



## AMTV E-Newsletter - September 2009

### Calling all Entries!



Access Montgomery is now accepting entries for its 24<sup>th</sup> Annual Volunteer Awards and Recognition Competition – ‘Rock Around the Montys.’ This competition recognizes excellence in community television programming produced for the channels.

If you have a video that was produced using AMTV facilities or produced in Montgomery County, and premiered on AMTV between July 1, 2008 and June 30, 2009, AMTV invites you to submit your program for judging! All entries must be received no later than September 25, 2009. In order to enter your program, you must be a current AMTV facility user or presenter and have paid your annual user fee. For more information or questions, please contact Genaye Gadarowski at [ggadarowski@mct-tv.org](mailto:ggadarowski@mct-tv.org) or 301-424-1730 ext 349. Good Luck!

### Access Montgomery Television Media Day for Non-Profits, Part I

Non-Profit Organizations...save the date ....November 4<sup>th</sup>, 2009 will be Part I of **Access Montgomery Television’s Media Day for Non-Profits**. The first in a series, this event will be held at AMTV from 8:30 AM – 12 noon, and will focus on **Building Effective Media Relationships**. The event will feature a **Media Relations Training Seminar for Non-Profits**, led by Neil Greenberger, Legislative Information Officer for the Montgomery County Council. The Seminar will be followed by a **Media Panel Discussion** to give non-profits an opportunity to ask questions to a group of area media professionals from both print and broadcast media. The fee is \$15 before October 12<sup>th</sup> and \$25 after, and includes a light breakfast. We have limited space, so be sure to register early. One representative can register per

organization. Additional registrations will be accepted if space permits. To register contact Shannon Romano at [sromano@mct-tv.org](mailto:sromano@mct-tv.org).

### **New Addition to AMTV Studio B**

There's a brand new addition coming to AMTV's Studio B in late December...it's bigger...it's better...and it's newer, too! Join us in welcoming our brand new Vision 2 Quattro Digital Switcher. Touted as a 'dream machine,' this new switcher is more powerful, can handle more special effects, and is part of AMTV's 10-year transition to a digital facility. And, this improvement to AMTV's technology will eventually handle HD. (Please note that in order to install the new switcher, the control rooms and studios will be closed from 12/15/2009 – 1/10/2009.) Look for more information in the October 2009 edition of the InFocus Newsletter.



### **New Green Screen**

AMTV now has a brand new green screen for use by our volunteers. Green screen technology has revolutionized the field of set design. Through the use of green screens you can instantly transport your viewer using whatever background image you wish to. It has become an integral part of set design ranging from news settings to talk shows to instructional videos and beyond. AMTV's green screen can be used to remove an image from the background and add either a still or video image. The new green screen is made by Uni-Set, known for being one of the best in the business.

### **AMTV Partners with the Maryland Senior Olympics**



AMTV is a media sponsor for the **Maryland Senior Olympics**, now being held in various locations throughout Montgomery County. This is the second year that Montgomery County is hosting this event, and AMTV is front and center as their media sponsor with signage and literature at various Maryland Senior Olympics Events. The AMTV Production Department is working with the Senior Olympics to create a program highlighting the large variety of events held during the 2009 games, and featuring Montgomery County Senior athletes. Stay tuned for more information on the upcoming Senior Olympics Program on AMTV.

**AMTV Partners with the**  
**Arts and Humanities Council of Montgomery County's (AHCMC)**  
**Magical Montgomery Festival**



Be sure to visit AMTV's Outreach Booth, and to watch our AMTV production team at work in the field, at the AHCMC's annual event, the **MAGICAL MONTGOMERY FESTIVAL** on September 26<sup>th</sup> from 12 noon – 6 pm. Experience downtown Silver Spring magically transformed into a lively center for arts, Montgomery County history and world cultures. Now in its ninth year, the Magical Montgomery Festival celebrates creativity, quality of community and our rich heritage. Magical Montgomery is a family-friendly festival featuring three stages of live entertainment, mini-parades, balloons, face-painting, an artist market and community booths representing some 100 Montgomery County cultural and heritage organizations.

And if you are available to volunteer to help represent AMTV at the booth, please contact Marlyn Ferguson at [mferguson@mct-tv.org](mailto:mferguson@mct-tv.org) or Patricia Stewart at [pstewart@mct-tv.org](mailto:pstewart@mct-tv.org). You will have a lot of fun and meet many interesting friends and neighbors from Montgomery County!

**Access Montgomery Television has strong presence at the 2009 Montgomery**  
**County Fair!**

They say that a picture is worth a thousand words, so we'll let these photos do some of the talking. AMTV had wonderful presence at the 2009 Montgomery County Agricultural Fair including Mobile Production Van (MPV) coverage of the fair parade, an elaborate booth that was covered by many AMTV Board Members, Volunteers, and AMTV Staff members and lots of community outreach. Hundreds of people stopped by the MPV and the Booth to learn more about AMTV. It was both a fun and effective effort by all!



**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](mailto: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.

## Marlyn

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