of projects by volunteers as well as presenters. The majority were in the Community and Arts categories with the rest covering eight of the other categories. The Field classes produced six new programs, with subjects ranging from karate to Community Theater in Silver Spring. The Studio classes produced 12 new “**Studio 501( c )3**” programs highlighting approximately 22 local non profits. In addition, ten new Dance du Jour programs were produced. 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 January. In addition there was one Studio Producer, Field Camera, Field Producer and Final Cut Editing class. Training added a new Linear Editing class to the schedule which began in January. These will continue as a regular part of the class schedule.

### **Current Activities**

Studio B was upgraded to Digital which included a new switcher and Green Screen. Training conducted two workshops to familiarize the volunteers on the usage of the new components. Two Creative Connections Meetings were held, one covered the Chroma key feature on the new switcher and the other trained participants in interviewing techniques. A total of 15 Alliance for Community Media Hometown Video Award entries were submitted for national judging. AMTV agreed to hold judging for the entries again this year. The annual Volunteer Survey was created and sent to volunteers. Compilation of the results has begun and will be completed in the next quarter.

### **Youth Workshops**

The Training committee along with support from the Training Dept. started Saturday SSL classes for local school age students. An orientation was held for another training class being offered in April for Home Schooled Children. Both will serve as a good vehicle for teens to receive SSL credits, as well as learning studio production and to create youth oriented programming. Other training programs are in development with Montgomery County Schools to create a sports program titled “Metro Sports Connection”.

## CLASSES AND CERTIFICATIONS

Classes/Workshops	Number of Classes	Total Capacity	Number Attended
EditingBasics	2	17	15
Field Camera	1	16	15
Field Editor	1	15	14
Field Producer	1	16	9
IntroVBasics	1	5	5
Orientation(Home School)	1	18	18
StudBTraining	2	21	20
Studio Basic 6wks	2	12	12
Studio Ctl Rm6wks	2	12	12
Studio Dir 6wks	2	8	8
Studio Prod	1	11	10
<b>Grand Total</b>	<b>16</b>	<b>151</b>	<b>138</b>

### Third Quarter Training Classes and Capacity

While there were 16 classes held in the 3rd quarter, a total of 138 people attended. This number may not reflect the number of certifications' as some students may not have completed portions of the course.

New Certifications	
Certification Code	Total
C-Fproducer	4
C-Ftech	3
C-Intro	5
C-PEditFCP	13
C-SAD	6
C-Scamera	9
C-SCAudio	5
C-SCCG	6
C-SCSwitcher	5
C-SCVT	5
C-Sdirector	7
C-Sfloor	9
C-Sproducer	6
C-Sprompter	9
<b>Grand Total</b>	<b>92</b>

### New Certifications

New certifications for the third quarter totaled 92. This number reflects total certifications, rather than individuals, since many students obtain certifications in more than one area.

Project Status	Total
New	28
Continuing	127
Completed	12
<b>Grand Total</b>	<b>167</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.

## **COMMUNICATIONS AND DEVELOPMENT**

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In order to best fulfill the evolving needs of AMTV, in the 3<sup>rd</sup> quarter of 2010, the Outreach and Publicity Department was renamed as the Communications and Development Department. The primary responsibility of this department will be to create, plan, and execute a comprehensive development program to help support the full range of AMTV programs and services. The department will develop fundraising strategies and tactics, and manage the execution of these strategies in conjunction with the Executive Director and the Board.

Additional department responsibilities include the development and implementation of a communications and marketing plan, with the goal of building visibility and awareness of AMTV's programs and services.

### **Development**

AMTV has created a Development Advisory Group comprised of one Board member and several development professionals from the community. The group includes very accomplished professionals including: the Vice President of Development for PBS, the head of NIH Charities, the Development Director of Interfaith Works, and a member of the Board from the Association of Fundraising Professionals among other notable development professionals. They have committed to volunteer their time to help guide AMTV to proceed in this new development initiative using the best practices in the field.

The first meeting of the Development Advisory Group was held in March 2010. The discussion included an introduction to AMTV, and establishment of priorities for the AMTV development program. The next meeting will focus on the recommended elements of a development plan.

AMTV is 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 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.

### **Arts & Humanities Council of Montgomery County (AHCMC)**

AMTV has been approved as a grantee of the Arts & Humanities Council of Montgomery County and has applied for a FY11 Large Organization Support Grant. The Grant amount will be announced in June 2010.

### **Combined Federal Campaign**

AMTV has applied to become a non-profit participant in the Combined Federal Campaign, and is awaiting the approval. Once approval has been received, we plan to focus our efforts on working with NIH during this year's Combined Federal Campaign.



## **Youth**

Young producers are the future of AMTV. The Training and Development Departments have jointly created 'The AMTV Club,' a program designed to reach out to local public, private, and home school networks. AMTV has scheduled programs with the HST Home School Network to begin in April 2010 and Rockville High School/Wood Middle School to take place over the summer. AMTV is also working in conjunction with the Journalism Academy at Rockville High School to help the Academy create a county-wide High School Sports Program to begin airing in the spring 2010 and continue in the fall of 2010.

## **25<sup>th</sup> Anniversary Logo and Shout Outs**

This year AMTV is celebrating its 25<sup>th</sup> Anniversary. A special 25<sup>th</sup> Anniversary logo will appear on our stations and on AMTV's printed communication, in the very near future. AMTV is in the process of recording Happy Anniversary 'Shout-Outs' to use as station promos. Several members of the Montgomery County Council have recorded 25<sup>th</sup> anniversary 'shout outs.'

## **Boy Scout Nights at AMTV**

In March, the AMTV Training and Outreach Departments hosted Scout Night. Boy Scouts of America of varying ages visited AMTV with their parents and Den Leaders. They were treated to a Green Screen demonstration along with a tour of AMTV which ended with snacks and AMTV prizes. Each of the groups recorded AMTV 19 & 21 station ID's along with 25<sup>th</sup> Anniversary Shout-Outs that will premiere in the near future.

## **Women Provincial Leaders of Iraq Tour AMTV**

The 15-member Iraqi Women's Provincial Leaders delegation toured AMTV. These women were in Washington, D.C. to attend a conference program and participate in a cultural exchange of ideas on public service between the U.S. and Iraq. Their trip was sponsored by the U. S. Secretary of State's Office of Global Women's Issues. The group toured AMTV's facilities and learned about public access television in the U.S. They participated in mock interviews and observed a green screen demonstration by AMTV's staff.

## **AMTV E-Newsletters**

AMTV is going green and using the internet as the primary resource for distributing the newsletters. E-newsletters were sent to all volunteers in March 2010 with good feedback from AMTV's constituents. This is a wonderful communications vehicle for keeping the community engaged with AMTV.

## **Web Site**

One can look at the home page of the AMTV web site at [www.accessmontgomery.tv](http://www.accessmontgomery.tv) to see that we have been busy updating this area. This quarter we added a blog for the youth programs, along with many new stories to reach out to the community AMTV serves.

## **TECHNICAL AND NETWORK SERVICES**

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### **Production Services**

Technical 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 volunteer and staff productions.

### **Production Facilitation**

Over the quarter, Technical support was provided for 101 Studio Productions totaling 752 hours of public access production time. This represents a 44% increase in total production hours, and a 23% increase in total productions from the previous quarter.

In addition to the normal load of productions, technical preparations for and execution of the Martin Luther King Jr. Awards at Strathmore Hall (using the County Mobile Production Vehicle) took place in January. In mid March, technical staff provided support for the Montgomery Housing Partnership event.

### **Digital Migration**

Although staff pursued many goals during the quarter, the two primary items that occupied a majority of resources was the Studio B transition with studio infrastructure upgrade.

As the quarter began, staff raced to complete the cabling and system integration of Studio B and the underlying studio infrastructure, in time for the previously scheduled Ross Synergy Vision, factory commissioning and training beginning in mid January. Although there is still some miscellaneous work remaining, the transition went off cleanly and without a hitch. Except for some legacy equipment, the entire studio complex now runs entirely in digital mode, and is strongly positioned to move forward to a future production and cablecasting in HD.

This year AMTV is acquiring equipment towards an extensive upgrade to our aging facilities primarily via professional field production equipment, purchasing fully native HD Cameras, and upgrading the edit suites to take advantage of the new capture capabilities. This upgrade to HD is expected to be rolled out early in FY11.

Toward that end, in mid March, Studio B was converted for the day, to a web screening room for staff to view and participate in, *Secrets of Field Recording in the Tapeless Era*, a live Webcast from the Giza plane in Egypt. The webcast focused on HD field recorders, operational procedures, and workflow, and discussed best practices and the relative advantages/potential drawbacks of recording directly to tapeless video storage.

### **County Digital Study**

Early in the quarter, staff conducted a conference call with Tom Robinson of CBG Communications, authors of the County’s Digital Transition Study. Staff provided information and comments for the study.

Throughout the quarter, the County procurement process continued as planning and coordination of FY 2010 equipment is ongoing. Planning, evaluation, and coordination of FY 2011 equipment are currently underway.

## PROGRAMMING

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The new Programming Schedule Quarter began December 28 and continued through March 28. 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 March 29.

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

### Programming Analysis This Quarter

	Hours Played	Number of Different Programs Played
First Run	356	578
Repeat	3,318	10,875
<b>Total of First Run and Repeat</b>	<b>3,674</b>	<b>11,453</b>

### Program Analysis Video Bulletin Board

Program Title	Hours
Bulletin Board 19	41
Bulletin Board 21	1
VBB/Washington Ear	440
<b>Grand Total</b>	<b>482</b>

Channel	Total Hours
19	1,588
21	2,086
<b>Grand Total</b>	<b>3,674</b>

Origin	Total Hours
MCT Access	921
Mont. County	235
Maryland	143
Non-Local	1,419
Metro	356
MCT	177
MCT Prod Svs	409
Prod Svs CCM	13
<b>Grand Total</b>	<b>3,674</b>

Category	Total Hours
Arts	421
Community	478
Educational	204
Ethnic	147
Growth	174
Health	108
Humanities	232
Inspirational	446
Promotions	14
Public Affairs	372
Sports	67
Youth	1,011
<b>Grand Total</b>	<b>3,674</b>

## **ADMINISTRATION**

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### **Human Resources**

Access Montgomery welcomed the following new employees this quarter, Teaching Assistants Maurice Cottom and John Pitt, and Clifford Laufer, IT Support and Web Development. Congratulations to Marlyn Ferguson on her promotion to Director of Communications and Development.

## *Staff Chart*

### **Executive Committee, 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

### **Administration**

Executive Director .....	Merlyn Reineke
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 .....	Mandi Wyndham
Trainer .....	William Davenport
Teaching Assistant .....	Michael Bailey
Teaching Assistant .....	Tchad Moore
Teaching Assistant .....	Yen-Ming Chen
Teaching Assistant .....	John Buckley
Teaching Assistant .....	Raven Flateau
Training Assistant .....	Susan Stevenson

### **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

### **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 .....	Jazmyne Brooking
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

***Staff Cont'd...***

Production Technician.....Susan Klein  
Production Technician.....Omri Haberman

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

**Programming**

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

**Communications and Development**

Director.....Marlyn Ferguson  
Outreach Specialist .....Patricia Stewart