



## [AMTV E-Newsletter - November 2009](#)

### Meet Merlyn Reineke, MCT Inc. Executive Director



The Montgomery Community Television Inc. (MCT) Board of Directors announced the appointment of Merlyn Reineke to the position of Executive Director for Montgomery Community Television Inc.

Reineke is an Emmy Award-Winning Television Executive with 20 years experience in television, radio, cable, and satellite services. He has held senior level positions with PBS, Wingspan: The Air & Space Channel, National Empowerment Television (NET), and KCAL-TV (Disney).

Reineke resides in Kensington, MD with his wife Natalie, who teaches ESOL for Montgomery County Public Schools and his three children.

“I am thrilled to be a part of the MCT team.” Reineke said. “This organization is filled with staff and volunteers committed to serving all ages and interests here in Montgomery County. It’s an exciting time to be a part of public service media, and I look forward to working with the extraordinary group of individuals associated with MCT.”

## **Don't Miss the Montys!**



Dust off your fabulous 50's wear...break out the bowling shirts and unpack your poodle skirts for AMTV's 24<sup>th</sup> Annual Volunteer Recognition and Monty Awards Ceremony, "Rock Around the Montys" on December 5, 7-10 pm at AMTV studios. This will prove to be the event of the season for AMTV staff, and volunteers. Don't miss this opportunity for a great celebration of your efforts during the year. The awards presentation will recognize excellence in AMTV 19 & 21 community television programming while, enjoying some nostalgia. And, prizes will be given to the best 50's outfit!

Formal invitations were mailed to all active volunteers\* this week. Please remember to respond by November 20<sup>th</sup>. You may bring one guest at no charge and all additional guests are \$10. 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.

\*Active Volunteers - Up to date with current user fees.

## **Access Montgomery Television Media Day for Non-Profits, Part I – Building Effective Media Relationships**



On November 4<sup>th</sup>, 2009, AMTV will host 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 panel will include: Judy Hruz, Gazette Editor, Melvin Chase, WTOP Public Affairs Director, Lori Aratani, Washington Post Reporter and our very own Oby Nwaogbe, AMTV Producer. Additional registrations will be accepted if space permits. To register contact Shannon Romano at [sromano@mct-tv.org](mailto:sromano@mct-tv.org).

**"Ginny's ... where East meets West" hosts 100<sup>th</sup> show with O.A.R.**



Platinum selling recording group O.A.R.'s lead guitarist, Richard On, joins **"Ginny's ...where East meets West"** in celebration of the talk show's 100<sup>th</sup> episode and more than ten years on the air on **Saturday, October 31<sup>st</sup> at 5:00 P.M. on Access Montgomery Television, Inc. Channel 21.**

With its first episode produced in June of 1998, host Ginny Gong's guests have included such prominent Asian Americans as Martial Arts Master Jhoon Rhee, Former U.S. Secretary of Transportation Norman Mineta, Author Phoebe Eng, State Delegate Kumar Barve, Asian American Scholar Franklin Odo, Journalist Bill Wong, Professor Frank Wu, Magician Alain Nu, and many others. The show airs weekly on Channel 21 to a diverse audience.

We are so proud of Ginny and her many accomplishments over the years!!

**New Addition to AMTV Studio B**



Here's Isaac Wesley installing our beautiful new Studio B Audio Mixer.  
A picture is worth a thousand words!

(Please note that in order to complete the Studio B installation,  
the control rooms and studios will be closed from 12/15/2009 – 1/16/2009.)

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



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.

This year AMTV staff worked closely with the Arts & Humanities Council of Montgomery County, using an interdepartmental approach to coverage of this event. The Production Department shot a video of this event and gave many arts organizations in Montgomery County an opportunity to showcase their services to the residents of Montgomery County. The Outreach Department set up a booth to meet Montgomery County residents at this event and tell them about the many services available to them through AMTV, including viewership, TV production training, and volunteer opportunities. This interdepartmental approach helped to maximize AMTV's reach at this event.

### **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! 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.

*Marlyn*

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