

# AMTV E-Newsletter - December 2009

*(\*\*Note - The January Newsletter will be mailed in mid-January 2010\*\*)*

## Happy Holidays from AMTV



## We are Grateful For Our Wonderful Volunteers!!

Happy Holidays to you and your family! At this time of year, we want to express our gratitude for the support of our volunteers who give so much of their time and talents to AMTV all year long!

We are especially grateful to those volunteers/organizations who have given a donation to AMTV this year. Without your generosity, we couldn't grow AMTV'S programs and continue all of the meaningful services that we currently offer to the residents of Montgomery County. Please remember AMTV in your holiday giving this year, and remember that a financial gift of any size will help.

Here are just a few examples of what your gift to AMTV can help provide:

1. Assist a non-profit organization to thrive by communicating with potential donors, volunteers and those in need of their services.
2. Engage the minds of young people regarding future career opportunities in media by providing hands-on experience.
3. Increase local communication by providing television production training to Montgomery County citizens of all ages.
4. Provide a venue for volunteers to express their passion to the community through MCT's media platforms.
5. Assist in the success of community events by getting the message out to the public.
6. Communicate with someone in need to help connect them to their community.

To send MCT-TV Inc. a holiday contribution, you can simply mail your check to Donation, MCT-TV, 7548 Standish Place, Rockville, MD 20855 or call [sromano@mct-tv.org](mailto:sromano@mct-tv.org) to use a credit card.

## [AMTV Media Day for Non-Profits:](#) [Building Effective Media Relationships](#)



Over 30 non-profit organizations joined Access Montgomery for Non-Profit Day on November 4. Focused on building effective relationships with the local media, AMTV presented a half day workshop to help guide non-profit organizations through the media maze.

Neil Greenberger, Legislative Information Officer for the Montgomery County Council gave a special presentation on Media Relations and armed the organizations with best practices when communicating with the media.

AMTV then presented a Media Panel Discussion with journalists and producers fielding questions on getting stories published online, in print and through the creative use of AMTV channels. Panelists included AMTV Producer Oby Nwaogbe, Gazette Editor Judy Hruz, WTOP Director of Public Affairs Melvin Chase, and Washington Post Reporter Lori Aratani.

Media Day for Non-Profits will begin airing on AMTV in mid-December. A DVD of the program is also available for purchase for \$10. For more information call 301-424-1730, ext. 351 or email [sromano@mct-tv.org](mailto:sromano@mct-tv.org).

## [It's Time To Rock Around The Monty's!!](#)



We can't wait to see you at the Monty's on Saturday night at 7PM at AMTV!! Come dressed to rock 'n roll to the 50's theme and celebrate your accomplishments!!

## [Introduction to Video Basics](#)

If you or a friend are interested in getting started with AMTV's television production training, don't miss Introduction to Video Basics on Monday December 7th at 7:30 PM. This is the first step toward learning about volunteering and getting involved at AMTV. Explore the basics of video production. Find out about the exciting world of television and broadband media at this overview of AMTV services and opportunities for community members and prospective volunteers. This workshop prepares students for all specialized workshops offered at AMTV. To register contact [sromano@mct-tv.org](mailto:sromano@mct-tv.org) or call 301-424-1730 x351. Fee is \$10.

## [Creative Connections - Save the Date!](#)

**Monday, December 14 (7-9pm): NEW Volunteers Night** - Information and advice from some of the veteran volunteers at MCT. Producers - Meet new and seasoned producers and techs who could help crew your shows! Technicians - Meet producers who need your help filling crew positions. Please come and share your MCT experiences!

**Thursday, January 14 (7-9pm): Peer Review Night** - Producers: submit your programs and gain some valuable information from fellow producers and other viewers, too! We'll watch portions of programs and have time for constructive criticism from the audience.

### [Congratulations to Sam Bland and Greg Hamilton on the Gazette coverage of their Veteran's Day Specials](#)



'Two award-winning films about the sacrifices made by soldiers will air on Access Montgomery this week in honor of Veteran's Day,' was the lead paragraph in a Gazette article highlighting programs produced by Sam Bland and Greg Hamilton. The article went on to highlight "Sacrifice, Sacrifice, Sacrifice," a feature-length film by Sam Bland and "Our Veterans, Our Warriors," by Greg Hamilton. Both programs were featured on AMTV in honor of Veterans Day. Congratulations to Sam and Greg for doing a great job of promoting your programs!!

### [AND – LOOK WHO'S BEEN USING THE AMTV PR Service for Volunteers:](#)

**Karen Allyn – Forward Motion**

**Dr. Donna Kimmel – Mental Health Minutes**



**Jerry Palazzo – Getting Fit**

**Michael Richman –Burgundy and Gold Magazine**



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 and online. 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! And we just added a special new promotional feature to our PR Department, so contact us today and I'll tell you all about it!!



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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.

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