



# **FY2014**

# **4th Quarter Report**

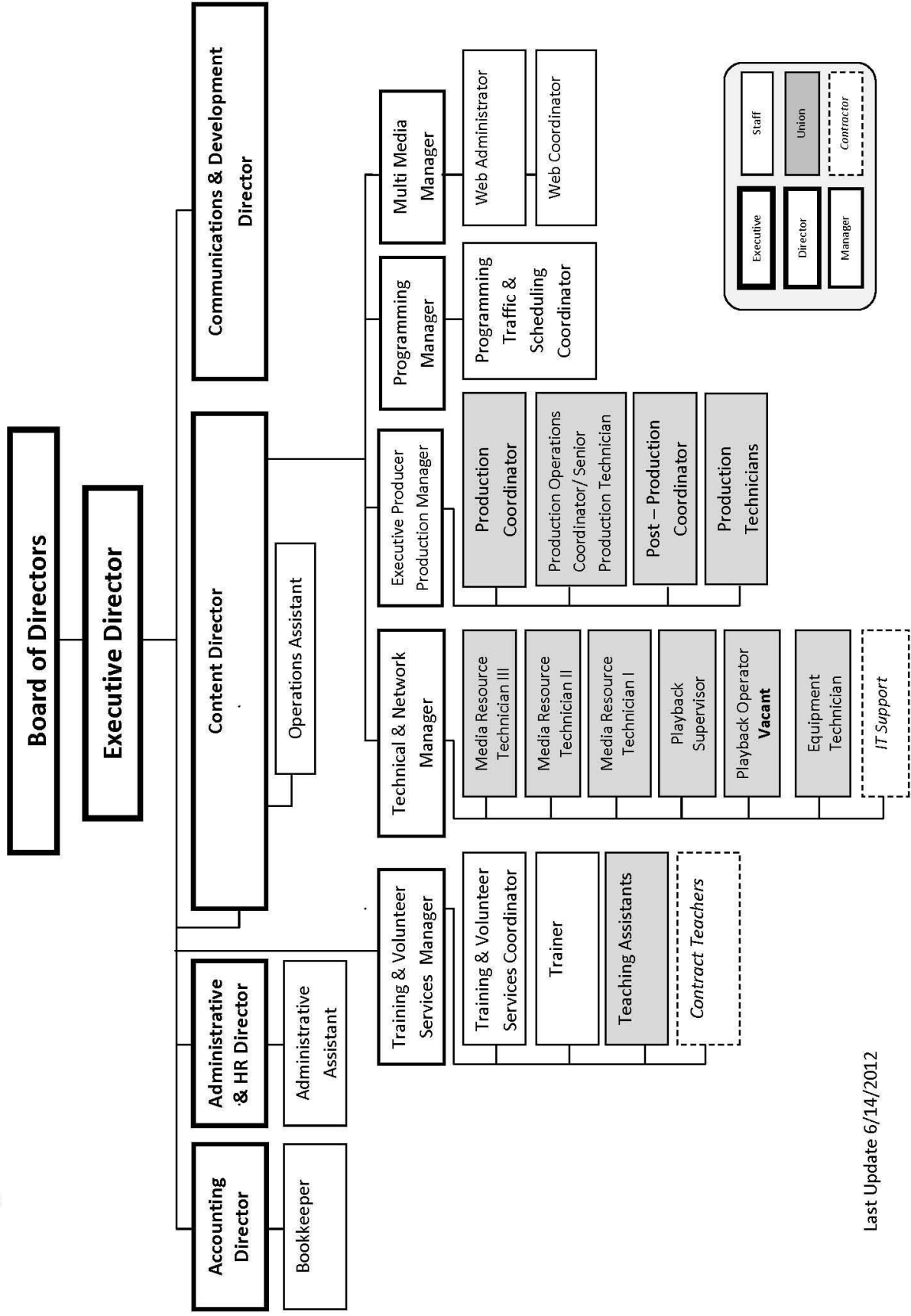
April 1, 2014 thru June 30, 2014

a service of  
*Montgomery*  
COMMUNITY TELEVISION, INC.

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

# Montgomery Community Media

## Organizational Structure



## PRODUCTION SERVICES

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April - June 2014

- 1. Community Engagement:** This quarter, MCM's Community Engagement Specialist Valerie Bonk and Producer Sonya Burke coordinated with the Production department to produce a record 48 two-minute packages (MCOL's) covering local news and current events: an increase of ten packages since the last quarter. Also shot and uploaded to YouTube were all County Council President Press Conferences held from April through June. There were only five Council President press conferences held this quarter, but MCM shot and uploaded each of them. Additionally, a press conference for the 100,000 Homes (homeless) Campaign was uploaded this quarter, as well as two Tiger Woods Quicken Loans Golf Tournament Press Conferences. The first Tiger Woods press conference, uploaded in May, achieved 6,795 views on YouTube, our most watched YouTube video to date.
- 2. Day in the Life:** On April 22<sup>nd</sup> MCM held its second annual 'A Day in the Life of Montgomery County'. The Production department created two promo's to help highlight the event, which showcased our sponsors. Additionally, Production created a number of banners and posters which helped advertise the event in our local libraries and two Montgomery County Employees Federal Credit Union offices.
- 3. Silver Spring Blues Festival:** In June, MCM shot the Silver Spring Blues Festival. The blues programs are in production and will create five hours of musical content for our channels.
- 4. Presented Programming:** MCM's production services department coordinated with Erica Ginsberg of Docs in Progress (DIP) in April to acquire 29 short documentaries produced by DIP students. The short documentaries cover areas of interest in Montgomery County highlighting businesses and citizens' stories. Production Services added an Open and copyright page for each of the stories, put the programs to tape and turned them in for playback on MCM's channels. The shorts are currently airing during breaks between programming.
- 5. Live Studio Event: International Trade Forum** – MCM's Production Services team streamed four live, hour-long presentations addressing questions and challenges facing International Trade. During the event, presenters and our overflowing audience had the unique opportunity to watch the presentations live in two different locations at MCM. Streaming live on YouTube allowed us to present the programs in our executive conference room, studio B, green room, and of course the internet.
- 6. Live Studio Event: Small Business Day** - Four hour-long presentations streamed live highlighting the aspects and challenges of running a small business in Montgomery County.

7. **Small Business seminars and networking events:** Production Services provided their services for MCM's Communications & Development department continued monthly networking sessions. MCM created content for the air featuring speakers from each of these events including Frank Islam, Anthony Shop, and Bill Lynch.

8. **Election Coverage: Candidate Forums and Debates (not hosted by MCM)** – MCM shot and aired a County Executive Forum at the Rockville Library in April, a County Council District 1 debate in Chevy Chase in late April, a Montgomery County Board of Education At-Large Forum hosted by the League of Women Voters in late June and a County Executive Forum hosted by Manna Food Center and Nonprofit Montgomery also in late June. The four programs accounted for five hours of programming for our air and were turned around for air in less than 48 hours.

9. **21 This Week:** MCM's political talk show, 21 This Week, featured special guests this quarter as the primary election drew closer. One on one interviews with 21 This Week's host Casey Aiken included candidates for Governor Doug Gansler, Heather Mizeur, and David Craig.

10. **Election Coverage: Candidate Forums and Debates (hosted by MCM)** – MCM produced and hosted in MCM's studios four candidate debates with the League of Women Voters. They were for candidates running for the County Council At-Large, District 1, District 3, and District 5 offices. The County Council At Large debate was streamed and broadcast live. Additionally MCM hosted and live streamed the County Executive Debate. The County Executive debate was sponsored by the African American Chamber of Commerce, the Hispanic Chamber of Commerce of Montgomery County, the Gazette Newspapers, the League of Women Voters of Montgomery County and the Rockville Chamber of Commerce.

11. **Election Coverage** – MCM's production department coordinated with the PEG network to produce three hours of live coverage reporting the election results for June's primary election. The three hour program featured on-set guests with the host CCM's Susan Kenedy, two panels lead by MCM's Sonya Burke, a Social Media Room hosted by Valerie Bonk, and two field reporters: CCM's Michael Bruen at the Board of Elections and CCM's Julie Rios Little in downtown Silver Spring. The panels consisted of:

- \* Former Councilmember Mike Knapp
- \* Casey Aiken, the host of 21 This Week
- \* Marilyn Balcombe, the President of the Gaithersburg Germantown Chamber of Commerce
- \* Charles Duffy, host of channel 16's Political Pulse
- \* Mayor of Rockville, Bridget Newton
- \* Mayor of Somerset, Jeffrey Slavin
- \* Bethesda Magazine editor, Louis Peck

The social media room featured, on-set, Dan Reed who runs the blog, *Just Up the Pike*. On-set with Susan Kenedy for one-on-one interviews were media consultant Steve Simon, Director of the Office of Community Partnerships Bruce Adams, Mayor of Kensington Pete Fosselman, Vice Chair of the County GOP Katja Bullock, and councilmember Cherri Branson. Two interviews were conducted live over the phone with Gabriel Albornoz, the Chair of the Democratic Central Committee, and Craig Rice, the current County Council President.

12. **Combined Services – County Executive Budget Hearing:** On March 17<sup>th</sup>, County Executive Ike Leggett held his county budget hearing at the Executive Office Building. MCM normally provides crew for these events but the production crew at EOB were short a couple of cameras. MCM provided three cameras and additional crew to help CCM’s EOB crew cover the event.

13. **Work-for-Hire:** AARP rented the classroom through Production Services in April. They hired a camera person and an assistant to aid with recording and playing back interviews conducted by their staff. It was a successful training session and AARP was delighted with our facility and staff.

14. **Work-for-Hire:** Gregg Riley, MLK Jr. Impersonator – Gregg Riley impersonates MLK Jr. and performs some of his greatest speeches. Production Services was hired to record one of his presentations and to create a DVD for Mr. Riley to sell on his website. Mr. Riley was pleased with the work MCM provided.

15. **Montgomery County Government:** MCM has continued to staff a variety of County Council Hearings and Committee meetings and has continued shooting Council President Craig Rice’s weekly press conferences. Due to an increase in Spanish Language programming, MCM has provided CCM with shooters 4-6 times a month and provided and an editor for six full days this quarter.

PROJECTS COMPLETED AND RELEASED THIS QUARTER			
MCOL #242	03-Apr-14	0:02:00	Topic: Diego Uriburu
Day in the Life of Montgomery County Promo	03-Apr-14	0:00:30	Call to Action Promo
MCOL #243	04-Apr-14	0:02:00	Topic: Wiggler Farm
MCOL #244	04-Apr-14	0:02:00	Topic: Great and Small
21 This Week #407	04-Apr-14	0:27:30	Topic: Phil Andrews interview, Relisha Rudd, & MD Health Exchange
21 This Week Topical Promos	04-Apr-14	0:00:30	Episodic Promo for 21 This Week Show
MCOL # 245	07-Apr-14	0:02:00	Topic: Persian American Festival
MCOL # 246	07-Apr-14	0:02:00	Topic: Little League

MCOL # 247	07-Apr-14	0:02:00	Topic: The Washington Ear
MCOL # 248	10-Apr-14	0:02:00	Topic: Silver Spring Transit Center Briefing
MCOL # 249	10-Apr-14	0:02:00	Topic: English Literacy's Grown Up spelling Bee
MCOL # 250	10-Apr-14	0:02:00	Topic: Springbrook High School Ceremony
MCOL # 251	10-Apr-14	0:02:00	Topic: Day in the Life
21 This Week #408	11-Apr-14	0:27:30	Topic: MCPS Standards, Annapolis Highlights, & Planning Board
21 This Week Topical Promos	11-Apr-14	0:00:30	Episodic Promo for 21 This Week Show
MCOL #252	15-Apr-14	0:02:00	Topic: Muslim Americans in a Post 911 World.
MCOL #253	16-Apr-14	0:02:00	Topic: SS Advisory meeting Rapid Transit Update
MCOL #254	17-Apr-14	0:02:00	Topic: Candidates Forum at Rockville Library
County Executive Candidates Forum - April 16, 2014	21-Apr-14	1:54:30	Candidate Forum
MCOL #255	23-Apr-14	0:02:00	Topic: Jennie Forehand Retires
MCOL #256	24-Apr-14	0:02:00	Topic: Pepco's WaterShed Sustainability Center
MCOL #257	24-Apr-14	0:02:00	Topic: Day in the Life Day
MCOL #258	25-Apr-14	0:02:00	Topic: Frank Islam: Small Business Networking
MCOL #259	25-Apr-14	0:02:00	Topic: Lighting the Way Home Ceremony
21 This Week #409	25-Apr-14	0:27:30	Topic: Doug Gansler interview, New Michigan Law, and Bundy
21 This Week Topical Promos	25-Apr-14	0:00:30	Episodic Promo for 21 This Week Show
MCOL #260	28-Apr-14	0:02:00	Topic: Chasing the Achievement Goal
MCOL #261	28-Apr-14	0:02:00	Topic: Crittenton High Tea
MCOL #262	30-Apr-14	0:02:00	Topic: The Korean Service Center
MCOL #263	02-May-14	0:02:00	Topic: Berliner / Trachtenberg debate.
21 This Week #410	02-May-14	0:27:30	Topic: Larry Hogan interview, MC Liquor Funding, & Donald Sterling
21 This Week Topical Promos	02-May-14	0:00:30	Episodic Promo for 21 This Week Show
MCOL #264	05-May-14	0:02:00	Topic: Running Group in Montgomery County
MCOL #265	05-May-14	0:02:00	Topic: Taste of the world in Fenton Village
MCOL #266	06-May-14	0:02:00	Topic: Active Aging Expo
MCOL #267	08-May-14	0:02:00	Topic: Stedwick Opera
Vote 2014: Voters Guide Videos - Early Voting	08-May-14	0:00:30	Voters Guide Videos
Vote 2014: Voters Guide Videos - Early Voting (Spanish)	08-May-14	0:00:30	Voters Guide Videos
Vote 2014: Voters Guide Videos - Voter Experience	08-May-14	0:00:30	Voters Guide Videos
Vote 2014: Voters Guide Videos - Voter Experience (Spanish)	08-May-14	0:00:30	Voters Guide Videos
Vote 2014: Voters Guide Videos - Voter registration	08-May-14	0:00:30	Voters Guide Videos
Vote 2014: Voters Guide Videos - Voter registration (Spanish)	08-May-14	0:00:30	Voters Guide Videos
21 This Week #411	09-May-14	0:27:30	Topic: Election 2014-Endorsements and the Democratic Governor's Debate

21 This Week Topical Promos	09-May-14	0:00:30	Episodic Promo for 21 This Week Show
MCOL # 268	12-May-14	0:02:00	Topic: Shady Grove Graduation Celebration
MCOL # 269	12-May-14	0:02:00	Topic: Small Business Award
MCOL # 270	14-May-14	0:02:00	Topic: A Local Bring Back Our Girls Vigil
MCOL # 271	15-May-14	0:02:00	Topic: WSSC Water Tunnel
Small Business University	15-May-14	0:30:40	Guest: Frank Islam
21 This Week #412	16-May-14	0:27:22	Topic: Election 2014 Predictions: Attorney General, Governor, & Council At-Large
21 This Week Topical Promos	16-May-14	0:00:30	Episodic Promo for 21 This Week Show
MCOL #272	19-May-14	0:02:00	Topic: Courthouse Ribbon Cutting
MCOL #273	20-May-14	0:02:00	Topic: Gaithersburg Book Festival-Attendance
MCOL #274	20-May-14	0:02:00	Topic: Tiger Woods
MCOL #275	21-May-14	0:02:00	Topic: Gaithersburg Book Festival-Children
NPO Day	21-May-14	0:57:00	Topic: Traditional & Social Media
Latino Leadership Conference	23-May-14	0:59:00	Topic: Business and Economic Empowerment
Latino Leadership Conference	23-May-14	0:50:00	Topic: Community Civic Engagement & The Latino
Latino Leadership Conference	23-May-14	1:24:54	Topic: Education and Impact on Our Future
Latino Leadership Conference	23-May-14	0:57:30	Topic: Who is Latino & What is Latino Identity
MCOL #276	27-May-14	0:02:00	Topic: Opening Swimming Pools
Small Business University	27-May-14	0:27:30	Guest: Anthony Shop
MCOL #277	28-May-14	0:02:00	Topic: Gaithersburg: 8th Fastest Growing City
2014 Candidates' Spotlight - Primary Election	28-May-14	1:55:15	Primary Election Candidates Statements
Vote 2014: Candidate's Spotlight - Primary Election	28-May-14	1:35:31	Primary Election Candidates Statements
MCOL #278	29-May-14	0:02:00	Topic: Ground Breaking Health Facility
2014 Candidates' Spotlight - Primary Election	29-May-14	6:07:04	Primary Election Candidates Statements
21 This Week #413	30-May-14	0:27:30	Topic: Washington Redskins name change & Piggyback tax
21 This Week Topical Promos	30-May-14	0:00:30	Episodic Promo for 21 This Week Show
MCOL #279	02-Jun-14	0:02:00	Topic: Early Voting preview
2014 Primary Election: Republican - State Senate (District 15)	03-Jun-14	0:04:57	Primary Election Candidates Statements
2014 Primary Election: Democrat - County Council (District 5)	03-Jun-14	0:12:46	Primary Election Candidates Statements
2014 Primary Election: Democrat - State Senate (District 15)	03-Jun-14	0:04:28	Primary Election Candidates Statements
MCOL #280	03-Jun-14	0:02:00	Topic: Tribute to Richard Jaeggi
MCOL #281	04-Jun-14	0:02:00	Topic: 100,000 New Trees
21 This Week #414	06-Jun-14	0:27:30	Topic: D-Day at 70, More Election Predictions
21 This Week Topical Promos	06-Jun-14	0:00:30	Episodic Promo for 21 This Week Show

Vote 2014: Montgomery County LIVE: County Executive Debate	07-Jun-14	1:00:00	County Executive Debate
MCOL #282	09-Jun-14	0:02:00	Topic: PEPCO Storm Prep
MCOL #283	10-Jun-14	0:02:00	Topic: Taste of Wheaton 2014
Vote 2014: County Council At-Large Democratic Debate	10-Jun-14	0:54:45	Council Democratic Debate
Vote 2014: Montgomery County Executive Debate	10-Jun-14	0:57:53	County Executive Debate
MCOL #284	11-Jun-14	0:02:00	Topic: Police Station Opening
MCOL #285	12-Jun-14	0:02:00	Topic: African Immigrant Caucus
21 This Week #415	13-Jun-14	0:27:35	Topic: Overlooked races, Cantor defeat
21 This Week Topical Promos	13-Jun-14	0:00:30	Episodic Promo for 21 This Week Show
MCOL #286	18-Jun-14	0:02:00	Topic: Early Voting
MCOL #287	18-Jun-14	0:02:00	Topic: India Trip
MCOL #288	18-Jun-14	0:02:00	Topic: Kid Museum
21 This Week #416	20-Jun-14	0:27:30	Topic: Primary Election Day, more Redskins talk.
21 This Week Topical Promos	20-Jun-14	0:00:30	Episodic Promo for 21 This Week Show
Cut-Ins: PRIMARY 2014 LIVE	24-Jun-14	0:06:00	Cut-Ins
Full LIVE Program: Primary 2014 Results	24-Jun-14	3:10:00	Primary Election Results
2014 Mid Atlantic Jazz Festival	26-Jun-14	0:57:25	Performance: Chad Carter
2014 Mid Atlantic Jazz Festival	26-Jun-14	0:55:24	Performance: USAF: Airmen of Note
21 This Week #417	27-Jun-14	0:27:30	Topic: Primary Election Results
21 This Week Topical Promos	27-Jun-14	0:00:30	Episodic Promo for 21 This Week Show
MCOL #289	30-Jun-14	0:02:00	Topic: NIH Bear
MCOL #290	30-Jun-14	0:02:00	Topic: Identity Study on Latino Youth
	<b>Q4 Total</b>	32:51:59	
	<b>FY14 Total</b>	76:10:42	



## TRAINING AND VOLUNTEER SERVICES

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### **New Programs and Projects**

There were 28 new projects started this quarter by MCM volunteers, presenters and classes. The projects covered many categories including Community, Ethnic, Inspirational, Arts, Youth, Educational, and Humanities. Some highlights of these wide ranging subjects include:

- Cooking shows: Caribbean cooking and Indian cooking
- Beauty tips: makeup and more
- Health: Holistic health, Benefits of fruits and vegetables
- Music: Positive side of R&B

### **Ongoing and New Volunteer Projects with Descriptions**

*Slim Stevens Live:* Produced by Frank McGuire (new)

Slim Stevens sings songs in a variety of easy listening styles (adult contemporary).

*Recharge your Marriage:* produced by Zev Halpern

A marriage counselor talks with other professionals, offering methods and tips for a successful marriage. The show has 3 segments covering different areas.

*Kettlebell Conditioning:* Produced by Elionay Imbert

This fitness program teaches exercises using kettlebells and equipment other than weights.

*Yala:* Produced by Laurent Amzallag

This is a program about intense fitness training and its many related aspects.

*DC Roller Girls:* Produced by Mike Valentyne

This show is all about female Roller-Derby in the Washington Area.

*Behind the Curtains with Laurie Edberg:* Produced by Laurie Edberg

This program highlights & educates audiences on the arts in Montgomery County. Also, it goes behind the scenes to meet with arts leaders.

## **Classes and Workshops**

This was the third time that we used the Studio Technician class as crew for the Studio Producer class projects. It successfully gave the technicians another real production to work on and enabled Producers and Techs to work together even before certification. Opportunities are given to students in the Studio Tech class to assist with current productions in order to gain more experience outside of the class under training staff supervision. April brought another successful Spring Break Back Pack Journalism class with 11 students. This class ran full days for a week for Middle to High school age kids.

## **Current Activities**

Initial planning for the Volunteer Recognition Night (Monty's) in November has begun. The date planned for the event is November 16, 2014 and it will be at Black Rock Center for the Arts in Germantown.

The primary election was in June, and each candidate had an opportunity to give a 4 minute statement in April. We had 92 candidates participate. Their statements were aired on the channels and are available on the Website as well as MCM's YouTube channel for viewing.

We are near completion of our pilot program for youth sports. We partnered with the Hispanic Business Foundation for this program. There were 5 students from Gaithersburg High School who participated in this 5 week video training program. They came to MCM, learned how to shoot with our cameras, and then went to Germantown Soccerplex. There, they recorded a team during their practice session and recorded some interviews with the players and the coaches. They are in the final steps of editing their work, which will be a short piece with interviews and B-roll.

## **Planned and Coming Up**

Summer Back Pack Journalism classes begin June 30 for 7-12 grade students. There are two 2 week sessions through July. The first session is for high school students. They will be doing their project on some form of sports activities, such as swimming, soccer, baseball and tennis. They will create a 2 minute news type package. The second session, for the middle school students, has a broader focus. Last summer, we began our partnership with Docs in Progress, and we will be continuing that partnership with another camp this summer. We will be teaching a 2 week documentary camp followed by a 2 week music video camp. The documentary camp is for middle and high school students and the Music Video Camp is structured for high school. Finally, MCM's last camp of this summer will be another full week of Backpack Journalism centered on the Montgomery County Agricultural Fair. Students will be behind the scenes at the fair, recording activities and obtaining interviews.

## Classes, Certifications and Projects

New Certifications	
C-Intro	19
C-Field Producer	10
C-BackPack	11
C-Field Tech	9
C-Studio Producer	6
C-PEditFCP	16
C-Studio Tech	12
Total	83

### New Certifications

New certifications for the fourth quarter totaled 83. This number reflects total certifications, rather than individuals, since many students obtain certifications in more than one area.

Classes/Workshops	Number Classes	Total Capacity	Number Attended
BackPack Journalism	1	11	11
Field Camera	1	16	11
Field Editor	1	16	16
Field Producer	1	16	15
Intro to Video Basics	1	60	25
Studio Producer	1	11	6
Studio Tech	1	12	12
Studio Lighting	1	12	8
YouthSpclWksp	1	6	5
Total	9	160	109

### Fourth Quarter Training Classes & Capacity

While there were 9 classes held in the fourth quarter, a total of 109 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	25
Continuing	103
Completed	38
Total	166

### 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.

## **PROGRAMMING**

To keep both MCM cable channels (19 & 21) in constant 24/7 operation, many administrative, scheduling, and operational activities were completed daily. This period includes the Programming Quarter of March 24 through June 22, 2014. Applications and schedules were implemented for over 120 different approved Series programs from Montgomery County residents and MCM itself. Each Series applicant can request for a different program to play each week for up to 13 different programs. Applications for channel placement were also processed for several non-Series programs made by County residents, MCM, and Montgomery County Education and Government cable channel operators. Dozens of requests for schedule changes from original instructions from County Resident Program Presenters and Members were implemented.

Hundreds of individual programs, Series episodes, program and MCM-services promotional spots, thematic channel identifications, and event calendars were scheduled on both channels. The many programs and content related to the Maryland Primary Election on Tuesday, June 24 influenced greatly the scheduling of the MCM channels. Programs and other content units came to the MCM Channels from Public Access producers and channel users, other Montgomery County PEG channel operators, and MCM Productions.

Among the new programs scheduled on the MCM Channels were:

- Voters' Guide public service announcements (in both English and Spanish versions) informed viewers about early voting, voter registration and the voter's experience;
- Dozens of individual statements made by Candidates for several offices were created under the MCM service "Candidates' Spotlight";
- Vote 2014: League of Woman Voters Board of Education At-Large Forum;
- Vote 2014: Montgomery County Council District 1, Democratic Candidates;
- Vote 2014: Montgomery County Council District 3, Democratic Candidates;
- Vote 2014: Montgomery County Council District 5, Democratic Candidates;
- Vote 2014: Montgomery County Council At-Large, Democratic Candidates;
- Vote 2014: Montgomery County Executive Candidates Debate;
- Live reporting and commentary of the results of the Maryland Primary Election solidly filled the schedules of the Montgomery Channel and other PEG channels' evening hours on election day, June 24;
- New short Youth Projects resulting from MCM classes were made available in June;
- Eleven new Backpack Journalism Projects resulting from students of the 2014 Spring Break Backpack Journalism Class were released;

- The multi-episode 2014 Mid Atlantic Jazz Festival program series was produced by MCM;
- NPO Day: Traditional & Social Media (One hour program produced by MCM);
- Two new programs of MCM's Small Business University series highlighting Anthony Shop and Frank Islam were released in May;
- The four part program series from the MCM held "Latino Leadership Conference";
- Sixteen new Community Close-Ups came out of the MCM Field Production classes;
- Photos from the public were displayed regularly on and following MCM's April 22 "Day in The Life of Montgomery County".

Programming continued to consistently schedule the Disclaimer Statement to play directly before each non-MCM produced program was aired.

Breaks between programs on MCM 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, County Residents, and other Montgomery County PEG cable channel operators were regularly scheduled. The Disclaimer appeared in these Breaks.

Among the specially scheduled promotional and public service announcements were: "Coming Up Next" messages immediately following the end of one program indicating the next main program;

2 minute MCM produced "My MC Media On Location" content units;

Episode specific promotional spots for the public affairs program "21 This Week";

"Day In The Life of Montgomery County: Call To Action" Promo;

MCM Fundraising/Development Spots (three 30 second units);

Station Identifications (ID's) featuring Small Businesses;

"Gaithersburg Helps PSA" [1minute 15seconds];

Promotional spots for the PEGS' Primary Election coverage on June 24 on MCM and PEG channels and social media.

Several weekly timeslots on Channels 21 and 19 continued to be used for play of the PEG Network program series "County Report This Week". MCM participates along with other PEG Network members to create this weekly news and feature-story, a ½ hour program.

The number of program air 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. It is necessary for air copies of programs to be culled because of limited space and to avoid confusion, thus allowing proper service to Public Access Users and operation of MCM channels.

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

**Programming Analysis**

Program Analysis Video Bulletin Board	
Program Title	Hours
Channel 19 VBB/Washington Ear	360
<b>Grand Total</b>	<b>360</b>

Program Analysis This Quarter		
	Hours Played	Number of Different Programs Played
First Run	325	643
Repeat	3,512	15,797
<b>Total of First Run + Repeats</b>	<b>3,837</b>	<b>16,440</b>

Channel	First Run Hours	Total Hours
19	248	1,724
21	77	2,113
<b>Grand Total</b>	<b>325</b>	<b>3,837</b>

Origin	First Run Hours	Total Hours
MCT Access	73	1,081
Mont. County	64	446
Maryland	20	123
Non-Local	77	1,346
Metro	61	396
Unknown	0	17
MCT	19	317
MCT Training	0	14
MCT Prod Sv	11	97
<b>Grand Total</b>	<b>325</b>	<b>3,837</b>

Category	First Run Hours	Total Hours
Arts	4	173
Community	32	461
Educational	24	242
Ethnic	26	203
Growth	8	54
Health	7	158
Humanities	4	21
Inspirational	155	956
Promotions	0	8
Public Affairs	51	428
Science	0	3
Sports	14	83
Youth	0	1,027
Unknown	0	20
<b>Grand Total</b>	<b>325</b>	<b>3,837</b>

## WEBSITE AND SOCIAL MEDIA

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### MCM's Multimedia Department (MyMCMedia.org)

It was a phenomenal fourth quarter for MyMCMedia, which saw explosive growth in visits to the website. Visits this quarter increased by 42-percent from the previous quarter. In fact, visits this quarter essentially matched the number of visits in the first two quarters of FY 2014. Unique visits kept pace with 51-percent growth.

Traffic sources changed just slightly relative to the previous quarter, with two significant trends:

- 1.0 In the fourth quarter, 42-percent of visitors (an increase) were referred by Google.
- 2.0 Mobile Facebook continues to outpace desktop Facebook as a traffic source. By the numbers: 66-percent mobile Facebook vs. 24-percent laptop/desktop Facebook.

The site remains sticky with over four pages per visit in the fourth quarter of FY 2014. The **100,891** visitors in the 4<sup>th</sup> quarter perused 1,512 posts (an average of 24 posted per work day), over 1,025 events (an average of 16 posted per work day) and over 2,620 photos that were uploaded. Average weekly visits for the quarter were **7,769**.

**By the Numbers** (weekly visitor average by month):

April: 6,985

May: 8,663

June: 7,660

### Overview Stats Fourth Quarter FY'14

Visits: 100,891

Unique visits: 75,711

**Page views: 413,354**

Duration: 1:55

Percentage new: 67%

Mobile visitors: 47%

**Web team activity on site:**

Web team promotes content on multiple social media sites, seven days a week.

	<b>Posts</b>	<b>Events</b>	<b>Images</b>	<b>FB</b>	<b>Twitter</b>
April	485	442	845	365	1,131
May	568	384	851	359	885
June	459	200	931	304	803
<b>Total</b>	<b>1,512</b>	<b>1,026</b>	<b>2,627</b>	<b>1,028</b>	<b>2,819</b>
Average	504	342	876	343	939
Average/Day	24	16	41	11	31

Note: there were 64 work days in the quarter.

There were 91 “social media” days in the quarter.

**Important** to note that, despite these numbers, this quarter we lost a full 24-hour day on April 16 because of a Blue Host issue (server was down).

**Weekend Activity:**

Sonya Burke and Valerie Bonk and a camera crew were in the field nine of the 13 weekends in this quarter. Ten of the MCOLs produced in this quarter were from this weekend work.

**MCOL/MyMCMEDIA 242-290** A total of 48 reports produced by Valerie Bonk and Sonya Burke

#242 Identity Director Honored at the White House 4.3.14

#243 Red Wiggler Community Farm 4.4.14

#244 Great and Small 4.4.14

#245 Persian Festival in Boyds 4.7.14



#246 Opening Day of Little League in Germantown 4.7.14

#247 Washington Ear 4.7.14

#248 Silver Spring Transit Center 4.10.14

#249 Adult Spelling Bee 4.10.14

#250 Springbrook High School Ceremony 4.11.14

#251 Day in the Life Preview 4.11.14

#252 Muslim in a Post 911 World 4.15.14

#253 SSCAB on Rapid Transit 4.16.14

#254 County Executive Candidates Forum 4.17.14

#255 State Senator Jennie Forehand Retires 4.23.14

#256 Pepco Watershed Building 4.24.14

#257 Day in the Life 4.24.14

#258 Frank Islam SB Networking 4.25.14

#259 Lighting the Way Home 4.25.14

#260 Chasing the Achievement Gap 4.28.14

#261 Crittenton High Tea 4.28.14

#262 Korean Service Community Center 4.30.14

#263 Roger Berliner/Duchy Trachtenberg Debate in Chevy Chase 5.2.14

#264 Running in Montgomery County 5.2.14

#265 Taste of the World Festival 5.5.14

#266 Active Aging 5.6.14

#267 Stedwick Opera 5.8.14

#268 Shady Grove Graduation 5.12.14

#269 Small Business Award 5.12.14

#270 Bring Back Our Girls Vigil 5.4.14

#271 WSSC Water Tunner 5.15.14

#272 Courthouse Opens Ribbon Cutting 5.9.14

#273 Gaithersburg Book Festival Overview 5.22.14

#274 Tiger Woods 5.26.14

#275 Gaithersburg Book Festival Children's Piece 5.21.14

#276 Montgomery County Pools Open 5.26.14

#277 Gaithersburg 8<sup>th</sup> Fastest Growing City 5.28.14

#278 Health Center Breaks Ground on New Facility 5.29.14

#279 Early Voting Preview 6.2.14

#280 Gandhi Brigade Richard Jaeggi 6.3.14

#281 Planting More Trees in MoCo 6.4.14

#282 Pepco Storm Preparedness 6.9.14

#283 Taste of Wheaton 6.10.14

#284 White Oak Police Station Opens 6.11.14

#285 African Immigrant Caucus 6.12.14

#286 Early Voting 6.18.14

#287 India Trip Preview 6.18.14

#288 Kid Museum 6.19.14

#289 NIH Bear 6.30.14

#290 Identity Study 6.30.14

## **Other Web Data:**

Registered Users: 109

Subscribers: 283

Bloggers: 34 active (6 added this quarter)

161 blog posts this quarter.

Daily Update: 141 subscribers

## **Top Ten Pages, Posts**

1. Rockville High Graduation Rocks, Pharrell Williams, John Legend & One Direction Cameos (VIDEO) (8714)
2. Montgomery County Teen Dies in Ocean City Riptide (5778)
3. Mobile (5557)
4. Man Identified in Gaithersburg Retention Pond Death (4099)
5. Lessons Learned from McDonald's (3672)
6. Serious Crash on Darnestown Road (Photos) (3318)
7. Police Investigating Possible Drowning (PHOTOS and VIDEO) (2911)
8. Montgomery County Pools Open for Summer Season (2538)
9. Training Upcoming Classes (2441)
10. Two Area High Schools Evacuated After Bomb Threats (Video) (2434)

Topics that bring visitors to the site as demonstrated by top ten landing pages:

## **Top Ten Landing Pages**

1. Rockville High Graduation Rocks, Pharrell Williams, John Legend & One Direction Cameos (VIDEO) (3734)
2. Montgomery County Teen Dies in Ocean City Riptide (2716)
3. Mobile (1813)
4. Man Identified in Gaithersburg Retention Pond Death (1782)
5. Lessons Learned from McDonald's (1570)
6. Police Investigating Possible Drowning (PHOTOS and VIDEO) (1173)
7. Montgomery County Pools Open for Summer Season (1062)
8. North Potomac Teen Missing (PHOTO) (1049)
9. Two Area High Schools Evacuated After Bomb Threats (Video) (981)
10. Black Bear Spotted in Rockville Today (948)

Facebook and Twitter continue to grow with likes and followers, respectively, and our reach remains on the rise. YouTube subscribers are also on the upswing.

**FB Likes: 5,989 (increased by 1,136, or 23%)**

**FB Post views in the quarter: 404,386 (increased by 206,914, or 104%)**

**Twitter Followers: 1,909 (increased by 300, or 19%)**

**You Tube Subscribers: 288**

### **Top 10 Facebook Posts**

1. A Montgomery County teen has died after being caught in an Ocean City rip tide: (6/3 10276)
2. A 150-pound black bear was spotted in Rockville this morning: (6/19 8796)
3. Police need your help to find a missing teen from North Potomac: (PHOTO) (5/20 7596)
4. Detectives from the Montgomery County Police Family Crimes Division are asking for the public's assistance in locating a missing Silver Spring teen: (6/11 7552)
5. Montgomery County Police have identified the body of a man who was discovered in a Gaithersburg pond yesterday: (5/21 4750)
6. An update from police in Montgomery Village where a man's body was found floating in a pond: (VIDEO) (5/20 4380)
7. Silver Spring, Gaithersburg, Bethesda and Rockville make this top ten list of "most exciting places in Maryland." (6/4 4188)
8. The Gazette reports that the Star Diner has closed its Kentlands doors: (4/29 4042)
9. The black #bear is now being transported from the NIH campus in Bethesda. (PHOTOS) (6/19 3922)
10. This just in from the Washington Post: U.S. Patent office cancels #Redskins trademark registration. (6/18 3792)

## Top 10 YouTube Videos

1. 2014 Quicken Loans National PGA Tournament Conference with Tiger Woods (6075)
2. Mounted Police Training (1449)
3. Production Switcher (1163)
4. Daniel Patrick Connell, Judge of the Circuit Court - Montgomery County, Maryland (1089)
5. Audrey Anne Creighton, Judge of the Circuit Court - Montgomery County, Maryland (899)
6. Ethiopian Cultural Festival Silver Spring on September 15 2013 (850)
7. Northwest High School Bomb Threat (747)
8. Production Audio (692)
9. Bear Tranquilized at NIH in Bethesda (614)
10. Three-Alarm Fire Burns Rockville Apartment Complex (580)

## Web Team Milestones

- PEG Workshop on Social Media led by Sonya Burke and Derrick Kenny;
- MyMCMedia extras produced were up because of election interviews;
- #MoCoVote Primary Election coverage included debates, stories, candidates' statements and live election night coverage
  - First live Social Media Room, solid use of #MoCoVote on Twitter
  - First promo created by web team after the election;
- Continued surge in FB mobile users: 66% FB mobile, up from 63% last quarter and 21% in FY 13;
- FB and Twitter drove 27% of web traffic;
- Google, FB, and Twitter combined drove 69% of web traffic;
- Issue with Granicus On Demand resolved;
- "Five Things to Know in MoCo" daily feature debuts and performs strongly;
- "Day in the Life" event produced 810 photos, Twitter involvement was the big story: #DITL;
- Streamed the "Small Business Day" panels live through YouTube;
- Moved from Google Analytics to Google Universal Analytics;
- iPads purchased for Sonya Burke and Valerie Bonk were critical for stories (Photos, instagram, social media engagement, video);
- Bloggers brought in to videotape blog promos.

## Looking Ahead

- Google alert issue;
- MyMCMedia and blogging promotion video from blogger studio clips.
- Mobile Site;
- Upgrade events calendar;
- Related posts feature that renders on Mobile;
- YouTube channel redesign/enhancement/organization;
- Proof of performance and marketing videos for production department;
- Enhance You Report promotion;
- Next step for database back up service or procedure separate from Bluehost;
- Sharing of posts: add this or share this service;
- Google Plus presence;
- Move to Google ad service (revenue stream requested by MR);
- Cover photos and breaking news alert production;
- MyMCMedia and blogging promotion video from blogger studio clips;
- Twitter site background images for new Twitter design;
- Identify paid service to quantify Twitter reach, exposure, and impact on website;
- Bloggers, Neighborhood Network, Newsletter via Mail Chimp;
- Upgrade to Wordpress 3.91.

## COMMUNICATIONS AND DEVELOPMENT

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### DEVELOPMENT REVENUES

The Development & Communications team is very pleased to present the following outstanding outcomes:

<b>Total Development Goal</b>	<b><u>\$250,000.00</u></b>
Cash Received	\$226,258.00
Trade Received	\$ 90,173.30
In-Kind Received	\$ 4,970.60
<b>Grand Total Value Received</b>	<b><u>\$321,401.90</u></b>
<u>Grants Revenues of</u>	<b><u>\$194,343.00</u></b>
Arts & Humanities Council of Montgomery County FY 2014 General Operating Funds Grant	\$119,990.00
Arts & Humanities Council of Montgomery County FY 2014 Capital Improvement Project Grant	\$62,469.00
Executive Ball for the Arts FY 14 - Community Foundation	\$3,193.00
Executive Ball for the Arts FY 14 - AHCMC Match	\$3,193.00
iCore Networks 501C3 Grant	\$5,498.00
<u>Corporate Underwriting Revenues of</u>	<b><u>\$17,250.00</u></b>
Mid-Atlantic Federal Credit Union	\$5,000.00
Rockville Chamber of Commerce	\$2,000.00
US Department of Commerce MD DC DEC	\$2,500.00
Embrace Home Loans	\$200.00
Robin Axtell	\$200.00
Montgomery County Employees Federal Credit Union	\$3,500.00
Giant Foods of Maryland, LLC	\$2,250.00
Columbia Bank	\$1,500.00
Germantown Wegman's	\$100.00

<u>Individual Donation Revenues of</u>	<b>\$14,665.00</b>
Monty's Silent Auction FY 2014	\$1,100.00
Monty's Pledges FY 2014	\$300.00
Speed Networking   Small Business University	\$6,772.00
Individual General Donations	\$5,893.00
power2give Camp Scholarships	\$300.00
power2give iPads	\$300.00

<u>Corporate Trade Revenues of</u>	<b>\$90,173.30</b>
Gazette Newspapers Trade FY2014 for Summer Camps	\$34,124.30
Gazette Newspapers Trade FY2014 for Spring Camps	\$29,249.40
Gazette Newspapers Trade FY2014 for Sports Journalism	\$19,499.60
Gazette Newspapers Trade FY2014 for Sports Journalism	\$0.00
Chesapeake Bay Roasting Company	\$5,000.00
Business Visions, LLC	\$500.00
All Media Linked	\$600.00
Taylor-Leonard Corporation	\$300.00
Women's Business Advisory Group	\$300.00
Amen Clinics	\$300.00
4 Dimensional Real Estate	\$300.00

<u>Corporate In-Kind Revenues of</u>	<b>\$4,970.60</b>
Wegman's of Rockville	\$454.60
PS Business Parks of Rockville	\$4516.00
Google Ad Words Grant for Nonprofits	\$0.00

### **COMMUNICATIONS PRODUCTIONS & CONTENT**

Overall, **across FY 2014**, the Development & Communications team **directly produced a Grand Total of 24 hours 33 minutes and 18 seconds of broadcast and/or live streamed event content** distributed on The Montgomery Channel (TV 21), Access.19 (TV 19), YouTube.com/mymcmedia, on-demand at mymcmedia.org, LinkedIn and Reddit. Additionally, The Development & Communications team directly arranged or **contributed to the Multimedia team an additional 1 hour 41 minutes and 20 seconds of broadcast and broadband content** through its sponsored events.



During FY 2014 the Development & Communications team **directly produced 14 hours 13 minutes and 29 seconds of distributed event content** on The Montgomery Channel (TV 21), Access.19 (TV 19), live streaming on YouTube.com/mymcmedia, on-demand at mymcmedia.org, LinkedIn and Reddit.

The Development & Communications team was pleased to launch Montgomery Community Television’s inaugural live-stream programming. Indeed, **4 hours 11 minutes and 24 seconds (29.46%)** of the aforementioned 14 hours 13 minutes and 29 seconds on-air content **was simultaneously live streamed**. Additionally, **3 hours 19 minutes and 57 seconds of content** of the International Trade Form and **6 hours 59 minutes and 52 seconds** of the 2<sup>nd</sup> Annual Montgomery County Small Business Day were live streamed in FY 2014.

These content hours produced by the Development & Communications Director **represent 17.71% of the 80:19:08 hours** that Montgomery Community Television delivered in service to our master contract with the Montgomery County government for FY 2014. Indeed, the Development & Communications team simultaneously had **5.22% of those 80:19:08 content hours live streamed!**

Program Title	Episode Number	Subject	Length
Corporate Volunteer Council	1	Public Affairs	1:27:30
MCM Fundraising/Development Spots - Change Brigade	1	Promotions	0:00:30
MCM Fundraising/Development Spots - Good Dining	2	Promotions	0:00:30
MCM Fundraising/Development Spots - Good Shopping	3	Promotions	0:00:30
Latino Leadership Conference: Business and Economic Empowerment	3	Community	0:59:00
Latino Leadership Conference: Civic Engagement & The Latino Community	2	Community	0:50:00
Latino Leadership Conference: Education and Impact on Our Future	4	Community	1:24:54
Latino Leadership Conference: Who is Latino & What is Latino Identity	1	Community	0:57:30
NPO Day: Traditional & Social Media	1	Community	0:57:00
Rockville Municipal Debate: Mayoral	1	Community	0:40:32
Rockville Municipal Debates: City Council	2	Community	0:44:00
Small Business Day #1 - Exporting Your Business	3	Community	0:57:30
Small Business Day #2 - Marketing	4	Community	0:57:30
Small Business Day #3 - Doing Business in Montgomery County	5	Community	0:57:30
Small Business Day #4 - Financing Your Business	6	Community	0:57:30
Small Business Day #8 Seth Goldman & Honest Tea	8	Community	0:57:33
Small Business Day #5-Valerie Gaydos on Venture Capital	7	Community	0:25:50
Small Business University: Frank Islam	9	Community	0:30:40
Small Business University: Anthony Shop	10	Community	0:27:30

The Development & Communications team directly arranged or **contributed an additional 1 hour 41 minutes and 20 seconds of broadcast and broadband content** through its sponsored events. These additional content hours represent **2.11% of the 80:19:08 hours delivered** in service to our master contract for FY 2014.

Program Title	Episode Number	Subject	Length
2013 Big Time Wrestling at the Agricultural Fair	1	Sports	1:27:30
MCM Internship Testimonials: Lindsay & Ari	6	Promotions	0:01:50
MyMCMedia ON Location (MCOL) - A Mission in a Bottle from Seth Goldman	178	Community	0:02:00
MyMCMedia ON Location (MCOL) - CVC Cycle of Service	175	Community	0:02:00
MyMCMedia ON Location (MCOL)- Lorna Virgili -Small Business Networking	239	Community	0:02:00
MyMCMedia ON Location (MCOL)-Congressman Delaney at MCM	200	Community	0:02:00
MyMCMedia ON Location (MCOL)-Frank Islam: Small Business Networking	258	Community	0:02:00
MyMCMedia ON Location (MCOL)-Latino Leadership Summit	221	Community	0:02:00

Additionally, the Development & Communications team produced the **International Trade Forum** on April 22, 2014, that was sponsored by the US Department of Commerce, the US Commercial Service, the Maryland/DC District Export Council, the International Trade Administration and Germantown Wegman’s. The **3 hours 19 minutes and 57 seconds of content** was **live streamed** on YouTube.com/mymcmmedia.org and mymcmmedia.org. The studio recorded content will also result in an additional 4 hours minimum (4 one-hour episodes) of on-air broadcast and on-demand content in FY 2015.

And, the Development & Communications team produced the **2<sup>nd</sup> Annual Montgomery County Small Business Day** on June 23, 2014, that was sponsored by The Columbia Bank of Rockville. The **6 hours 59 minutes and 52 seconds of content** was **live streamed** on YouTube.com/mymcmmedia.org and mymcmmedia.org. The studio recorded content will also result in an additional 4 hours minimum (4 one-hour episodes) of on-air broadcast and on-demand content in FY 2015.

**COMMUNITY ENGAGEMENT EVENT REVENUES**

Using Eventbrite as the informational portal and reservation media for the community engagement events at Montgomery Community Media, the Development & Communications team is pleased to share the following outstanding metrics for FY 2014:

Event-Based Cash Donation Revenues:	<b>\$6,772.00</b>
Event Gross Reservations:	<b>1,522 individuals</b>
FY2104 Unique Individual participants:	<b>1,235</b>
FY2014 Unique businesses:	<b>879</b>
FY2014 Event Unique Web Page Visits:	<b>10,585</b>

<b>Event</b>	<b>Gross Individual Donations</b>	<b>Gross Reservations Completed</b>	<b>Unique Page Visits</b>
Montgomery County Small Business Networking July 18, 2013	\$93.00	80	483
Montgomery County Small Business Networking August 22, 2013	\$171.00	87	547
Montgomery County Small Business Networking September 19, 2013	\$150.00	70	638
Montgomery County Small Business Networking with Random House Book Event Thursday, October 17, 2013	\$620.00	79	855
Montgomery County Small Business Networking November 14, 2013	\$150.00	67	544
Latino Leadership Conference   CONFERENCIA DEL LIDERAZGO LATINO Monday, December 9, 2013	\$1,143.00	68	541
Montgomery County Small Business Networking with Congressman John Delaney Thursday, December 19, 2013	\$590.00	87	702
MAFCU Presents Small Business University & Networking at MCM Thursday, January 23, 2014	\$190.00	85	729
Latino Leadership Conference   CONFERENCIA DEL LIDERAZGO LATINO (SOLD OUT) Monday, February 10, 2014	\$975.00	89	871
MAFCU Presents Small Business University & Networking at MCM Feb 27, 2014	\$80.00	84	542

MAFCU Presents Small Business University & Networking at MCM on 03/20/14

\$200.00

81

574

FORUM ON INTERNATIONAL TRADE: COMPETING FOR A PLACE IN THE GLOBAL ECONOMY  
Tuesday, April 22, 2014

\$950.00

117

957

MAFCU Presents Small Business University & Networking at MCM on 04/24/14

\$170.00

101

542

MAFCU Presents Small Business University & Networking at MCM on 05/22/14

\$180.00

108

481

Montgomery County Council At-Large Candidates LIVE Election Debate Saturday, June 7, 2014

\$0.00

77

331

Montgomery County Executive Candidates LIVE Election Debate Saturday, June 7, 2014

\$10.00

81

270

MAFCU Presents Small Business University & Networking at MCM on 06/19/14

\$140.00

103

531

Montgomery County Small Business Day June 23, 2014

\$960.00

58

447

**Total Individual Donations**

**Total Reservations Completed**

**Total Unique Page Visits**

\$6,772.00

1,522

10,585

## ELECTRONIC NEWSLETTERS

Using Constant Contact, the Development & Communications team successfully delivered **1,922,013 individual emails** to Montgomery County and metropolitan Washington, D.C. area supporters in FY 2014. Those emails covered **133 individual electronic newsletter deployments** in FY 2014.

The FY 2014 actual metrics for the electronic newsletters was worthy of considerable note:

Average Open Rate:	11.36%	<b><u>218,398 unique opens</u></b>
Average Click Rate:	3.29%	
Average Forward Rate:	0.03%	
Average Opt-Out Rate:	0.13%	
Average Spam Report:	0.01%	

## LinkedIn

The Development & Communications team leads Montgomery Community Media's LinkedIn presence in social media.

There are currently **1,161 contacts** engaged on Montgomery Community Media's LinkedIn profile; and Montgomery Community Media | Montgomery Community Television's LinkedIn Group **has 615 members**.

The public has given **407 endorsements** of our organization's following skills on Montgomery Community Media's LinkedIn profile:

80 Video Production	11 Public Speaking	3 Copy Editing
61 Television	10 Social Media	2 Facebook
36 Media Relations	9 Non-profits	2 Microsoft Office
32 Community Outreach	7 Event Planning	2 Broadcast Journalism
27 Broadcast	6 Copywriting	1 Marketing Communications
22 Press Releases	5 Advertising	1 Social Media Marketing
14 Journalism	5 Social Networking	1 Fundraising
14 Blogging	5 Newsletters	1 Publicity
13 Public Relations	4 Final Cut Pro	1 Publications
13 Editing	3 Event Management	1 Web Content
12 Video Editing	3 Marketing	

Herein is an endorsement given by a community supporter on Montgomery Community Media's LinkedIn Profile in FY 2014:

"MCM is a wonderful community asset. It doesn't just offer community television, but it also provides terrific local news and features through its blog site. But that's not all! Each month MCM provides a really top-notch networking opportunity that is highly educational. I recommend it whole heartedly!" - Nancy Frieder

## TECHNICAL AND NETWORK

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### Overview

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The final quarter of FY'14 was one of transition for MCM's Networking and Technical Department. The sudden departure of Pat Thorpe on May 5 was a shock to department staff. In the weeks following, personnel matters, organizing files, equipment, parts and supplies and recuperating crucial account information, passwords, etc. consumed considerable time.

Meeting two crucial deadlines focused daily tasks:

- 1.0 Being ready for the June 24 Live Primary Election coverage
- 2.0 Meeting the grant deadline of June 30 for completing the "dig" necessary to install a fiber connection between 7548 and 7564 Standish Place as well as the renovation of the Annex Classroom.

### Production Services

Over the quarter, considerable department staff time was devoted to the planning and execution of the three hour (8 – 11 p.m.) Live Election coverage on June 24. This production required two sets in Studio A and the Social Media Room in Studio B. Testing and set up of the communications required for "live" feeds from the Board of Elections and several remote locations, as well as remotes used in 5 minute cut-ins at the top and bottom of the hour leading up to the live coverage, proved to be a challenge.

Jimmy Albert attended the live coverage planning meetings beginning in April.

Mike Valentyne began planning and testing the Social Media Room configuration in May.

The usual technical support services were provided for the weekly productions of **"21 This Week"** and **"Montgomery Week in Review."**

## **Production Facilitation**

April through June, technical support was provided for 86 Studio Productions totaling over 360 hours of scheduled studio time for Access programs. This does not include hours for election related activities, Studio Classes conducted by TVS, and the Small Business University events.

The weeks of 4/28 – 5/2 and 5/5 – 5/9 Studio B was booked exclusively for Candidate Statements related to the June 24<sup>th</sup> Primary Election.

Two Primary Election debates were held in Studio A. On Thursday, May 22, the District 1 Candidate debate was held and recorded for later broadcast. On Saturday, June 7, the County Council at Large candidates debated in Studio A for broadcast later (live streamed to web).

## **Special Events**

The Small Business University events (formerly business networking) were held on the third Thursday of each month.

On April 22 (same day as DITL) the International Trade Forum was held in Studio A. Each of the four sessions was filmed in front of a live studio audience and streamed live on MyMCMedia.org.

On June 23, Montgomery County Small Business Day was held in Studio A. Each of the five sessions was filmed in front of a live studio audience and streamed live on MyMCMedia.org.

## **Playback**

Synergy, the company providing software support for MCM's Playback operations, surprised us with the announcement they were out of business in June. For the moment MCM is getting support from a former Synergy employee.

Paul Likos was hired as a 20 hour per week permanent part-time employee in Playback to stabilize scheduling the 70 hours/ week required for Playback.

## **Labor**

Each week the Networking and Technical Department incurs 246 hours of labor. These costs are essentially fixed.

Production/Training Facilitation:	120
Facilities	56
Playback:	70

Over the Quarter, 3198 labor hours were paid before OT related to special events.

## **MCM Network Improvements**

In the final days of this quarter, the "dig" funded by a grant obtained by Development was completed; connecting 7548 with 7564 via a 9 conduit Maxcell. The renovation of the Annex

classroom was completed June 23. The equipment for MCM's Polycom VoIP phones, funded by the same grant, was delivered June 27.

### **Lessons Learned**

MCM should establish and maintain a repository in the HR dept. of all passwords for online accounts.

Avoid scheduling day long events, such a Small Business Day, the day before a major broadcast event such as the Live Election coverage.

### **Goals for July – September 2014:**

- Implement a bi-weekly Networking and Technical department staff meeting;
- Complete installation of projector, HD camera and sound system in Annex classroom;
- Prepare FY' 16 CIP equipment request by August 15;
- Complete network map for all computers, printers, and devices on the network;
- Map Playback equipment. Determine how recently received equipment from MC can be used to upgrade Playback;
- Replace Accounting Department XP computers with Windows 7 computers add local back up and Cloud back up for accounting department;
- Develop plan and timetable to replace other XP computers currently in use within MCM;
- Take outcome of Election Coverage lessons learned meeting and implement required changes well ahead of the broadcast;
- Roll out Adobe Premier to Edit Booths;
- Collaborate with TVS to get the new light weight JVC cameras in use by Access volunteers;
- Look into Granicus work flow, costs, and make recommendation;
- Conduct Activity/Time Use study in Facilities. Make recommendations for redefining this position's key tasks to better integrate within dept. as well as with TV.



## ADMINISTRATION

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MCM welcomed five new employees this Quarter:

May Kwan , Accounting Manager

Krista Brick, Multimedia Journalist

Vincent Sarageno, Production Operations Coordinator

Roxanne Joseph, Production Technician

Andrew Campaign, Production Technician

MCM said goodbye to Patrick Thorpe.

MCM celebrated the retirement of Lynda Gruver after 28 years with the company.

MCM also welcomed Paul Likos to the Technical and Network Department. Paul recently transferred from the Production Department.

## MCM Staff

### Executive Board of Directors

**President**

Nancy Poole

**Vice President**

Paul Silverman

**Secretary**

Linda Macklin

**Treasurer**

Marion Hayes-Hull

### Administration

**Executive Director**

Merlyn Reineke

**Administration & HR Director**

Debbie Billings

**Accounting & Finance Manager**

May Kwan

**Bookkeeper**

Vacant

**Administrative Assistants**

Dee Willett

Tiffany Hebron

Melissa Lamaze-Anthony

### Content

**Director**

Vacant

**Content Administrative Assistant**

Shannon Romano

**Multimedia Manager**

Sonya Burke

**Web Coordinator**

Michelle Queen

**Community Engagement Specialist**

Valerie Bonk

Krista Brick

**Community Engagement Technician**

Nick Rhule

### Training & Volunteer Services

**Manager**

Larry Merewitz

**TVS Coordinator**

Mandi Wyndham

**Trainer**

Omri Haberman

**Teaching Assistant's**

Michael Bailey

Tchad Moore

Yen-Ming Chen

Philip McTighe

Amanda Dalton

Marci Povitsky

### Technical & Network Services

**Manager**

Michael Walsh

**Studio Supervisor**

Jimmy Albert

**Media Resource Technician III**

Daniel Immerman

**Media Resources Technician**

Michael Valentine

**Playback Supervisor**

Cyrus Gardener

**Playback Operator**

Paul Likos

**Assistant Studio Supervisor**

Ally Potter

**Operations Technician**

Isaac Wesley

**Facilities Assistant**

Jamelah Fain

Jazmyne Brooking

### Production Services

**Executive Producer/Production Manager**

Tony Zucconi

**Production Coordinator/Director**

Bryan Lyles

**Post Production Coordinator**

Diego Torres

**Production Operations Coordinator /****Senior Production Technician**

Vincent Sarageno

### Production Technicians

Andra Gorman

Barbara Krieger

David Robinson

John Ruggerio

Brittany Dorsey

Heather Goldsmith

Trevor Greene

Dario Lanzano

Nick Rhule

Delante Sealey

Ashley Morrill

John Pitt

Dylan Hintz

Lia Griffin

Harold Dawling

Ann-Marie Hainer

James Sinclair

Anthony Quaranta

Roxanne Joseph

Andrew Campain

### Programming

**Manager**

Stuart Garfinkle

**Network Scheduling/Traffic Coordinator**

Lisa Clark

### Communication & Development

**Director**

Anthony Spearman-Leach