

AMTV E-Newsletter
June 2009

“All Roads Lead to the Fair”

That’s the theme for the 2009 61st Annual Montgomery County Agricultural Fair which will run from August 14th – 22nd. To many, the Montgomery County Fair means...funnel cakes and Merry-Go-Rounds....pig races and petting zoos....monster trucks and rodeos and the new Moovies in the Community Square.

Who would want to miss the good old fashioned kitschy fun that only the Montgomery County Fair can provide?

And once again AMTV will be one of the media sponsors of the Montgomery County Agricultural Fair, with our booth centrally located in air conditioned ‘chilly hall.’ This year we will feature a back to school promotion with an ‘enter to win’ an AMTV back-to-school backpack filled with great school supplies.

AMTV will help promote this year’s fair with advance PSA’s and 15 minute programs using last year’s fair footage. Our wonderful volunteers will also be producing programming from the fair and helping to promote the fair.

Soon we will be asking for additional volunteers to sign up to help man the booth. You receive a free ticket just for helping with a 4 hour shift (in air conditioning) – 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.

Stay tuned...we’ll have more information very soon. For more information about the fair, visit the web site at www.mcagfair.com.

PEG Youth TV Production Workshop

We have some great news to share. In July, AMTV will be offering a Youth Production Workshop, which is being funded by the PEG Network (to learn more about our sister Public Access, Education and Government stations in the PEG Network – see the link to their web site - <http://pegs.montgomerycountymd.gov/>)

AMTV will be working with Loiederman Middle School in Silver Spring, MD on the first PEG Youth TV Production Workshop, which will begin on July 6th. Students will work with AMTV’s Outreach and Training Departments and will produce programs in our studios, which will be aired on AMTV and on the Montgomery County Cable Station. It’s going to be a wonderful program.

So if you see some younger students at AMTV this summer, be sure to give them a great big welcome!

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.