



E-Newsletter - August 2009

MCT Needs You...sign up for the MCT Fair Booth Today!



It's time...we are setting up the volunteer shifts for MCT's Fair Booth....and WE NEED YOU!! Our booth is centrally located in air conditioned 'chilly hall.' You will receive a free ticket just for helping with a 4 hour shift – wow – what a deal!! Plus you get to meet all of your Montgomery County friends and neighbors and have some great fun at the fair while you're there. In addition we will be having a training workshop using the MPV. To sign up for a shift, view www.dvug.org/fair2009 to see the open times and then call Shannon Romano at 301-424-1730 x351 or e-mail Shannon at sromano@mct-tv.org.

We currently have 40 open shifts....so we need **you** to call today!!

AMTV Presents MOCO AM/PM

MOCO AM/PM is a new infotainment series that covers events occurring in Montgomery County. MOCO AM/PM airs several times per day in 3 to 5 minute news-like packages on AMTV. Hosted by Susan Stark, these segments have included organizations such as the Conference and Visitors Bureau of Montgomery County, Taste of Wheaton and Unity Fest.

If you have an upcoming event and would like your organization to be featured in **MOCO AM/PM**, contact Oby Nwaogbe at onwaogbe@mct-tv.org.

New AMTV Promos

“Why You Should Be Watching AMTV,” a :60 promo highlighting specific genres of AMTV programs, “What’s On This Month,” a :30 promo highlighting several new programs airing on AMTV, and “Access Montgomery Is,” a :60 promo in both English and Spanish highlighting Access Montgomery’s services to the community were all recently premiered on AMTV.

PEG Youth TV Production Workshops



Two Montgomery County Public Schools, Loiederman Middle School and Seneca Valley High School participated in the PEG Youth TV Production Workshop at AMTV this summer. Each school group produced a program that will air on AMTV 19 and 21, and on other PEG stations.

In early July, Loiederman Middle School students participated in the first PEG Youth TV Production Workshop which was a success. Their programs will feature segments about: Bullying, Grades, Global Warming and Nutrition/Exercise.

The Gazette Newspapers featured the PEG Youth TV Production Workshop in a story in the July 22nd issue.

During the second PEG Youth TV Production Workshop AMTV worked with students from Seneca Valley High School. Their programs will feature segments about: What’s in the Teen Heart, Abuses toward Skateboarders, Football, Gay Teens, and a Comedy Segment on Palm Reading.

PR Idea for AMTV Producers



You can build the audience for your program through word of mouth. When you are 'premiering' a new program, why not invite a few friends to your home for a premiere party. Pop some popcorn, serve your favorite beverages, and enjoy viewing your program together. They will be so proud of you and love seeing your name (and in many cases you) on TV.

If you are tech savvy, what about having an virtual premier party after your program airs, featuring an online discussion hosted by you? Set up a chat after the show and e-mail your friends and family to join you in an online chat at the conclusion of the show...along with their friends, as well. Many social networks are available like Facebook, My Space, or you can use AOL or Yahoo to set up an online discussion, as well.

These are two simple ways to begin building word of mouth interest in your program. Give it a try and be sure to share your ideas with us as well, so that we can all learn from one another.

PR Service for Volunteers

Have you ever wondered how to promote the wonderful work you are doing at AMTV? Do you need a hand with your press releases and presenting them to the media? AMTV's Outreach and Publicity Department can help get publicity about your program in local newspapers like the Washington Post and The Gazette. Call or e-mail Marlyn Ferguson at mferguson@mct-tv.org and let's set up an appointment to brainstorm for ideas on how to promote your program. I look forward to hearing from you!



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Access Montgomery's mission is to encourage and sponsor television programming and broadband media that meets community needs and offers forums for free expression.