

**ACCESS MONTGOMERY**

*Your Community. Your Voice.*

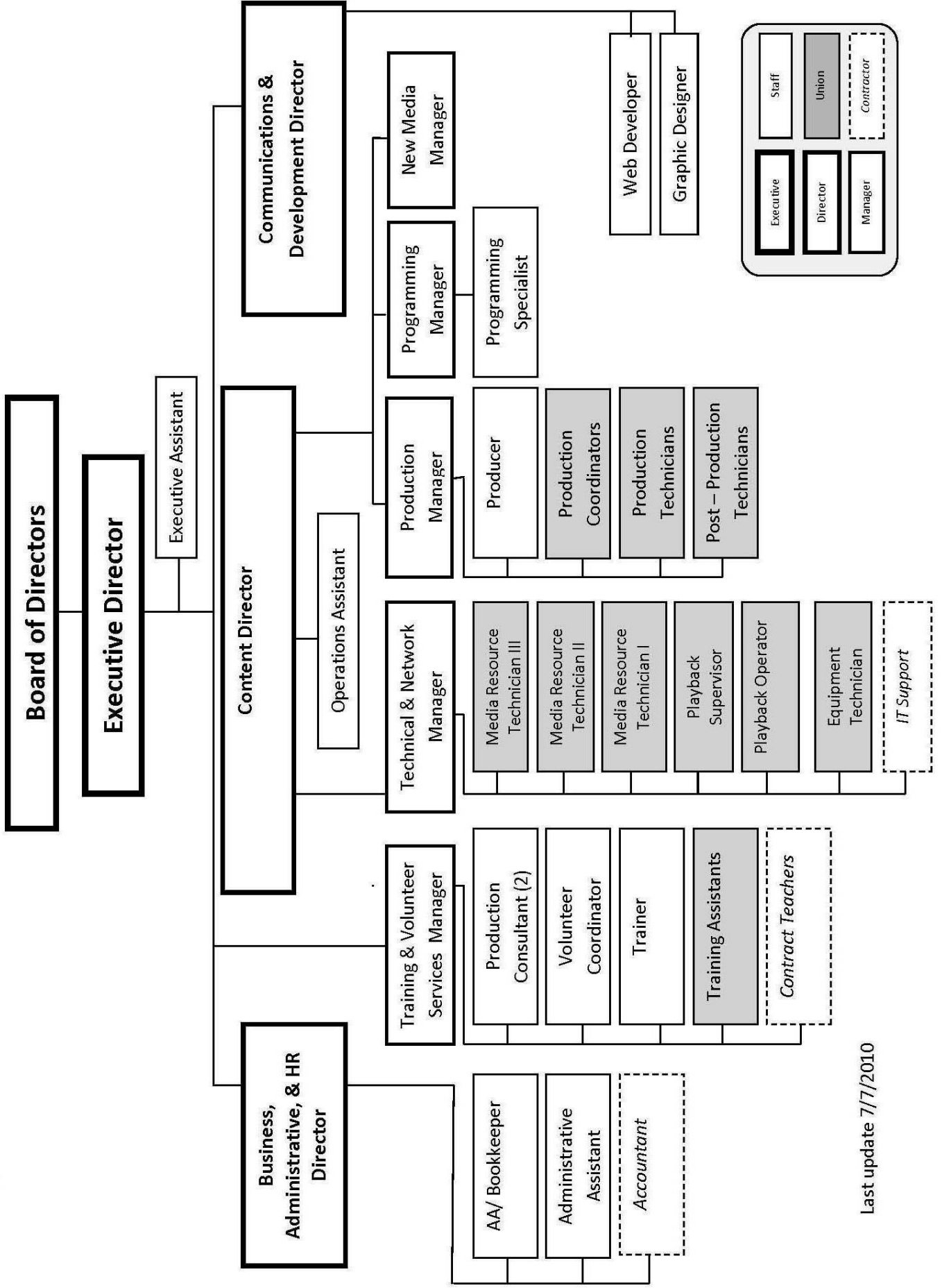
**2011**  
**2nd Quarter Report**  
October 1, 2010 – December 31, 2010

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

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### Election Coverage

The quarter started off with a bang as we presented 'Live Election' coverage to the residents of Montgomery County. All the PEG channels pitched in and although there were a few speed bumps along the way it all worked out very well. It felt like we were making TV history at MCT and the final product was something we can all be proud of. In preparation for this production we were very fortunate to be able to interview the candidates from the two major parties in Maryland's gubernatorial race - Martin O'Malley and Bob Ehrlich. The interviews made for engaging television on a special episode of "21 This Week" and re-packages were edited to use in a 'Live Election' coverage.

### Station Re-launch

The production team has rallied together to create the new images for MCT-TV and began a marketing blitz that will increase viewership and value to the newly named Montgomery Channel and Access 19. The production arm of these two channels will now be known as Montgomery Community Media, (MCM) and our new URL for web location will now be [mymcmedia.org](http://mymcmedia.org). In the past two months, everyone was running at full-throttle to create new logos...new promos...new letterhead and new business cards to name just a few of the many moving parts of re-launching a station. So, after much debate on logo designs our new logos will be.....



### New Promos

A series of 12 or so promotional spots were created and aired on each channel as part of a "soft launch" to alert viewers that the channel change is coming in January 2011. These promos will serve a dual purpose and will be re-tagged to act as our station IDs. Holiday promos were also produced with the new branding and aired throughout the holidays. In addition, over 50 different promos were produced explaining when and where programs will be aired.

## **PRODUCTION SERVICES CONTINUED...**

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### **Executive Director PSAs**

The production team also produced a couple of PSAs featuring our Executive Director, Merlyn Reineke. Two of the PSAs were directed to loyal users and viewers, specifically addressing the decision to re-launch the channels. While we had Merlyn in the studio, we also recorded a fundraising PSA for the station. All of these PSAs began airing with heavy frequency just prior to the holidays.

### **NPO Day**

In the midst of our re-launch, we prepared and held another successful NPO Day at the station. This workshop featured several teaching sessions on how NPOs may use public service announcements as marketing tools. As a special note, the event was shot live-to-tape before a live studio audience of non-profit professionals. This event was a great opportunity for both the non-profits and MCM. The workshop provided us the opportunity to introduce NPOs to our state-of-the-art studios and the opportunity to build connections with organizations that will benefit from our services as a media partner in the community.

### **Access Users**

Early in the quarter the production department met face-to-face with access users and presenters in the 'Creative Connections' workshop. The production team presented some of the new promotional tool kits that will be made available to users for better promotion of their shows. These type of 'Creative Connection' gatherings will keep the production team in touch with the needs and concerns of access users. Our next meeting with them will be January 31, 2011.

### **Endo 2011**

Several meetings and much planning made it possible for the production team to partner with the Endocrine Society to produce their up-coming video for their conference, Endo 2011. While pre-production has already begun, the project is projected to bring in an additional \$10,000 in revenue. Other cultivation meetings have taken place with the intent to form media partnerships with such groups as MCEFCU, TD Bank and the Gazette to name just a few.

### **PT Camera Training**

Also in this quarter, training classes were conducted for part-time technicians in order to keep their skills up-to-date on the new HD cameras and to familiarize them with the station's re-launch. In addition to this training, we had teams-of-two go out in the community and spend a few hours shooting images of Montgomery County. Many of these images will be edited into our station promos for years to come.

### **E-Newsletter**

Finally, the production team is helping out by contributing engaging content for the monthly E-Newsletter. A new format/template is being considered for the January issue which will be dedicated to the new station re-launch.

## **PRODUCTION SERVICES CONTINUED...**

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### **Production Projects**

#### *21 This Week*

Weekly half-hour public affairs show covering national, state and local political issues. This show is produced Fridays at 6pm except Fridays prior to holiday weekends when the previous week's episode is repeated.

### **Additional Shows & Specials**

#### *21 This Week Interview Special*

A 30-minute show featuring an interview with County Executive, Isiah Leggett.

#### *Think Green*

A 30-minute monthly magazine show featuring the environment, green issues and recycling in the county.

#### *10<sup>TH</sup> Annual Magical Montgomery*

Three one-hour shows on the annual Montgomery County Festival of the Arts & Humanities

#### *Executive Awards for Excellence in the Arts & Humanities*

This program utilized the production truck for taping of this annual awards show.

### **MOCO AM/PM & PEG NEWS**

These segments feature events happening in the county.

Episode 25 - October 11 - Taste of Bethesda

Episode 26 - October 31- Magical Montgomery

Episode 27 - October 31, 2010 - County Executive Awards

Episode 28 - November 1, 2010 - Bethesda Row Arts Festival

Episode 29 - December 5, 2010 - County Executive Ball

Episode 20 - December 19, 2010 - "9500 Liberty"

## LIST OF PROGRAMS COMPLETED

<b>PROJECTS COMPLETED AND RELEASED THIS QUARTER</b>			
2010 Silver Spring Jazz Festival	01-Oct-10	0:57:30	Featuring Marcus Johnson with performances by Janine Gilbert-Carter, Chopsteeth Afrofunk Big Band, and Rumba Club.
21 This Week #276	01-Oct-10	0:28:50	Topics: Governor's Race, Obama Hurt or Help, Budget Hocus pocus.
21 This Week Topical Promos	01-Oct-10	0:00:30	Promo's for each 21 This Week Show.
Around The County	03-Oct-10	0:02:00	Bi-weekly Community Events Bulletin Board
2010 Silver Spring Jazz Festival	07-Oct-10	0:57:30	Featuring Chopsteeth
County Report	08-Oct-10	0:03:00	Topics: Taste of Bethesda, Pet Week
21 This Week #277	08-Oct-10	0:28:50	Topics: Governor's Election, Ambulance Fee, Cell Phone Ban, No More Happy Meals.
21 This Week Topical Promos	08-Oct-10	0:00:30	Promo's for each 21 This Week Show.
21 This Week Governor's Interview PROMO	11-Oct-10	0:00:30	Promo
MOCO AM/PM	12-Oct-10	0:03:00	Taste of Bethesda October 2010
County Report	15-Oct-10	0:05:00	Topics: Magical Monty, Think Green, Pet Week
2010 Silver Spring Jazz Festival	15-Oct-10	0:57:30	Featuring "The Rumba Club"
21 This Week Governor's Interview Special	15-Oct-10	0:57:30	An interview with Governor O'Malley & Ehrlich. Hosted by Casey Aiken & Susan Heltemes.
2010 Candidates' Spotlight – GENERAL ELECTION	15-Oct-10	4:54:10	Statements of General Election Candidates. (Various)
Around The County	17-Oct-10	0:02:00	Bi-weekly Community Events Bulletin Board
County Report	22-Oct-10	0:05:00	Topics: Awards, Bethesda Row, Pet Week
2010 Silver Spring Jazz Festival	23-Oct-10	0:57:30	4th installment of a 5 part series highlighting Janine Gilbert-Carter's musical performance at the 7th Annual Silver Spring Jazz Festival.
MOCO AM/PM	26-Oct-10	0:03:00	Bethesda Row Arts Festival
MOCO AM/PM	26-Oct-10	0:03:00	County Executive Awards 2010
MOCO AM/PM	26-Oct-10	0:03:00	Magical Montgomery 2010
MCT Board Candidates Forum	27-Oct-10	0:18:00	MCT Board election taping.
2010 Silver Spring Jazz Festival	27-Oct-10	0:57:30	5th installment of a 5 part series highlighting Janine Gilbert-Carter's musical performance at the 7th Annual Silver Spring Jazz Festival.
County Report	29-Oct-10	0:05:00	Topics: Pet Week
21 This Week #278	29-Oct-10	0:29:23	Topics: State Wide Election, Local Elections, Ambulance Fee, Kensington Billboards, Truck Parking.
21 This Week Topical Promos	29-Oct-10	0:00:31	Promo's for each 21 This Week Show.
Around The County	31-Oct-10	0:02:00	Bi-weekly Community Events Bulletin Board
MOCO AM/PM	02-Nov-10	0:02:00	Clean Up Damascus.
Arts & Humanities Awards for Excellence 2010	04-Nov-10	1:59:35	Annual awards ceremony recognizing excellence in the MC arts community.
Arts & Humanities Council Awards Evening	04-Nov-10	1:24:00	Awards ceremony recognizing artist and arts patrons in the Montgomery County arts community.
County Report	05-Nov-10	0:01:00	Topics: Pet Week

**PROJECTS COMPLETED AND RELEASED THIS QUARTER CONTINUED...**

21 This Week #279	05-Nov-10	0:28:51	Impact of the National Elections, State Wide Elections, O'Malley Victory, Ambulance Fee
21 This Week Topical Promos	05-Nov-10	0:00:31	Promo's for each 21 This Week Show.
My Kitchen	05-Nov-10	0:00:30	Tips from My Kitchen Caterers.
County Report	12-Nov-10	0:05:00	Topics: Think Green, Damascus Clean Up, Pet of the week
21 This Week #280	12-Nov-10	0:28:50	Topics: Clueless in Annapolis, Robo-Gate, Dump Steele, Wind Farms, Happy Meals.
21 This Week Topical Promos	12-Nov-10	0:00:31	Promo's for each 21 This Week Show.
Around The County	14-Nov-10	0:02:00	Bi-weekly Community Events Bulletin Board
Combined Federal Campaign	15-Nov-10	0:00:30	PSA highlighting MCT's Combined Federal Campaign contribution number found on Access Montgomery's website.
2010 NPO Day	18-Nov-10	1:57:35	Breaking Through: Creating Compelling PSA's and Public Awareness for your NPO.
County Report	19-Nov-10	0:03:00	Topics: Think Green, Pet of the week
21 This Week #281	19-Nov-10	0:28:52	Prince Georges County, Liquor On Sunday, Development Coordinator, Giant, Andy Harris.
21 This Week Topical Promos	19-Nov-10	0:00:30	Promo's for each 21 This Week Show.
Think Green	19-Nov-10	0:27:30	Bethesda Green Gala at Imagination Stage, Lafayette Park Rally, 350.org, DC Green Festival, Skyline Innovations.
Monty Awards	25-Nov-10	1:00:00	Access Producers Awards Ceremony
County Report	26-Nov-10	0:01:00	Topics: Pet of the week
Around The County	28-Nov-10	0:02:00	Bi-weekly Community Events Bulletin Board
21 This Week #282	03-Dec-10	0:27:32	Topics: County Budget Cuts, Valerie Ervin, BYOB, O'Malley, Cheerleading.
21 This Week Topical Promos	03-Dec-10	0:00:30	Promo's for each 21 This Week Show.
Channel 19 Network Launch Promo's	06-Dec-10	0:01:15	(Various)
Channel 21 Network Launch Promo's	06-Dec-10	0:02:00	(Various)
MOCO AM/PM	08-Dec-10	0:04:39	The 2010 County Executive Ball for the Arts and Humanities.
21 This Week #283	10-Dec-10	0:27:30	Topics: New County Council, Abortion Controversy, JIHAD in Baltimore.
21 This Week Topical Promos	10-Dec-10	0:00:30	Promo's for each 21 This Week Show.
Around The County	12-Dec-10	0:02:00	Bi-weekly Community Events Bulletin Board
MOCO AM/PM	16-Dec-10	0:03:36	"9500 Liberty"- LOWV
21 This Week #284	17-Dec-10	0:27:31	Year in Review
21 This Week Topical Promos	17-Dec-10	0:00:30	Promo's for each 21 This Week Show.
21 This Week Interview Special	18-Dec-10	0:27:30	An Interview with County Executive Ike Leggett
2010 PROMO - Fundraiser	23-Dec-10	0:00:30	Fundraising Promo
2010 PROMO - Fundraiser	23-Dec-10	0:01:00	Fundraising Promo
Channel 19 & 21 Network Launch Promo's	23-Dec-10	0:11:25	(Various)
Around The County	26-Dec-10	0:02:00	Bi-weekly Community Events Bulletin Board

## **TRAINING AND VOLUNTEER SERVICES**

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### **New Programs and Projects**

There were 16 new projects started this quarter by volunteers and presenters. The 'Studio' classes submitted six new dance programs and four new 501(c)(3) programs.

### **Classes and Workshops**

One 'Intro to Video Basics' workshop was held in December. Other workshops held this quarter include a 'Studio Lighting', 'Jump-back Animation', and a new class which is a follow-up to 'Intro' called 'Road to Production'. A 'Video to Web' class was conducted to give the basics of using the web as a tool for airing programs.

### **Current Activities**

All candidates running for office in November's General Election were invited to come into the studios to record a four-minute statement in October. Approximately 55 candidates participated. The Monty's, our volunteer recognition ceremony, was held in November to recognize and reward our volunteers who produce programs for the community at MCT. This year we had a record number of 170 people attend.

### **Youth Workshops**

There was a special class for middle school age Latino kids from a church. This was designed to introduce them to television production.



## Certifications and Classes

<b>New Certifications</b>	
<b>Certification Code</b>	<b>Total</b>
C-Fproducer	3
C-Ftech	4
C-Intro	39
C-PEditFCP	44
C-SAD	4
C-Scamera	9
C-SCAudio	7
C-SCCG	7
C-SCSwitcher	8
C-SCVT	7
C-SCLighting	9
C-Sfloor	7
C-Sprompter	6
<b>Grand Total</b>	<b>154</b>

### New Certifications

New certifications for the second quarter totaled 154. This number reflects total certifications, rather than individuals, since many students obtain certifications in more than one area.

<b>Classes/Workshops</b>	<b>Number of Classes</b>	<b>Total Capacity</b>	<b>Number Attended</b>
IntroVBasics	1	60	46
Road To Production	2	60	12
Jmpbksndtrack1	1	16	8
Studio Basics	1	6	6
Studio Ctrl Rm	1	6	6
Studio Dir 6w	1	3	2
Field Edit	1	16	16
Studio Lighting	1	12	12
Creative Connection	2	60	49
<b>Grand Total</b>	<b>11</b>	<b>239</b>	<b>157</b>

### Second Quarter Training Classes and Capacity

While there were 11 classes held in the second quarter, a total of 157 people attended. This number may not reflect the number of certifications as some students may not have completed portions of the course.

<b>Project Status</b>	<b>Total</b>
New	16
Continuing	145
Completed	3
<b>Grand Total</b>	<b>164</b>

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

This Project Status chart displays projects begun in the quarter, ongoing or continuous projects, as well as completed projects.

## **COMMUNICATIONS AND DEVELOPMENT**

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As we approach the FY'11 mid-way point, MCT is nearing the half-way mark in raising the budgeted \$300,000 in earned income for the fiscal year. Working closely with the Production Services department, Communications & Development has a number of corporate support projects underway, with the hope that several of these will enter production in the latter part of the fiscal year.

Communications & Development has also been working with a grant researcher and writer on a number of foundation grant applications, with the expectation that 2-3 of these awards will come through in the coming months.

In October, Communications & Development worked with several other departments to host MCT's latest Non-Profit Day event. More than 30 NPOs participated in the training workshops, which focused on Public Service Announcements. MCT is now working with several NPOs on creating PSAs and corporate videos for their organizations.

In the months of November and December, the department initiated MCT's very first viewer donation activity, with a combined online/email campaign wedded to an on-air support strategy. Communications & Development plans to continue cultivating its database in the months to come, encouraging viewers to make financial donations to MCT.

## **TECHNICAL AND NETWORK SERVICES**

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### **Production Facilitation**

Over the quarter, Technical & Network Services provided support for 95 Studio Productions totaling 631 hours of public access production time. This represents a 32% increase in both total productions and in production hours from the previous quarter. It also represents a rise in both categories from the matching quarter last year.

In addition to the normal load of productions, technical support provided for several special productions throughout the quarter. Technical support was provided for the Magical Montgomery field production held on Saturday, October 9th in Silver Spring and for the 2010 Executive Awards held on October 18<sup>th</sup>. Both productions were produced using the County Mobile Production Vehicle (MPV). Just two days later, NPO Day took place on Wednesday, October 20th in the MCM studios. During November, the election season ended with a night of live-to-air Election Night programming produced in conjunction with the other county PEG stations and hosted in MCM's studios. Finally on the evening of Saturday, November 20th, the annual Monty Awards was held in the MCM Studios.

### **Administration**

Several improvements were made regarding both MCM's internal network and outside internet. After several years, the aging wireless service for MCM's headquarters was completely replaced with updated and modern equipment. This upgrade should allow for faster and more efficient connections with a wider footprint. Working in coordination with MCM's board and outside contractors, a new corporate server was purchased and will be put into service in the upcoming months. This larger and more modern unit will replace the current server units which no longer functions reliably. Additionally, the extra power of the new unit will allow MCM to utilize virtualization technology which should extend MCM's service capabilities.

Staff has been working with Granicus, Inc., our current streaming provider, to move MCM to the next level in streaming technology. MCM has agreed to partner with Granicus in an effort to modernize our internet offerings. To that end, MCM has received new prototype streaming servers, which should be implemented in early CY2011.

## **PROGRAMMING**

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Leading up to the Maryland General election in November, the programming department scheduled dozens of individual statements by candidates and several 'Candidates' Forums' programs for the various elected offices. Statements were grouped into separate programs defined by each elected office. Each of the candidates' statements ran several times on channel 21.

Breaks between programs were filled with video programming thereby eliminating the appearance of alpha/numeric bulletin board CG. These breaks included several promotional and informational programs created by the production department as well as access users.

Air copies of programs held in the videotape library were reduced by returning uncalled-for or no-longer-requested-to-be-scheduled program tapes and DVDs to their owners. This was necessary due to limited space in the video library.

## Programming Analysis

<b>Program Analysis Video Bulletin Board</b>	
<b>Program Title</b>	<b>Hours</b>
Bulletin Board 19	7
Bulletin Board 21	0
VBB/Washington Ear	266
<b>Grand Total</b>	<b>273</b>

<b>Program Analysis This Quarter</b>		
	<b>Hours Played</b>	<b>Number of Different Programs Played</b>
<b>First Run</b>	<b>343</b>	<b>623</b>
<b>Repeat</b>	<b>3,687</b>	<b>11,574</b>
<b>Total of First Run + Repeats</b>	<b>4,030</b>	<b>12,197</b>

<b>Channel</b>	<b>Total Hours</b>
19	1,893
21	2,137
<b>Grand Total</b>	<b>4,030</b>

<b>Origin</b>	<b>Total Hours</b>
MCT Access	1,177
Mont. County	350
Maryland	120
Non-Local	1,385
Metro	321
MCT	139
MCT Training	73
MCT Prod Svs	466
Prod Svs CCM	1
<b>Grand Total</b>	<b>4,030</b>

<b>Category</b>	<b>Total Hours</b>
Arts	666
Community	460
Educational	244
Ethnic	176
Growth	229
Health	70
Humanities	214
Inspirational	506
Promotions	20
Public Affairs	332
Sports	83
Youth	1,031
<b>Grand Total</b>	<b>4,030</b>

## **ADMINISTRATION**

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### **Human Resources**

MCT welcomed Ellen Donnelly as the new full-time Trainer. Bill Davenport transitioned from full-time Trainer to part-time Training Assistant.

MCT welcomed Diego Torres as the new Post-Production Coordinator.

And finally, MCT said goodbye to Marlyn Ferguson and Joelle Modderman.

## Staff Chart

### Executive Board of Directors

President .....	Lee Klumpp
1 <sup>st</sup> Vice President .....	Marion Hayes Hull
2 <sup>nd</sup> Vice President.....	Dennis Courtney
Secretary .....	Marian Merewitz
Treasurer.....	Darryl Lesesne

### 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 Channel
Production Consultant.....	Lisa Fone
Production Consultant.....	Mandi Wyndham
Trainer .....	Ellen Donnelly
Teaching Assistant .....	Michael Bailey
Teaching Assistant .....	Tchad Moore
Teaching Assistant .....	Yen-Ming Chen
Teaching Assistant .....	John Buckley
Teaching Assistant .....	Raven Fleteau
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.....	Diego Torres
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 Ruggerio
Production Technician.....	Paul Likos
Production Technician.....	Alexander Governatori
Production Technician.....	Susan Klein
Production Technician.....	Omri Haberman

Production Technician.....Brett Fox

**Staff Chart continued....**

Production Technician.....Heather Goldsmith

Production Technician .....Dario Lanzano

**Programming**

Manager ..... Stuart Garfinkle

Programming Specialist ..... Demetrius Sykes

**Communications & Development**

Director .....Vacant