



# 2011

## 3rd Quarter Report

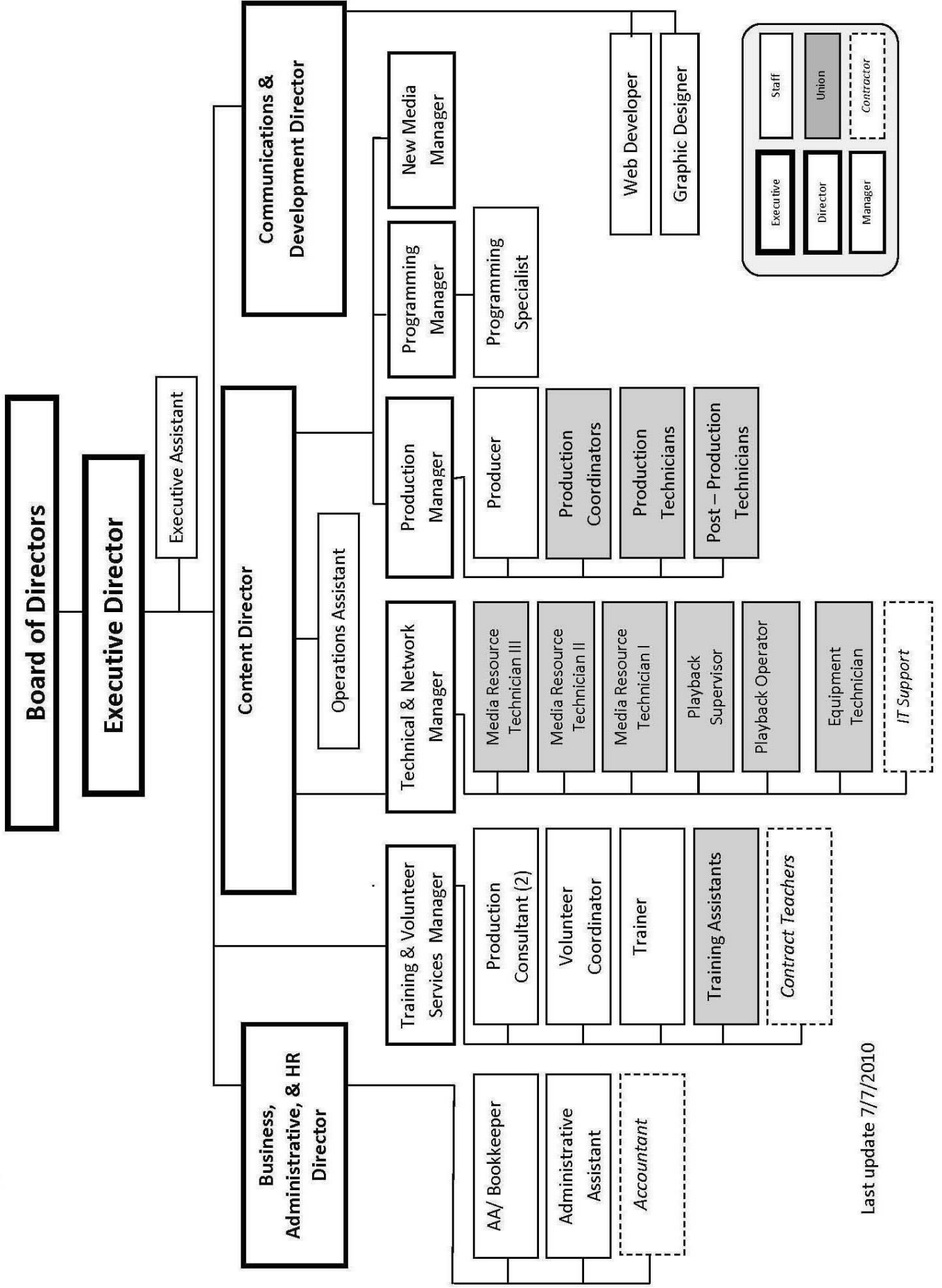
January 1, 2011 – March 31, 2011

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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### **MCM's Re-launch**

The official re-launch to Montgomery Community Media took place on January 17<sup>th</sup>. Promos created last quarter announcing the upcoming station re-launch were revamped to say we are here. In addition, the production department unleashed a series of "Image Spots" for both channels 19 and 21.

### **NEW PSAs**

MCM's production department produced a weekly events calendar promo called "Do and Go Fun Finder" for the Montgomery County Arts and Humanities Council. Event information is forwarded to MCM from AHC each Tuesday and MCM translates the information into a visual masterpiece, ready to air on the following Thursday. We've also begun working with the Musical Theater Center by creating two PSAs called "Broadway Bafflers". These are fun little 15-second promos that ask our viewers trivia questions about an upcoming show at the theater center. The promos also encourage viewers to visit the theatre's website for more information.

### **Think Green**

MCM's signature series, "Think Green", acquired a face lift this past quarter. The Production Department created a new format for the show with new graphics, logos and music. The series is in the process of being turned into a sponsorable entity for the Montgomery Channel. It will take the rest of the quarter to evolve the show to where we want it to be. Episode 19 is presently airing and Episode 20 is currently under construction.

### **New Shows**

New shows that were produced and aired this past quarter include MLK Day at Strathmore, which not only celebrated Dr. King's birthday but provided the opportunity for County Executive Leggett to announce his new initiative "Pledge 25". A special Montgomery Channel "On Location" program was also created called "Pledge 25" which described the County Executive's new program.

The multi-part Magical Montgomery was produced and aired this quarter, as well as Glen Echo Park, "Summer of Change", a discussion show which was a remembrance of the summer of 1969 when segregation was still part of our everyday life.

Plans got under way for a pilot series called the "The MoCo Show" starring Cheryl Kagan. The show was created to highlight some of the most newsworthy events going on around the county. The show was shot in studio and edited and is now in its final re-edit stage. The program is schedule to air on the Montgomery Channel April 3rd.

At the end of February, Sean Culkin of the Irish Dance School in Montgomery County provided footage of his students for a show on Irish Dance steps to package in a special presentation and air in time for Saint Patrick's Day. This was an excellent program which supports the Montgomery Channel's mission to provide diverse programming to its viewers.

The production department also spent three days at the Rockville Marriott capturing footage of the 2011 Mid-Atlantic Jazz Festival. Performances and interviews were used to create an eight-part musical series to run all the way through May 2011.

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

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### **New County Productions**

The Production Department supplies the County with production personnel every week for various county productions. In addition, MCM produces a two-minute PEG package for the county to use in their "County Report This Week".

This quarter, the idea came up to produce and air PSAs that allowed county residents to tell the County Council and County Executive what they think should be done regarding the impending budget cuts for the county. With this in mind, a campaign was created called "Budget Bites", a three PSA awareness series.

### **New Looks**

As the image of the stations channels improves, other make-overs are beginning to take place. One of these is the re-design of "Around the County" which has been updated with a new image that's more viewer-friendly, easier to read and portrays a fresher look. Along the same lines, the once-called "MoCo AM/PM" has been rebranded as "MCO- Montgomery County on Location". This series continues as a two-minute magazine package highlighting many of the events and news stories that concern the residents of Montgomery County.

### **New Business**

Throughout the quarter, the production department met with various companies, nonprofits and other organizations in an attempt to develop media partnerships. Many of these meetings and relationships take some time to coordinate and cultivate. However, two of these potential partners have begun small video projects with MCM. One of them, Montgomery County Employee Federal Credit Union (MCEFCU) has created a 15-second message to be shown only on their website. This request came in on a Thursday afternoon and the spot was produced and approved by the following Monday. The quick turn-around and attention to our client's needs did not go unnoticed by MCEFCU and the relationship continues to develop.

Our next collaboration is with Montgomery Works, a Montgomery County resource for residents looking for work. We will be producing a series of 10-15 sixty-second PSAs providing tips for job hunters. Other sponsors of this campaign are Holy Cross Hospital and Abt Associates. The production department expects these spots to be completed and aired by the end of April.

### **Access Users**

As promised, the first part of a promo/marketing tool kit was introduced to the Access Users. Some Access Users interested in creating promos for their shows met with the production staff for a couple of short lessons on PSA production. Thus an on-going relationship between the Production Department and Access Users has begun.

## LIST OF PROGRAMS COMPLETED

PROJECTS COMPLETED AND RELEASED THIS QUARTER			
Around County	2-Jan-11	0:02:00	Weekly Community Event Calender on Events in MoCo
AMTV Event Calender 19	06-Jan-11	0:01:00	Channel 19 Event Calender
AMTV Event Calender 21	06-Jan-11	0:01:00	Channel 21 Event Calender
County Reports	7-Jan-11	0:04:00	Pet (1:00); Gazette Teacher/year (3:00)
MCM Disclaimer - Access 19	10-Jan-11	0:00:15	Disclaimer for Access 19
MCM Disclaimer - Montgomery Channel 21	10-Jan-11	0:00:15	Disclaimer for Montgomery Channel
MOCO AM/PM	11-Jan-11	0:03:52	Gazette Teacher of the Year, 2010
County Reports	13-Jan-11	0:04:00	Pet (1:00); Think Green Holiday Inn (3:00)
A Journey Through Aesthetic Realms	13-Jan-11	0:00:10	"Coming Up Next" Promotional Element
A Meeting With Eli	13-Jan-11	0:00:10	"Coming Up Next" Promotional Element
A Meeting With Gangaji	13-Jan-11	0:00:10	"Coming Up Next" Promotional Element
Access 19 ID -Blue Target	13-Jan-11	0:00:10	Designed Graphic
Access 19 Promo - Jaws	13-Jan-11	0:00:10	Designed Graphic
Access 19 Promo Clouds	13-Jan-11	0:00:10	Designed Graphic
Amazing Facts	13-Jan-11	0:00:10	"Coming Up Next" Promotional Element
Bhagavad Gita Series	13-Jan-11	0:00:10	"Coming Up Next" Promotional Element
Cristo Es El Camino	13-Jan-11	0:00:10	"Coming Up Next" Promotional Element
Deak's Fitness	13-Jan-11	0:00:10	"Coming Up Next" Promotional Element
Dining At The Table of The Lord	13-Jan-11	0:00:10	"Coming Up Next" Promotional Element
DWC Difference Makers	13-Jan-11	0:00:10	"Coming Up Next" Promotional Element
Eckanakar	13-Jan-11	0:00:10	"Coming Up Next" Promotional Element
Edificando La Casa	13-Jan-11	0:00:10	"Coming Up Next" Promotional Element
Farrakhan Speaks	13-Jan-11	0:00:10	"Coming Up Next" Promotional Element
Getting Fit	13-Jan-11	0:00:10	"Coming Up Next" Promotional Element
Montgomery Channel 21 ID - Green Target	13-Jan-11	0:00:10	Designed Graphic
Montgomery Channel 21 ID - Purple Target	13-Jan-11	0:00:10	Designed Graphic
Mont. Channel 21- Something New In The Air Promo	13-Jan-11	0:00:15	Channel 21 Rebrand Promo
Access 19 Pad	14-Jan-11	0:00:15	Designed Graphic
Image 19 trt 20	14-Jan-11	0:00:20	Designed Graphic
Image 19 trt 30	14-Jan-11	0:00:30	Designed Graphic
Image 21 trt 10 (Baby End)	14-Jan-11	0:00:10	Designed Graphic
Image 21 trt 20 (Baby End)	14-Jan-11	0:00:20	Designed Graphic
Image 21 trt 30 (Baby End)	14-Jan-11	0:00:30	Designed Graphic
Magical Montgomery 2010 Ep1	14-Jan-11	0:57:30	Montgomery County's festival of the Arts & Humanities.
Magical Montgomery 2010 Ep2	14-Jan-11	0:57:30	Montgomery County's festival of the Arts & Humanities.
Montgomery Channel 21 Pad	14-Jan-11	0:01:00	Designed Graphic
Training Spot	14-Jan-11	0:00:30	MCM Training Promo
Around County	16-Jan-11	0:02:00	Weekly Community Event Calender on Events in MoCo
Martin Luther King, Jr., Day Celebration 2011 Part 1	20-Jan-11	0:57:28	Annual Martin Luther King Day Celebration at Strathmore Hall
Montgomery Channel ON Location Special	20-Jan-11	0:27:30	An Interview with County Executive Ike Legget about poverty in Montgomery County
County Reports	21-Jan-11	0:03:00	Pet (1:00); MLK Day (2:00)
21 This Week #285	21-Jan-11	0:27:30	Topics: Martin O'Malley Sworn In, Alan Kittleman Resigns, Michael Steele Deposed, The Arizona Shooting
21 This Week Topical Promos	21-Jan-11	0:00:30	Episodic Promo for 21 This Week
AMTV Event Calender 19	21-Jan-11	0:01:00	Channel 19 Event Calender
AMTV Event Calender 21	21-Jan-11	0:01:00	Channel 21 Event Calender
Montgomery Channel ON Location	21-Jan-11	0:02:00	MLK Day event at the Music Center at Strathmore
Montgomery Channel ON Location	21-Jan-11	0:02:00	Highlights MoCo Pledge 25
Montgomery Channel ON Location	25-Jan-11	0:02:00	MLK Day event at the Music Center at Strathmore
Martin Luther King, Jr., Day Celebration 2011 Part 2	26-Jan-11	1:57:37	Annual Martin Luther King Day Celebration at Strathmore Hall
Think Green Promo	27-Jan-11	0:00:30	Promo
Montgomery Channel ON Location	28-Jan-11	0:02:00	Highlights Holiday Inn
County Reports	28-Jan-11	0:03:00	Pet (1:00); Think Green All Eco Center (2:00)
21 This Week #286	28-Jan-11	0:27:30	Topics: Pepco, Leggett & The County Budget, Teaching our Children, State Government
21 This Week Topical Promos	28-Jan-11	0:00:30	Episodic Promo for 21 This Week
Magical Montgomery 2010 Ep 3	31-Jan-11	0:57:30	Montgomery County's festival of the Arts & Humanities.
Image 21 trt :20 (Sunset End)	02-Feb-11	0:00:20	Designed Graphic
Image 21trt :10 (Sunset End)	02-Feb-11	0:00:10	Designed Graphic
Image 21trt :30 (Sunset End)	02-Feb-11	0:00:30	Designed Graphic

## LIST OF PROGRAMS COMPLETED

Black History Promo	02-Feb-11	0:00:30	Promo
Do & Go	03-Feb-11	0:01:00	Do & Go Fun Finder. A weekly guide of where to go and what to do in Montgomery County
County Reports	04-Feb-11	0:03:00	Pet (1:00); Think Green seg (2:00)
Around The County 19	07-Feb-11	0:01:00	Weekly Community Event Calender on Events in MoCo
Around The County 19	07-Feb-11	0:01:00	Weekly Community Event Calender on Events in MoCo
Around The County 21	07-Feb-11	0:01:00	Weekly Community Event Calender on Events in MoCo
Around The County 21	07-Feb-11	0:01:00	Weekly Community Event Calender on Events in MoCo
Mid Atlantic Jazz Fest (2) Promo:	10-Feb-11	0:01:00	Spot: Buy Tickets; Spot: See Show
Mid Atlantic Jazz Academy Tag	10-Feb-11	0:00:20	Tag
Do & Go	10-Feb-11	0:01:00	Do & Go Fun Finder. A weekly guide of where to go and what to do in Montgomery County
County Reports	11-Feb-11	0:03:00	Pet (1:00); Think Green seg (2:00)
21 This Week #287	11-Feb-11	0:27:30	Topics: Pepco, Same Sex Marriage, Pan Handlers, New Minority
21 This Week Topical Promos	11-Feb-11	0:00:30	Episodic Promo for 21 This Week
County Reports	16-Feb-11	0:03:00	Pet (1:00); Mid Atlantic Kurk Waylon (2:00)
Do & Go	17-Feb-11	0:01:00	Do & Go Fun Finder. A weekly guide of where to go and what to do in Montgomery County
On Demand Promo Spots	17-Feb-11	0:00:30	Promo
Think Green #18	17-Feb-11	0:27:30	1) Herron Printing & Graphics 2) MR. Water- Eco Water Treatment Systems 3) The Holiday Inn Gaithersburg is going green 4) All Eco
Montgomery Channel ON Location	17-Feb-11	0:02:00	Highlights Eco Center
2011 Gazette Healthy Challenge - PROMO	18-Feb-11	0:00:30	Promo on 2011 Gazette Healthy Challenge
Around The County 19	23-Feb-11	0:01:00	Weekly Community Event Calender on Events in MoCo
Around The County 19	23-Feb-11	0:01:00	Weekly Community Event Calender on Events in MoCo
Around The County 21	23-Feb-11	0:01:00	Weekly Community Event Calender on Events in MoCo
Around The County 21	23-Feb-11	0:01:00	Weekly Community Event Calender on Events in MoCo
Glen Echo Park: Summer of Change	23-Feb-11	0:27:30	Summer of Change at Glen Echo Amusement Park, Part 1
Glen Echo Park: Summer Change Special	2/23/2011	1:00:00	Special on Summer of Change at Glen Echo Amusement Park
Montgomery Channel ON Location	24-Feb-11	0:02:00	Highlights Jazz Musican, Kurk Waylan
Do & Go	24-Feb-11	0:01:00	Do & Go Fun Finder. A weekly guide of where to go and what to do in Montgomery County
Montgomery Channel ON Location	24-Feb-11	0:02:00	Maryland Senior Olympics Day in Annapolis
21 This Week #288	25-Feb-11	0:27:30	Topics: ICC Opens, Pan Handling in MoCo, Environmental, Wisconsin Controversy
21 This Week Topical Promos	25-Feb-11	0:00:30	Episodic Promo for 21 This Week
County Reports	25-Feb-11	0:03:00	Pet (1:00); Mid Atlantic Jazz Academy (2:00)
Montgomery Channel ON Location	01-Mar-11	0:02:00	Mid-Atlantic Jazz Festival Highlights
Do & Go	03-Mar-11	0:01:00	Do & Go Fun Finder. A weekly guide of where to go and what to do in Montgomery County
County Reports	04-Mar-11	0:03:00	Pet (1:00); Think Green Seg. (2:00)
Egypt Revolution: Leventhal Forum	04-Mar-11	1:30:00	Discussion Forum on the Egyptian Revolution
21 This Week #289	04-Mar-11	0:27:30	Topics: Gas Tax, Increase Minimum Wage, School Funding, Make Up In MoCo, Gay Marriage
21 This Week Interview Special	04-Mar-11	0:28:15	An Interview with Council President, Valerie Ervin
21 This Week Topical Promos	04-Mar-11	0:00:30	Episodic Promo for 21 This Week
Glen Echo Park: Summer of Change	04-Mar-11	0:27:30	Summer of Change at Glen Echo Amusement Park, Part 2
Montgomery Channel On Location	04-Mar-11	0:02:00	ICC
2nd Annual Mid-Atlantic Jazz Festival	09-Mar-11	0:57:30	Part 1 MAJF held at the Rockville Hilton on Feb. 18 thru Feb 21, 2011
Around The County 19	09-Mar-11	0:01:00	Weekly Community Event Calender on Events in MoCo
Around The County 19	09-Mar-11	0:01:00	Weekly Community Event Calender on Events in MoCo
Around The County 21	09-Mar-11	0:01:00	Weekly Community Event Calender on Events in MoCo
Around The County 21	09-Mar-11	0:01:00	Weekly Community Event Calender on Events in MoCo
Do & Go	10-Mar-11	0:01:00	Do & Go Fun Finder. A weekly guide of where to go and what to do in Montgomery County
21 This Week #290	11-Mar-11	0:27:15	Topics: ICC, Tax Bag, Maryland Dream Act, DC Clowns
21 This Week Topical Promos	11-Mar-11	0:00:30	Episodic Promo for 21 This Week
Irish Dance Special	14-Mar-11	0:57:30	Irish Dance Special
Montgomery Channel ON Location	15-Mar-11	0:02:00	Jazz Academy with Paul Carr
Do & Go	16-Mar-11	0:01:00	Do & Go Fun Finder. A weekly guide of where to go and what to do in Montgomery County
County Reports	18-Mar-11	0:03:00	Pet (1:00); Think Green Lush (2:00)
21 This Week #291	18-Mar-11	0:27:30	Subsidies
21 This Week Topical Promos	18-Mar-11	0:00:30	Episodic Promo for 21 This Week
2nd Annual Mid-Atlantic Jazz Festival	18-Mar-11	0:57:30	Part 2 MAJF held at the Rockville Hilton from Feb. 18 thru Feb 21

## LIST OF PROGRAMS COMPLETED

Think Green #19	21-Mar-11	0:27:30	1) Lush handmade cosmetics 2) Great Sage Restaurant 3) Nest organic clothing 4) Green Matters symposium at Brookside Gardens
2nd Annual Mid-Atlantic Jazz Festival	23-Mar-11	0:57:30	Part 3 MAJF held at the Rockville Hilton was full 3 days of Jazz
Do & Go	24-Mar-11	0:01:00	Do & Go Fun Finder. A weekly guide of where to go and what to do in Montgomery County
County Reports	25-Mar-11	0:03:00	Pet (1:00); Red Cross (2:00)
21 This Week #292	25-Mar-11	0:27:30	Topics: State Budget, County Budget, Potomac Lane, County Murders
21 This Week Topical Promos	25-Mar-11	0:00:30	Episodic Promo for 21 This Week
Around The County 19	25-Mar-11	0:01:00	Weekly Community Event Calender on Events in MoCo
Around The County 19	25-Mar-11	0:01:00	Weekly Community Event Calender on Events in MoCo
Around The County 21	25-Mar-11	0:01:00	Weekly Community Event Calender on Events in MoCo
Around The County 21	25-Mar-11	0:01:00	Weekly Community Event Calender on Events in MoCo
Montgomery Channel ON Location	25-Mar-11	0:02:00	The American Red Cross role in Japan
2nd Annual Mid-Atlantic Jazz Festival	30-Mar-11	0:57:30	Part 4 MAJF held at the Rockville Hilton was full 3 days of Jazz.
Do & Go	31-Mar-11	0:01:00	Do & Go Fun Finder. A weekly guide of where to go and what to do in Montgomery County

## **TRAINING AND VOLUNTEER SERVICES**

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### **New Programs and Projects**

There were 29 new projects started this quarter by Volunteers and Presenters. These projects cover a wide range of topics from a youth-created program for middle school kids, programming on the arts, women, real estate, business advice as well as tips on children's health and fitness. There were also ten new programs produced by the Studio classes.

### **Classes and Workshops**

We offered five workshops this quarter in addition to the regular classes. The classes included animation graphics using Jumpbacks, an Introduction to Adobe Premier Editing Program, Video-to-Web and a HD Camera workshop. We also held a Photoshop for Producers class which focused on teaching Producers how to format pictures for use as still stores in productions. This class was designed for Producers but open to anyone.

### **Current Activities**

The ACM Conference and Hometown Video awards submission process is in the works. We are gathering programs from the producers to submit for judging. The deadline to turn in a program for processing is April 4th. We will again be a judging center this year for categories in which we haven't entered programs. Preparation for the 1000<sup>th</sup> show of "Montgomery Week in Review" coming up May 26 is in the works. There will be a special taping of the show on that day with some past guests and crew from over the 20 years of the show's production at MCM.

### **Youth Workshops**

The Training and Volunteer Services Department is working on the Backpack Journalism workshop which is sponsored by the PEG Youth Grant and will be held during the summer. The workshop is open to high school students in the county but the participating students must be recommended by their school.

### **Coming Up**

The 12-week Studio Tech Class begins in April. This class is new in this round is already full. This class will almost double the amount of Studio Technicians certified in Control Room and Basic Class each round. We should have 36 Certified Technicians in all aspects of Studio other than Director for this round ending in June. The program being used for this class will be "Burgundy & Gold" in addition to a youth-created program with the help from Burgundy & Gold's Producer, Forward Motion's Producer, and Deak's Fitness Producer.



## Certifications and Classes

<b>New Certifications</b>	
<b>Certification Code</b>	<b>Total</b>
C-PhotoshpProd	4
C-Ftech	6
C-Intro	81
C-PEditFCP	16
C-SAD	3
C-Scamera	10
C-SCAudio	9
C-SCCG	11
C-SCSwitcher	8
C-SCVT	10
C-Fproducer	12
C-Sfloor	9
C-Sprompter	10
C-Sproducer	9
C-SDirector	2
<b>Grand Total</b>	<b>200</b>

### New Certifications

New certifications for the third quarter totaled 200.

<b>Classes/Workshops</b>	<b>Number of Classes</b>	<b>Total Capacity</b>	<b>Number Attended</b>
IntroVBasics	2	120	81
Road To Production	1	30	6
Studio Basics	2	12	12
Studio Ctrl Rm	2	12	9
Studio Dir 6w	2	6	2
Studio Producer	1	12	12
Field Edit	1	17	17
Field Producer	1	16	16
Field Camera	1	16	16
Creative Connection	2	140	63
Intro to Premier	1	20	11
PhotoshopProd	1	15	4
HDCamWorkshop	1	15	5
Video to Web	1	20	6
<b>Grand Total</b>	<b>20</b>	<b>467</b>	<b>260</b>

### Second Quarter Training Classes and Capacity

There were 20 classes held in the 3<sup>rd</sup> quarter and a total of 260 people attended. This number may not reflect the number of certifications as some students may not have completed portions of the course.

## Number of New, Continuing, and Completed Projects

<b>Project Status</b>	<b>Total</b>
New	20
Continuing	117
Completed	16
<b>Grand Total</b>	<b>153</b>

The Project Status chart displays new projects, ongoing projects and completed projects by volunteers this quarter.

## **COMMUNICATIONS AND DEVELOPMENT**

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Numerous meetings, presentations and grant requests marked a busy quarter for the Development & Communications department. Highlights include:

### **MCM's Media Partnerships**

The long-awaited career development video project went into production, thanks to the partnership with Montgomery Works and charter funders, Holy Cross Hospital and Abt Associates. These on-air and online job-search tips will begin airing May 2011. Additional program funders are in the works.

In partnership with the County's Office of Community Partnerships, MCM agreed to become the official media provider for County Executive Isaiah Leggett's "Pledge 25" campaign, which hopes to generate more than 25,000 hours of volunteer effort during October 2011's Week of Community Service.

With the re-launch of the "Think Green" series, the development department has been meeting with potential sponsors for the program, including Bethesda Green.

To enhance MCM's outreach to the community, the first meetings of the MCM Diversity Advisory Group were held in January and March. These meetings will generate interest among the diverse communities of Montgomery County in MCM programming and training.

### **Development Meetings**

The Executive Director gave presentations to various community groups, including the Gaithersburg Rotary Club, to further extend interest and awareness of MCM to the community. He also held several meetings with potential major donors to MCM and there are more meetings planned.

### **Development Director Search**

With the departure of MCM's previous Development & Communications Director in November 2010, MCM has been searching for a skilled individual for this position. More than 50 candidates submitted applications and interviews were ongoing in the third quarter. It is anticipated that a new Director will be in place in May 2011.

## **TECHNICAL AND NETWORK SERVICES**

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### **Production Services**

Production services were provided for weekly productions of “21 This Week” and “Montgomery Week in Review,” as well as various community and client productions.

### **Production Facilitation**

Over the quarter, the Technical Support Department serviced 98 Studio Productions totaling 584 hours of public access production time. This represents a slight increase in productions, but a 7.5% decrease in production hours 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 MPV) took place in January. In mid-February, technical staff provided support for the Mid-Atlantic Jazz Festival using MCM’s Varto Mobile Production Studio.

### **Administration**

This quarter was extremely busy for the Technical Services Department, with equipment failures, a new master control install, new facilities editing system installations, and MCM’s new channel launch, all in the same three-week span.

Sometime during the early morning of Sunday, December 20<sup>th</sup> just six days before the dawn of the 3<sup>rd</sup> quarter, and barely two weeks before a planned upgrade, the computer server storage device that had housed MCMs’ on-air video playback library, died. Despite the best efforts of MCM Master Control personnel, MCM Technical Support personnel and Synergy Broadcast Company emergency support personnel, the server could not be recovered. At the same time, one of MCMs’ Synergy “encoders”, used to capture video, also died. Both failures, as well as the failure of the Master Control Vela Quad on-air playback unit a week later, were probably due to the age of the units. Working with Synergy’s support personnel, MCM master control and technical support staff were able to keep the system working throughout the next weeks until the already planned upgrade of the Master Control System could take place. The upgraded master control system, which included a new replacement server, along with other components, was purchased as part of FY’10 County Procurement. The primary installation of this new system took place from Monday, January 10th through Friday, January 14, 2011.

Along with the county funded upgrade to the Master Control System, MCM implemented several self-financed improvements in MCM’s production infrastructure. These included a new, in-Master-Control, Macintosh Edit System, On-Air Company bugs, Synergy Corporation video “Transcode Engine”, upgraded keyboard/video/mouse (KVM) system, and complete rebuild/installation of our AudienceTV on-air bulletin board system. In addition, the company has purchased a digital signage system for the MCM offices. It is hoped that this will help communicate MCM’s mission, purpose, and story as well as provide daily updates about in-house events and schedules.

## **TECHNICAL AND NETWORK SERVICES CONTINUED...**

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During the quarter, MCM was able to expand its “Green Monster” (the small “green screen” wall in Studio B) with a long-sought-after flooring component. The new four-part green floor was purchased from Uni-Set Corporation, the original manufacturer of the wall. Green screen is a technology allowing almost any background to be placed seamlessly behind on screen talent, providing an infinite variety of looks for programming. The Green Monster has become a volunteer favorite at MCM.

## **PROGRAMMING**

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The programming department scheduled both MCM-operated cable channels (19 & 21), as well as coordinated and performed operational activities for the channels. Applications and schedules were implemented for over 120 approved Series programs from Montgomery County residents and organizations.

The programming department also extensively scheduled several non-Series programs made by county residents and by MCM. Dozens of requests from show Presenters and Access Users for schedule changes were implemented.

Both MCM channels' core schedules with Series programs began their completely redesigned arrangements according to the new operational strategy. The new configurations began operation on January 17, 2011. The channels' content remained mostly Access Users' programs defined by the eligible public's application for channel time usage.

The MCM production of several one-hour programs showing the "2010 Mid-Atlantic Jazz Festival" began their weekly run during the quarter.

Breaks between programs on the channels were filled with video programming essentially eliminating the appearance of alpha/numeric bulletin board CG. In these breaks, several promotional and informational programs created by MCM's Production Department and county residents were scheduled.

Scheduling continued for specific promotional spots for "21 This Week", the weekly "Event Calendars" (with separate ones for channels 19 and 21), and several MCM produced "MOCO AM/PM" spots.

Several weekly timeslots on Channel 21 continued to be used for play of the PEG Network program series "County Report This Week". MCM participates along with other PEG Network organizations to create this weekly news-like, half-hour program.

Programs and promotional spots were scheduled related to the Martin Luther King, Jr. Holiday events and February's Black History Month.

Information continued to be supplied for updating and extending the A-List Program Guide which appears on the Comcast cable channels informing viewers on details of available programs on MCM operated channels.

## Programming Analysis

<b>Program Analysis Video Bulletin Board</b>	
<b>Program Title</b>	<b>Hours</b>
Bulletin Board 19	17
Bulletin Board 21	0
VBB/Washington Ear	402
<b>Grand Total</b>	<b>428</b>

<b>Program Analysis This Quarter</b>		
	<b>Hours Played</b>	<b>Number of Different Programs Played</b>
<b>First Run</b>	<b>369</b>	<b>796</b>
<b>Repeat</b>	<b>3,420</b>	<b>17,483</b>
<b>Total of First Run + Repeats</b>	<b>3,789</b>	<b>18,279</b>

<b>Channel</b>	<b>Total Hours</b>
19	1,670
21	2,119
<b>Grand Total</b>	<b>3,789</b>

<b>Origin</b>	<b>Total Hours</b>
MCT Access	857
Mont. County	357
Maryland	105
Non-Local	1,410
Unknown	440
Metro	19
MCT	147
MCT Training	14
MCT Prod Svs	440
<b>Grand Total</b>	<b>3,789</b>

<b>Category</b>	<b>Total Hours</b>
Arts	531
Community	429
Educational	231
Ethnic	136
Growth	74
Health	90
Humanities	42
Inspirational	808
Promotions	29
Public Affairs	331
Sports	87
Youth	991
Unknown	10
<b>Grand Total</b>	<b>3,789</b>

## **ADMINISTRATION**

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### **Human Resources**

Montgomery Community Media welcomed Ryan Celli as a new Production Technician.

The recruitment process is underway for a Development & Communications Director.



# ADMINISTRATION

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## Staff Chart

### Executive Board of Directors

President .....	Lee Klumpp
1 <sup>st</sup> Vice President .....	Nancy Poole
2 <sup>nd</sup> Vice President.....	Paul Silverman
Secretary .....	Marian Merewitz
Treasurer.....	Marion Hayes Hull

### 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 Clark
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 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

# ADMINISTRATION

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## *Staff Chart continued....*

### **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 .....	Aly 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.....	Ryan Celli
Production Technician.....	Susan Klein
Production Technician.....	Omri Haberman
Production Technician.....	Brett Fox
Production Technician.....	Heather Goldsmith
Production Technician .....	Dario Lanzano

### **Programming**

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

### **Development & Communications**

Director .....	Vacant
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