

ACCESS MONTGOMERY

Your Community. Your Voice.

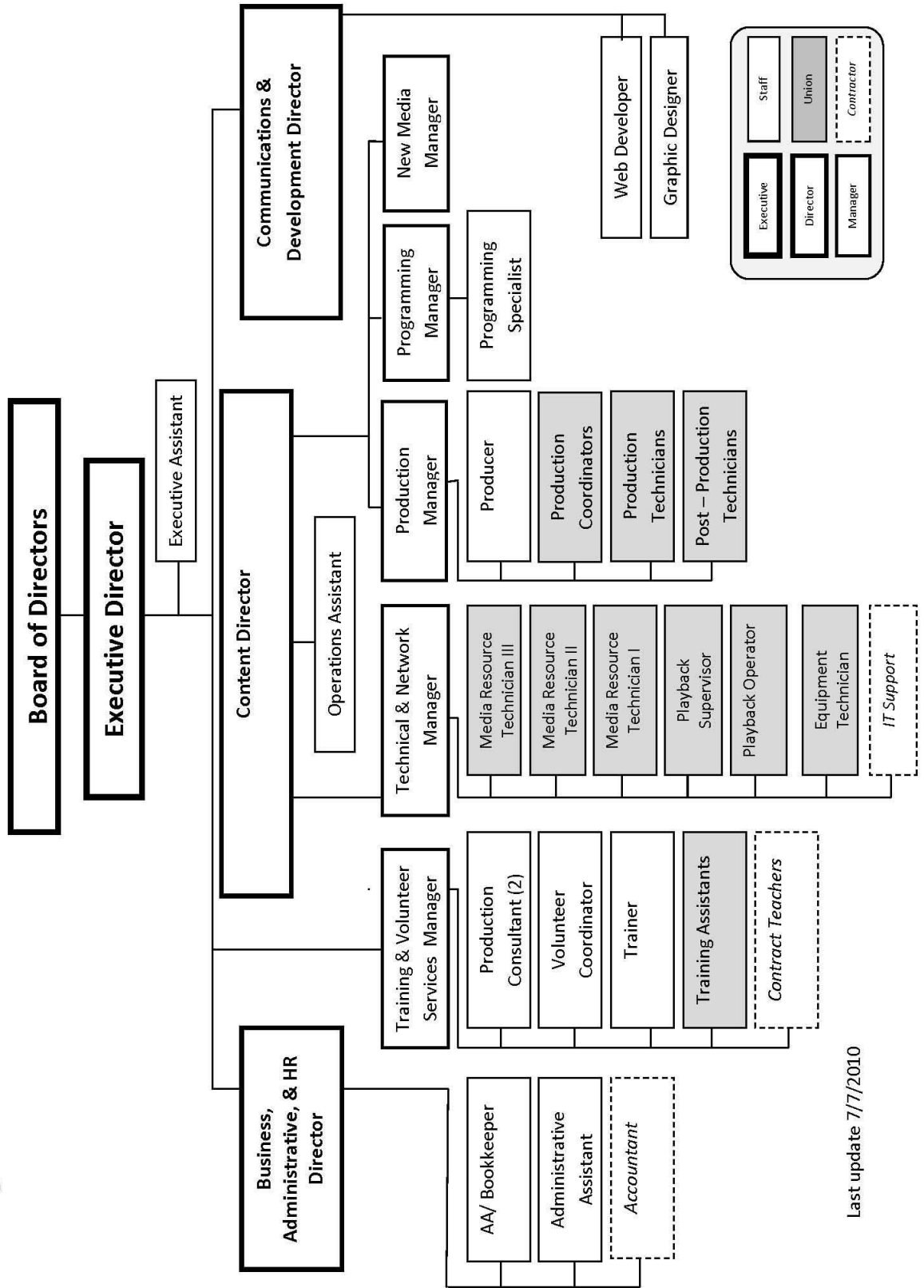
FY2011
1st Quarter Report
July 1, 2010 – September 30, 2010

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

It has been an exciting and extremely busy first quarter for FY'11 in the Production Department. Plans are underway to relaunch both Channel 19 and 21 with a new look and feel. This will include a new name and logo for AMTV21. AMTV19 will be rebranded with a new look and keep its current name. The two channels will be very different in the content it provides its viewers. AMTV19 will remain the Public Access station for the residents of Montgomery County. Channel 21 will be rich with diverse and cultural programs and will be the flagship station for nonprofit organizations to spread their message throughout the community and with the help of the internet, the world. The production department has been busy creating new logos and new graphic packages for better marketing and promotions of the new channel.

In addition, the production team worked long and hard with the other PEG stations to create and deliver "Live Primary Election" coverage which aired September 14th, 2010 across many of the PEG channels. This is the first live program that we produced in many years and although it was not without some issues, it came off without any major hitches.

On the lighter side, the production team shot the 7th Annual Jazz Festival recorded live from downtown Silver Spring. The show was edited into a five part one-hour musical extravaganza which will air every Saturday night at 9pm through the month of October exclusively on Channel 21.

And speaking of arts, our relationship with the Arts and Humanities Council of Montgomery County is going strong with pre-production meetings on upcoming and exciting productions with the return of "Magical Montgomery", a free family festival with arts and humanities booths and live entertainment. The festival is being held at the Veterans Plaza and Silver Spring Civic Building in downtown Silver Spring. The new program is set to air at the end of October 2010. Next up is the "The County Executive Awards" being produced and aired this quarter. Not to mention the partnership on a short program called "Do and Go". This already established brand will replace our current "Around the County" segments but will provide the same message to the viewer in a more detailed and appealing package.

The Production Department continues to work diligently to fulfill our obligations under the combined services contract by creating such programs such as "BOE Candidates Forum", "County Report This Week", "Montgomery Week in Review" as well as others.

Other shows that continue to be produced by this department include "Coming Attractions", AMTV's monthly arts & entertainment series. Plans are now in place to improve the quality of this show. Meetings between the production department and Donna Keating have taken place and we are in the process of giving this show a new look and feel.

Post-production services were provided for "Coming Attractions", a monthly arts & entertainment show including editing AFI Silver Minute segments with voice-over to graphics, event calendars, bumpers and joiners, video profile and full-page graphics for teasers and interviews. Post-production services were provided for "Think Green", a monthly

field shot environmental show that is all edited together in Post. Editing was provided for the PEG initiative “County Report This Week”, a weekly news magazine show. Full-service editing was also provided for the Department of Transportation Web Videos, and the League of Women Voters Candidate Forums.

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 and election coverage. We had the rare and wonderful opportunity to interview both the incumbent Governor, Martin O’Malley and the former Governor, Bob Ehrlich to incorporate into a Special one-hour “21 This Week” Program, set to air at the end of October.

AMTV’s monthly environmental series “Think Green” continues to thrive and address the issues concerning Montgomery County residents. We are presently taking a hard look at the production quality of this show and will attempt to raise its audience appeal for another strong season. Footage is being acquired and the new season will start in November.

Other produced programs this quarter include:

Moco AM/PM - Grand Opening of the Civic Building at Veterans Plaza

Moco AM/PM - 21st Anniversary Annual Farm Tour

Moco AM/PM - Three Agricultural Fair Interviews

Moco AM/PM - Ms. Africa in USA Pageant

PROJECTS COMPLETED AND RELEASED THIS QUARTER

21 This Week #270	09-Jul-10	0:28:50	Topics: Filing for the September primary is closed and the races are on, Portable potty update, and Weaver rockets off to a new job.
21 This Week Topical Promos	09-Jul-10	0:00:30	Promos for each 21 This Week Show
21 This Week #271	16-Jul-10	0:28:50	Topics: Earthquake, At-Large County Council Race, Delegation Race, District 14, 17, and 19, Close of Race.
21 This Week Topical Promos	16-Jul-10	0:00:30	Promos for each 21 This Week Show
Think Green Episodic Promos	16-Jul-10	0:00:30	30-second promo highlighting the features of each episode of Think Green.
Think Green #14	20-Jul-10	0:28:00	Topics: ZIPCar, Eco-Green Wedding, Solar Bethesda, Roger Berliner (Solar Panel).
21 This Week #272	30-Jul-10	0:28:50	Topics: PEPCO, County Council, Governor's Race, Jim Shalleck
21 This Week Topical Promos	30-Jul-10	0:00:30	Promos for each 21 This Week Show
Coming Attractions Promo	30-Jul-10	0:00:30	30-second promo highlighting monthly episode
MOCO AM/PM	05-Aug-10	0:04:52	Civic Center at Veterans Plaza Grand Opening
MOCO AM/PM	09-Aug-10	0:03:29	Button Farm
Think Green #15	12-Aug-10	0:28:00	Think Green Recycled
2010 Candidates Forum - Primary	20-Aug-10	0:30:37	Board of Education
2010 Candidates Forum - Primary	20-Aug-10	0:02:50	Clerk of the Circuit Court
2010 Candidates Forum - Primary Elections	20-Aug-10	0:23:00	Maryland State Senator - Democratic Party
2010 Candidates Forum - Primary Elections	20-Aug-10	0:26:13	U.S. Senator - Republican Party
2010 Candidates Forum - Primary Elections	20-Aug-10	0:04:40	Montgomery County State's Attorney - Democratic Party
2010 Candidates Forum - Primary Elections	20-Aug-10	0:02:08	U.S. Senator - Democratic Party
2010 Candidates Forum - Primary Elections	20-Aug-10	0:53:10	Montgomery County Council - Democratic Party
2010 Candidates Forum - Primary Elections	20-Aug-10	0:10:00	Montgomery County Sheriff - Democratic Party
2010 Candidates Forum - Primary Elections	20-Aug-10	0:08:22	Maryland State Senator - Republican Party
2010 Candidates Forum - Primary Elections	20-Aug-10	0:11:54	Montgomery County Council - Republican Party
2010 Candidates Forum - Primary Elections	20-Aug-10	1:28:05	Maryland House of Delegates - Democratic Party
2010 Candidates Forum - Primary Elections	20-Aug-10	0:04:44	Maryland House of Delegates - Republican Party
2010 Candidates Forum - Primary Elections	20-Aug-10	0:04:30	Register of Wills
2010 Candidates Forum - Primary Elections	20-Aug-10	0:11:25	U.S. Representative in Congress - Democratic Party
2010 Candidates Forum - Primary Elections	20-Aug-10	0:20:27	U.S. Representative in Congress - Republican Party
PROMOS: League of Women Voters 2010 Primary Forum	27-Aug-10	0:00:15	Promos for 2010 Primary Elections
League of Women Voters 2010 Primary Forum - County Executive	31-Aug-10	0:27:31	Republican County Executive Forum
League of Women Voters 2010 Primary Forum - County Council At-Large	31-Aug-10	1:27:31	Democrat County Council Forum
League of Women Voters 2010 Primary Forum - District 1	02-Sep-10	0:27:32	Democrat District 1 Forum
League of Women Voters 2010 Primary Forum - District 2	02-Sep-10	0:57:30	Democrat District 2 Forum
21 This Week #273	10-Sep-10	0:28:50	Topics: Primary election day, Local primary election day, PEPCO.
21 This Week Topical Promos	10-Sep-10	0:00:30	Promos for each 21 This Week Show
Think Green #16	10-Sep-10	0:28:01	Think Green Recycled
Primary Election Night LIVE Special 2010	14-Sep-10	1:30:00	Live Election Coverage
Primary Election Night LIVE Special 2010 - Updates	14-Sep-10	0:05:00	Five-minute updates on the election.
21 This Week #274	17-Sep-10	0:28:50	Topics: Governor's race, at-large county council race, senate races, assesment of races.
21 This Week Topical Promos	17-Sep-10	0:00:30	Promos for each 21 This Week Show
21 This Week #275	24-Sep-10	0:28:50	Topics: Governor's race, Obama Hurt or Help O'Malley.
21 This Week Topical Promos	24-Sep-10	0:00:30	Promos for each 21 This Week Show
2010 League of Women Voters Board of Education Forum	29-Sep-10	1:27:30	Board of Education Forum

TRAINING AND VOLUNTEER SERVICES

New Programs and Projects

There were 21 new projects started this quarter. They consisted of projects by volunteers as well as presenters. The Studio classes submitted two new Dance programs.

Classes and Workshops

Two Intro to Video Basics workshops were held, one in August and another in September. Other classes held were an Editing Basics, Studio Lighting, Jib camera and the MPV class at the Ag Fair taping the parade. There were two workshops introducing the new HD Tapeless field cameras, one in August and one in September and one more is planned before the end of the year. A Video to Web class was conducted to give the basics of using the web as a tool for airing programs. Three more of those are in the works. There were two other workshops held in Motion /Live Type and Green Screen Editing using FCP.

Current Activities and Recognition

The candidates running for office were invited to come in to record their four minute statements for the primary election. There were about 85 that participated. An opportunity has been offered to the winners to come in the first week of October to record for the General election. A new round of the core classes we offer began the week of Sept.13th.

Youth Workshops

There are two classes beginning in October that involve MCPS and a church youth group. Details will be forthcoming next quarter.

Certifications and Classes

New Certifications	
Certification Code	Total
C-Fproducer	
C-Ftech	
C-HDCamera	41
C-Intro	
C-MPV Tech	6
C-PEditFCP	
C-SAD	
C-Scamera	
C-SCAudio	
C-SCCG	
C-SCSwitcher	
C-SCVT	
C-Sdirector	
C-Sfloor	
Grand Total	47

New Certifications

New certifications for the first quarter totaled 47. 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
C-HDCamera	1		41
C-MPV Tech	2		6
E-CreativeConn	1		0
Editingbasics	1	8	10
Field Camera	1	16	16
Field Producer	1	16	12
GrScrEditing	1	12	14
HDCamWkshop	3	45	52
IntroVBasics	2	160	83
Jib 1 Operator	1	10	11
MotionLiveType	1	10	8
MPV Technician	1	10	9
Studio Basic 6	1	6	6
Studio Ctl Rm6	1	6	4
Studio Dir 6w	1	3	4
Studio Prod	1	11	6
StudioLighting	1	13	14
Grand Total	22	366	309

Second Quarter Training Classes and Capacity

While there were 22 classes held in the first quarter, a total of 309 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	7
Continuing	135
Completed	1
Grand Total	143

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

Development Plan

The AMTV Communications and Development Department has created a Development Plan for FY 2011, to serve as a roadmap for implementing a successful development program. The AMTV Development Advisory Group has been instrumental in providing expertise, information and guidance to help AMTV begin this new program.

NPO Day

AMTV has been planning 'Breaking Through: Creating Compelling PSA's and Public Awareness for your NPO' to be presented on October 20, 2010. Many Montgomery County non-profit organizations will have the opportunity to participate in this event where they will learn how to write, produce and utilize a PSA and other video marketing for their organization. This event will feature Marilyn Bagel, a Montgomery County-based, versatile multi-media script writer for major local and national clients; Neil Greenberger, Legislative Information Officer for the Montgomery County Council; and AMTV Executive Producer and Production Manager, Jon Sullivan. Each NPO will have the opportunity to schedule a subsequent consultation with AMTV's Content Director, Eric Eggleton and AMTV Executive Producer, Jon Sullivan to review and make recommendations for their organization's marketing plan.

Combined Federal Campaign (CFC)

AMTV participated in its first CFC Fair at NOAA in Silver Spring, MD on September 28, 2010. AMTV hosted a booth and reached out to Federal Government Employees at NOAA, while asking them to designate AMTV as one of the CFC Charities in the 2010 campaign. We will also be scheduling a date to work with NIH in the 2nd Quarter.

Grants

The AMTV Communications and Development Department has been researching and applying for a number of Grants to support the organization in the areas of: general support, capacity building, cultural heritage, the environment, the arts, the humanities and workforce development.

Partnerships

AMTV's Executive Director, along with the Communications and Development Department has been meeting with community leaders, businesses and non-profit organizations to reach out and investigate possible partnerships.

Montgomery County Fair

This year, AMTV worked in conjunction with its Board members and volunteers to present a booth at the week-long 2010 Montgomery County Fair. AMTV presented an attractive booth in Air Conditioned Chilly Mall at the Fairgrounds including a video monitor connected to a camera, samples of the programming on AMTV 19 & 21, information about AMTV's classes,

a hand fan give-away, and a chance to win an HD Flip Camera donated by our office supply vendor, CDW-Government. AMTV spoke to numerous county residents, gathered data and input from hundreds of families, and dispersed information to numerous fair attendees about our services. There were 1,251 visitors to the MCT booth. Last year's total was 851, so despite the inclement weather this year during the fair, we experienced increased visitor traffic by 32% this year.

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 518 hours of public access production time. This represents a decrease in both total productions, and in production hours from the previous Quarter, but interestingly a 39% rise in productions from the same quarter last year. A drop in Studio production time is normal during the slow summer months.

In addition to the normal load of productions, technical preparations for and execution of **The County Fair Parade** Production, was held on Sunday the 15th of August. The program was produced using the County Mobile Production Vehicle (MPV), and served as a training class for Access Montgomery volunteers. During August and then September, Technical Staff provided support for various election season programming, including Candidates Debates, and live-to-air Primary Night coverage hosted (in conjunction with other County PEGs), out of AMTVs two Studios. Although AMTV had, in the past, made constant use of the ability to go-live out of the Studio Complex, since the departure of AMTVs’ News Department several years ago, this ability has been used infrequently. In mid September Technical Staff, in coordination with the Training & Volunteer Services Department, were on hand to give live demonstrations for the **Facilities Show & Tell** during a September **Creative Connections** meeting.

Digital Migration

As part of ongoing infrastructure improvements, AMTV began using its upgraded outside internet connection. The original T-1 (1.5 Megabit per Second) connection was state of the art for its day, but more modern and demanding usage of the internet in daily lives has rendered that connection antiquated. 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, has doubled our previous speed and alleviated capacity restrictions.

During the quarter, AMTV along with the other County PEGs, was moved from the old Master Control Analog Transmission system to the new County Fibernet - Digital PEG Interface. This system uses “Streambox” technology to compress outbound TV Signals, then send them through the County Fibernet, for uncompressing at the new County Technical Operations Center before retransmission to the Cable operators. Along with AMTVs soon to be installed upgraded Master Control System, this upgrade should allow for much improved picture and presentation.

An upgraded master control system with a new replacement server has been purchased as part of FY'10 County Procurement and AMTV hopes to have that unit in-house and installed within a few months. Discussions are currently ongoing with the systems manufacturers to schedule the upcoming installation.

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. Throughout the Quarter, the bulk of Technical Service Staff efforts went towards the rollout of these new cameras.

By the beginning of the quarter, most major and minor parts of the new camera systems had been received and testing and training development were well under way. At that time, units were issued to the Volunteer Services Department for training preparation, and for training manual creation. Units were also made available to the Production Services Department for their own testing. While Access users will have multiple camera systems to choose from, Production Services will eventually be switching entirely to the new cameras.

While work went on in both Training and Production Services for introduction of the new cameras, Technical Services continued to work behind the scenes to support and deal with ongoing and upcoming technical issues.

In one such area, Technical Services located and purchased small SDHC cards and readers. These were given away to Certification Class attendees. The small cards will give users the ability to record about 15 minutes of video using the new cameras. Although this is not much in the larger scheme of things, it does provide a no-risk experience for users who were reluctant to make the transition to the new camera technology.

PROGRAMMING

The Programming Department coordinated and performed schedules for over 120 program series created by county residents and organizations.

The department also scheduled several non-series programs made by county residents and MCT's production department. We scheduled dozens of individual candidate statements for the Candidates' Forum as well as scheduling the six, one-hour programs showing the "2010 Silver Spring Blues Festival".

The department continued to consistently schedule the Disclaimer Statement to play directly before each non-MCT produced program. Breaks between programs on AMTV channels were filled with video programming essentially eliminating the appearance of alpha/numeric bulletin board CG. During these breaks, several promotional and informational programs created by AMTV's Production Department and County Residents were effectively used.

Reports required by the Master Contract were created and filed with the Montgomery County Government. These reports state the number of programming hours on MCT's channels according to categories as defined by the county.

Several weekly timeslots were reserved and implemented for the new PEG Network program series "County Report This Week". AMTV participates along with other PEG Network members to create this weekly news-like, half-hour program.

The number of program copies held in the Videotape Library was reduced by returning uncalled-for or no-longer-requested-to-be-scheduled program tapes and DVDs to their owners. The copies are culled due to limited library space.

New AMTV created promotional spots celebrating the 25th anniversary of MCT were consistently scheduled on AMTV channels.

We continued scheduling specific promotional spots 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 MCT.

We continued to supply information for updating and extending the A-List Program Guide which appears on the COMCAST cable channels informing viewers of details of programs appearing on MCT operated channels.

Programming Analysis

Program Analysis Video Bulletin Board	
Program Title	Hours
Bulletin Board 19	4
Bulletin Board 21	0
VBB/Washington Ear	255
Grand Total	259

Program Analysis This Quarter		
	Hours Played	Number of Different Programs Played
First Run	366	660
Repeat	3,661	12,580
Total of First Run + Repeats	4,027	13,240

Channel	Total Hours
19	1,904
21	2,123
Grand Total	4,027

Origin	Total Hours
MCT Access	1,172
Mont. County	362
Maryland	72
Non-Local	1,394
Metro	441
Unknown	0
MCT	160
MCT Training	18
MCT Prod Svs	395
Prod Svs CCM	13
Grand Total	4,027

Category	Total Hours
Arts	709
Community	432
Educational	225
Ethnic	182
Growth	192
Health	69
Humanities	159
Inspirational	485
Promotions	17
Public Affairs	434
Science	0
Sports	90
Youth	1,033
Grand Total	4,027

ADMINISTRATION

Human Resources

Access Montgomery welcomed Jon Sullivan as Executive Producer / Production Manager. Jon comes to us from WJLA and has been honored with 2 National Emmy awards in the category of Public Service. Jon also has won 10 Local Emmy awards, 12 Telly Awards and a Golden Cine Award.

Access Montgomery is pleased to announce the promotion of Tony Zucconi to Production Operations Coordinator and Senior Production Technician.

Cliff Laufer has also moved from the Communications and Development Department to the Content Department and will working with Eric Eggleton, Content Director.

Kristopher Miller has transitioned from the Full Time Production Technician, servicing the County Contracts to Playback Operator here at our main facilities in Rockville.

Access Montgomery said good bye to Mark Matarese, Loren Olson and James Noland.

Staff Chart

Executive Board of Directors

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

Training and Volunteer Services

Manager	Larry Merewitz
Volunteer Coordinator	Genaye Gadarowski
Production Consultant.....	Lisa Fone
Production Consultant.....	Mandi Wyndham
Trainer	Vacant
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 and Volunteer Assistant.....	William Davenport

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.....	Kristopher Miller
Operations Technician	Isaac Wesley
Facilities Assistant	Jamelah Fain

Production

Executive Producer / Production Manager.....	Jon Sullivan
Producer	Obunwa Nwaogbe
Production Coordinator/Director	Bryan Lyles
Post-Production Coordinator	Joelle Modderman
Production Operations Coordinator / Senior Production Technician.....	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
Production Technician.....	John Ruggiero
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