

ACCESS MONTGOMERY

Your Community. Your Voice.

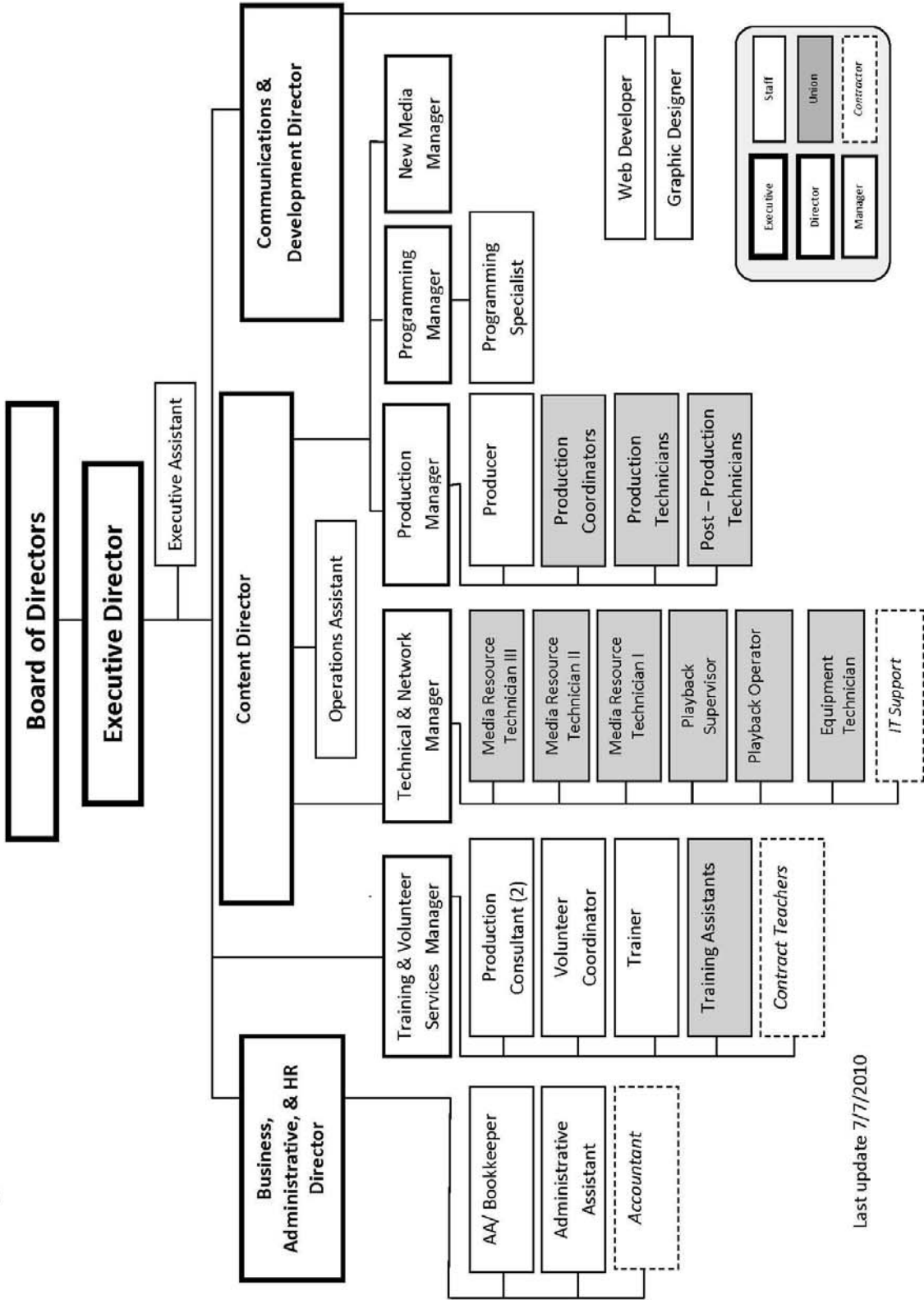
2010
4th Quarter Report
April 1, 2010 – June 30, 2010

a service of
Montgomery
COMMUNITY TELEVISION, INC.

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

Montgomery Community Television

Organizational Structure



Last update 7/7/2010

PRODUCTION SERVICES

This fourth quarter found the Production Department busy with AMTV's signature series "Coming Attractions", "21 This Week" and "Think Green". In addition to these series, the production staff was busy in the community taping a variety of community events, such as The Gazette's annual "Healthy Challenge". Another highlight of the quarter is the premier of two new programs, "Young People's TV" and "Producer's Desk". The new programs may turn into series in the fall of 2010.

Coming Attractions

"**Coming Attractions**", AMTV's monthly arts & entertainment series continued this quarter. A variety of topics were highlighted including stories on the National Capital Trolley Museum, Glen Echo Park and Imagination Stage.

21 This Week

AMTV's long-running public affairs show, "**21 This Week**", continued this quarter with weekly episodes addressing issues such as the county budget, the state budget, rebuilding Wheaton, traffic cameras and carbon tax.

Think Green

AMTV's monthly environmental series "**Think Green**" continued this quarter with two more episodes highlighting topics such as Butler's Orchard, Bethesda's Green Job Fair, Evans Home Garden, Green Spas and local Earth Day Celebrations.

MOCO AM/PM

The "**MOCO AM/PM**" series continued its coverage of county events. This quarter "**MOCO AM/PM**" featured the Taste of Wheaton, the Long Branch Community Day Celebration and African-American HIV/AIDS Awareness Day.

Gazette Healthy Challenge

Once again AMTV provided coverage for "The Gazette's Healthy Challenge". AMTV was on hand to cover the event's Kick Off on April 15th, the Soccer Challenge, the Cook-off Challenge and the finale on June 26th.

Producer's Desk

This quarter AMTV's production department began a new series "Producer's Desk". This news magazine program covered topics such as the Nigerian movie industry and the Adventist Hospital expansion into Clarksburg.

PRODUCTION SERVICES

Young People's TV

"Young People's TV" is another new program launched by AMTV this quarter. The program will be a monthly educational and entertainment series for kids and teens. Episode one featured a discussion on the Junior Achievement program, immigration matriculation for teens and a local professional skateboarder.

LIST OF PROGRAMS COMPLETED

PROJECTS COMPLETED AND RELEASED THIS QUARTER			
New This Month on AMTV	06-Apr-10	0:00:30	30-Second promo highting new programming for the month.
21 This Week #260	09-Apr-10	0:28:51	Ehrlich Vs. O'malley, University of MD Law Clinic, County Budget
21 This Week Topical Promos	09-Apr-10	0:00:30	Promos for each 21 This Week Show
MHP Is Going Platinum	09-Apr-10	1:30:00	Program celebrating 20 years of community service by the Montgomery Housing Partnership
21 This Week #261	16-Apr-10	0:28:50	Annopolis, Science City, Blue Crabs, Tea Party
21 This Week Topical Promos	16-Apr-10	0:00:30	Promos for each 21 This Week Show
AMTV 25 Anniversary Greeting	16-Apr-10	0:00:20	Greetings from various people wishing AMTV A Happy 25 years.
Think Green #12	17-Apr-10	0:30:00	Butlers Orchard, Fields of Green-Bethesda Green, DEP-Programmable Thermostats,Evans Home and Gardens
Think Green Episodic Promos	17-Apr-10	0:00:30	30-second promo highlighting the features of each episode of Think Green.
Think Green Episodic Promos	17-Apr-10	0:00:30	Tree Planting Promo
AMTV 25 Anniversary Greeting - Anna	22-Apr-10	0:00:20	Greetings from various people on AMTV's 25th Anniversary.
AMTV 25 Anniversary Greeting - Duchy Trachtenberg	22-Apr-10	0:00:20	Greetings from various people on AMTV's 25th Anniversary.
AMTV 25 Anniversary Greeting - Ike Leggett	22-Apr-10	0:00:30	Greetings from various people on AMTV's 25th Anniversary.
AMTV 25 Anniversary Greeting - Pack 1307	22-Apr-10	0:00:20	Greetings from various people on AMTV's 25th Anniversary.
AMTV 25 Anniversary Greeting - Pack 457	22-Apr-10	0:00:20	Greetings from various people on AMTV's 25th Anniversary.
AMTV 25 Anniversary Greeting - Phil Andrews	22-Apr-10	0:00:20	Greetings from various people on AMTV's 25th Anniversary.
AMTV 25 Anniversary Greeting - Valerie Ervin	22-Apr-10	0:00:20	Greetings from various people on AMTV's 25th Anniversary.
AMTV 25 Anniversary Greeting - Yonathan	22-Apr-10	0:00:20	Greetings from various people on AMTV's 25th Anniversary.
Silver Spring Blues Festival 2010	22-Apr-10	0:00:30	Concerts of various local and national blues artists as well as interviews with various musicians.
Young People's Tv (YPTV)	22-Apr-10	0:28:47	A teen/young adult talk show about current affairs, and issues from a teenagers/young adult point of view.
21 This Week #262	23-Apr-10	0:28:50	Montgomery Budget, Legislative Races
21 This Week Topical Promos	23-Apr-10	0:00:30	Promos for each 21 This Week Show
Coming Attractions #81	30-Apr-10	0:30:00	Elenas Dance Studio, Nat. Cap. Trolley Museum, Gaith. Comm Museum, The Red Balloon
Do No Harm: An Inside Look to Domestic Violence	29-Apr-10	1:30:46	Women Who Care Ministries hosts a program to provide a source of information and support for victims of domestic violence.
21 This Week #263	30-Apr-10	0:28:50	Arizona Legislation, Northrup Grumman, MD Gubernatorial Race
21 This Week Topical Promos	30-Apr-10	0:00:30	Promos for each 21 This Week Show
Coming Attractions Promo	03-May-10	0:00:30	30-second promo highlighting monthly episode.
21 This Week #264	07-May-10	0:28:43	MCPS Sues, Medical Marijuana, Arizona Bill
21 This Week Topical Promos	07-May-10	0:00:30	Promos for each 21 This Week Show
21 This Week #265	14-May-10	0:28:50	Athletes & Crime, MCPS Sues County Council, O'Malley vs. Ehrlick
21 This Week Topical Promos	14-May-10	0:00:30	Promos for each 21 This Week Show
21 This Week #266	21-May-10	0:28:50	County Budget, Rebuilding Wheaton, Voter Unrest
21 This Week Topical Promos	21-May-10	0:00:30	Promos for each 21 This Week Show
Coming Attractions #82	27-May-10	0:30:00	Heritage Days/Button Farm, Montgomery's Got Talent, Called Up to Life, Taste of Wheaton.
Coming Attractions Promo	27-May-10	0:00:30	30-second promo highlighting monthly episode
MOCO AM/PM	01-Jun-10	0:03:00	African-American HIV/AIDS Awareness day.
MOCO AM/PM	01-Jun-10	0:02:04	Long Branch Community Day and Celebrity Basketball
21 This Week #267	04-Jun-10	0:28:50	MOCO VS. Fairfax, Costco, Carbon Tax, Metro Fare Increase
21 This Week Topical Promos	04-Jun-10	0:00:30	Promos for each 21 This Week Show
Think Green	04-Jun-10	0:30:00	Natural Body Spa & Shoppe, Arbor Day, Eco Green Living, Green Up With Kentlands, Climate Change, Natural Body Spa & Shoppe
21 This Week #268	11-Jun-10	0:28:50	Mike Knapp, State Budget, Political Promises, MCPS
21 This Week Topical Promos	11-Jun-10	0:00:30	Promos for each 21 This Week Show
Producer's Desk	16-Jun-10	0:20:33	A Montgomery County news info-magazine program.
MOCO AM/PM	17-Jun-10	0:04:30	Taste of Wheaton
Silver Spring Blues Festival 2010	22-Jun-10	0:58:30	Concerts of various local and national blues artists as well as interviews with various musicians.
Silver Spring Blues Festival 2010	22-Jun-10	0:58:30	Concerts of various local and national blues artists as well as interviews with various musicians.
Silver Spring Blues Festival 2010	24-Jun-10	0:58:30	Concerts of various local and national blues artists as well as interviews with various musicians.
Silver Spring Blues Festival 2010	24-Jun-10	0:58:30	Concerts of various local and national blues artists as well as interviews with various musicians.
21 This Week #269	25-Jun-10	0:28:20	Parks & Potties, Drugs, Bethesda Theater, Rosecroft, Traffic Cams.
21 This Week Topical Promos	25-Jun-10	0:00:30	Promos for each 21 This Week Show
Silver Spring Blues Festival 2010	25-Jun-10	0:58:30	Concerts of various local and national blues artists as well as interviews with various musicians.
Silver Spring Blues Festival 2010	27-Jun-10	0:58:30	Concerts of various local and national blues artists as well as interviews with various musicians.
Coming Attractions #83	29-Jun-10	0:30:08	How To Become A Pirate, Nathan Foley, Fat Pig, Backyard Theatre
Coming Attractions Promo	30-Jun-10	0:00:30	30-second promo highlighting monthly episode.

TRAINING AND VOLUNTEER SERVICES

New Programs and Projects

There were 23 new projects started this quarter. They consisted of projects by volunteers as well as presenters. The Field classes produced six new programs including topics such as an auto mechanic, music from Brazil and an organic gardener. The Studio classes produced 12 new Studio 501(c) 3 programs highlighting 22 nonprofits and ten dance programs. The Studio Producer Class produced a new magazine program.

Classes and Workshops

The Training department offered four classes in Studio Control Room, four Studio Basics classes and two Studio Director classes. An Intro to Video Basics began in April. In addition there was one Studio Producer, one Final cut Editing class, a Studio Lighting Class and a workshop on training volunteers on the usage of the Inscriber Character Generator.

Current Activities

Two Creative Connections workshops were held this quarter, an Introduction to Script Writing, presented by a professor from NOVA, and Peer Review of tapes produced by Volunteers. Staff is in the process of completing this round of classes and are preparing for summer workshops. There are eight classes and workshops planned for the summer, including one on the new camera, a new media class on media outlets such as You Tube, Blip TV and others, a Jib class, an advanced editing class using the Chroma and the MPV class at the fair. Department staff has begun planning for the Candidates Forum and the Monty Awards coming up later this year.

Youth Workshops

Two of the Studio Control Room and Basic classes were for Home School kids and Rockville High School. There was a good turnout and the kids did a great job. Programs were produced and shot during the classes. Three were "***Metro Sports Connection***", which produced by students from Rockville High School and has aired. The Home School Talent kids programs consisted of interviews with people in the sports training and nutrition fields and a professional boxer came in to give the students a few lessons on boxing . The programs are in the editing process and should be airing early summer.

Certifications and Classes

New Certifications	
Certification Code	Total
C-Dirprereq	2
C-Intro	64
C-PEditFCP	16
C-SFloor	19
C-FProducer	4
C-FTech	4
C-SAP	4
C-SCamera	21
C-SCAudio	20
C-SCSwitcher	18
C-SCVT	20
C-SDirector	2
C-SPrompter	20
C-Slighting	6
Grand Total	220

New Certifications

New certifications for the third quarter totaled 67. This number reflects total certifications, rather than individuals, since many students obtain certifications in more than one area.

Classes/Workshops	Number of Classes	Total Capacity	Number Attended
Field Camera	1	16	16
Field Editor	1	17	17
Field Producer	1	16	11
InscriberBasic	1	12	8
IntroVBasics	1	80	64
Studio Basic 6	4	24	17
Studio Ctrl Rm6	4	24	16
Studio Dir 6w	2	6	4
Studio Producer	1	12	12
Studio Lighting	1	12	11
Grand Total	17	219	176

Fourth Quarter Training Classes and Capacity

While there were 19 classes held in the fourth quarter, a total of 269 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	24
Continuing	125
Completed	23
Grand Total	172

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.

Communications and Development

In order to best fulfill the evolving needs of AMTV, the Outreach and Publicity Department has been renamed as the Communications and Development Department. The primary responsibility of this department is to create, plan, and execute a comprehensive development and communications program to help support the full range of AMTV programs and services, in conjunction with the Executive Director and the Board.

Development

Development Advisory Committee

MCT's Board of Directors voted to create a charter for the Development Advisory Committee. The group currently includes very accomplished development professionals including the Vice President of Development for PBS, the head of NIH Charities, the Development Director of Interfaith Works, and a board member of the Association of Fundraising Professionals among other notable development professionals. The second meeting of the Development Advisory Committee was held in May 2010. The Development Department is creating a Development Plan for FY '11, to be reviewed by the Development Advisory Committee for input and recommendations.

Arts & Humanities Council Grant

AMTV has been awarded a \$105,000 General Operating Support Grant for FY '11. While the Grant Contract was received in June 2010, the first disbursement check will be received in September 2011 and the second check in January 2011. This is a grant that can be applied for and awarded annually and uses a formula based on AMTV's total budget from the prior year.

Combined Federal Campaign (CFC)

AMTV has been approved to participate in the 2010 – 2011 Combined Federal Campaign. AMTV will work closely with the Development Advisory Committee Member from NIH Charities and plans to participate in the NIH Fall Combined Federal Campaign Kick-Off. AMTV will also pursue CFC participation with other Federal Government Agencies located in Montgomery County.

Montgomery County Fair

AMTV is preparing to work in conjunction with their volunteers and Board members on presenting a booth at the Montgomery County Fair. Last year AMTV spoke to numerous county residents, gathered data and input from hundreds of families, and dispersed information to numerous fair attendees.

Communications and Development

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 held training programs for the HST Home School Network in April and May 2010. AMTV also worked in conjunction with the Journalism Academy at Rockville High School to help the Academy create "***Metro Sports Connection***", a high school sports program that began airing this spring. The shows production will take a hiatus summer and begin taping again in September. The Montgomery County Sentinel highlighted the program in June 2010.

AMTV E-Newsletters

AMTV is going green and using the internet as the primary resource for distributing the newsletters. This quarter AMTV created a new template to give the e-newsletter a similar look to the former printed newsletter.

E-newsletters were sent to all volunteers in April, May and June 2010 with positive feedback from AMTV's constituents. This is a wonderful communications vehicle for keeping the community engaged with AMTV.

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 128 studio productions totaling 637 hours of public access production time. This represents a 26% increase in total productions.

In addition to AMTV’s regular productions, technical preparations for and execution of **The Silver Spring Blues Festival** took place in mid-May. Later, Technical Staff provided support for **WHW Rocks** on location using the Varto/VT-4 mobile production switcher. Also in early April, staff oversaw the live-to-air satellite transmission of the **General Conference of The Church of Jesus Christ of Latter-day Saints**.

Digital Migration

Verizon began upgrading AMTVs video fiber connection as a prelude to the installation of the County’s FiberNet system. Eric Wirth, Senior Engineer with Columbia Telecommunications Corporation, was able to get the Audio/Video Communications system finalized, by installing two Streambox Digital Encoders. AMTV expects to begin delivering its signal via these encoders during the next few months. This was just one of several infrastructure improvements to AMTVs’ inbound/outbound connections to the world including a rebuild of the Comcast cable lines; new wireless internet routers; and extension of AMTVs’ web address ownership for the next nine years.

Additional upgrades to the internet connection occurred at AMTV. The recent installation of the Granicus web streaming service has put a severe demand on the organizations web connection, taking up 50% to 70% of out bound capacity. The new 3 Megabit connection from Allied Telecom, although not the speed or capacity that staff had hoped for, will none the less, double our current speed and alleviate current capacity restrictions.

Over the quarter preparations continued towards AMTVs reception and adoption of the new JVC GY-HM700 “ProHD” camera. The HM700 is the next generation field camera that AMTV has adopted for use by both Access and the professional staff. It is a full, native High Definition Camera, shooting in the 16x9 image ratio, in all HD formats, and recording using Secure Digital High Capacity (SDHC) RAM cards instead of a traditional tape format. This is a huge leap in both equipment quality and formats, taking AMTV from late 1990s technology, well into the 21st century.

PROGRAMMING

The Programming Department continued to schedule both AMTV operated cable channels (19 & 21). The department coordinated and performed operational activities required for the channels. Scheduling was implemented for over 120 program series as well as a variety of non-series programs. The department handled dozens of requests for schedule changes by resident producers and members.

The Programming Department continued to consistently schedule the Disclaimer Statement to play directly before each non-MCT produced program each time it played. Breaks between programs on AMTV channels were filled with video programming greatly reducing the appearance of an alpha/numeric bulletin board CG. During the breaks, several promotional and informational programs created by AMTV's Production Department and County Residents were scheduled.

New promotional spots celebrating the 25th Anniversary of AMTV were scheduled to appear regularly on both channels. Scheduling continued for specific promotional spots for **"21 This Week"**, the weekly **"Event Calendars"** and for several **"MOCO AM/PM"** episodes. Several weekly timeslots were reserved for the new PEG Network program series, "County Report This Week", that AMTV participates in.

Programming Analysis

Program Analysis Video Bulletin Board	
Program Title	Hours
Bulletin Board 19	11
Bulletin Board 21	0
VBB/Washington Ear	287
Grand Total	298

Program Analysis This Quarter		
	Hours Played	Number of Different Programs Played
First Run	408	718
Repeat	3,570	11,397
Total of First Run + Repeats	3,978	12,115

Channel	Total Hours
19	1,819
21	2,159
Grand Total	3,978

Origin	Total Hours
MCT Access	1,173
Mont. County	345
Maryland	141
Non-Local	1,398
Metro	382
MCT	181
MCT Training	30
MCT Prod Svs	314
Prod Svs CCM	14
Grand Total	3,978

Category	Total Hours
Arts	506
Community	659
Educational	165
Ethnic	135
Growth	222
Health	79
Humanities	153
Inspirational	476
Promotions	16
Public Affairs	436
Sports	106
Youth	1,025
Grand Total	3,978

ADMINISTRATION

Human Resources

Access Montgomery welcomed Eric Eggleton as Content Director. Eric is an accomplished and energetic media leader with more 30 years experience in commercial, non-commercial and public media organizations.

Access Montgomery said goodbye to Donald Katzen, Rodney Bryant and Langley Wiggins.

Staff Chart

Board of Directors Executive Committee

President	Lee Klumpp
1 st Vice President	Marion Hayes Hull
2 nd 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

Content

Director	Eric Eggleton
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
Teaching Assistant.....	Maurice Cottom
Teaching Assistant.....	John Pitt
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	Vacant
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	Jung Hu Lee
Production Technician	David Robinson

Staff Chart continued...

Production Technician..... John Ruggerio
Production Technician.....Paul Likos
Production Technician.....Alexander Governatori
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 & Development

DirectorMarlyn Ferguson
IT Support & Web Developer.....Clifford Laufer