



Fiscal Year 2011

End of Year Report

From the Executive Director



Marion Ware
Executive Director

This year has been busy; a very busy time most notably with the 2010 elections. We produced in conjunction with the League of Women Voters approximately 22 Candidates forums which were available to the public over multiple distribution platforms including standard television, streaming, and web. For the first time, we offered free web sites and profiles to all candidates who wished to use social media. We worked with candidates individually to help them create their profiles and then maintained web sites that allowed them to interact with the public on-line. It was an enormous undertaking and a successful one in our view. We believe that all candidates should be able to reach out affordably to fellow citizens. New technologies are only a means to achieve this end. If you cannot use or access them it only creates barriers. We have come a long way from the soap box to the mobile phone instant contact. The CMC is

dedicated to teaching, training, and making accessible these new forms of communication to promote and to grow local community.

This year was the start up for a new partnered project to revitalize an old trail section that runs between and among most of the institutions along Washington Road. This is another wonderful local resource available to the community in exchange for some volunteer hours to maintain and promote it. Please go to the web site at www.wrcrail.org to find out more about how you might get involved.



CMC Board of Directors - November 2010

Like all non-profits, the CMC is struggling with rapid change and dwindling resources. But challenges do present new opportunities and opportunities present new creative energy. "There is no certainty, there is only adventure...even stars explode". I see the stars shifting this way with future partners and exciting projects like the new Emergency Volunteer Services Center, so stay tuned and get involved.

Our hope is that this group of people -- PEG -- producing programming, commenting on WEB sites, collecting oral histories, and working to inform, engage, and even entertain their fellow citizens will make this a better community. As we continue to fulfill our Strategic Plan, in terms of expanding our educational component and transitioning our facility, we will retain our primary goal to give residents a sense of place and encourage an informed and engaged citizenry. Our mission is to serve Carroll County in all its forms—non-profit organizations, institutions, education, government, nonprofits and the public.

2010 – 2011 CMC Board of Directors

Leo Eaton, Chair
Eaton Creative, Inc.

Carolyn "Nicky" Ratliff, Vice Chair
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Major Ronald D. Stevens, Treasurer
Westminster Police Department

Christina Collins-Smith, Secretary
One Tree Productions, Ltd.

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Kate Engel
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Jean Lewis
Carroll County NAACP

Thomas Rio
Carroll County Government

Joyce Romans
Carroll Hospital Center

Joseph Wawrzynski, Jr.
M&T Bank

CMC's Board of Directors is selected to reflect the broad community. They serve a term of three years. The Nominating Committee of the Board proposes candidates for each opening which is approved by the Board at their regularly scheduled January meeting. Each Director serves without compensation.

The Carroll County History Project



On May 20, 2011, the Carroll County History Project was recognized by the Maryland Historical Trust with the 2011 Maryland Preservation Award for Educational Excellence. Representatives from each of the History Project's partners attended the ceremony and reception which were held in Annapolis, Maryland.

The project was selected for recognition "because of the breadth and depth of the partnerships forged throughout the development and delivery of this program, and the innovative and meaningful ways in which [the Community Media Center and its partners] are capturing and sharing Carroll County's history."

Over the past year, the History Project has experienced tremendous growth and change. Over the summer of 2010, the Community Media Center hired a part-time Project Coordinator to work with volunteers and those interested in being interviewed. The coordinator also did outreach in the community resulting in new partnerships with McDaniel College and the Carroll County Board of Education as well as many of Carroll County's local history museums.

In addition to a surge in the number of History Project videos for the Carroll County Remembers archive, active History Project volunteers helped to produce numerous interview articles for the Carroll County Times. They also added descriptive tags to help make interviews more searchable for viewers.

With additions from local history museums, the CMC was able to split out groups of interviews into cohesive collections. By the end of FY 11, the Carroll County Remembers archive held nearly 500 interviews.



*Carroll County History Project Partners with 2011 Maryland Preservation Awards
(Please visit the History Project website for names and affiliations.)*

Community Media Center

Internship Program

Interning at the Community Media Center (CMC) is a great opportunity for any young person interested in a future career in video production and multimedia. Interns have the opportunity to help produce television programs, develop public service announcements, and work with CMC staff on remote productions.

Contact the CMC's Internship Coordinator at 410-386-4415 for additional information.

Intern Spotlight –

Craig Johnston interned at the Community Media Center during the summer of 2010. Craig completed numerous projects for the CMC including a weekly Best Pals program which showcases adoptable pets at the Humane Society of Carroll County. Craig also operated studio cameras and floor directed for the League of Women Voter Elections Forums.

During his time at the CMC, Craig gained hands-on experience using non-linear editing software, studio and field production equipment, as well as the CMC's control room. Craig is a video production major at Stevenson University and plans to graduate with his bachelor's degree in May of 2011. After graduation he hopes to enter the video production field in any capacity.



CMC Intern Craig Johnston

2011 CMC Highlights



carrollmediacenter.org

- The Carroll County History Project won the 2011 Maryland Preservation Award for Excellence in Education. (see History Project page for more)
- The CMC received the annual **Tech Company of the Year Award** from the Carroll Technology Council. They credited the CMC for enabling the Tech Council to “share and distribute

seminars, grant requests, program information and generally improve our relationship with the residents of Carroll County.”

- In October, 2010, the CMC held a unique political forum for Carroll County’s commissioner candidates. This highly visible event that attracted over 100 residents marked the historic 2010 elections where the balance of elected seats went from 3 to 5 commissioners. The forum, held at the CMC, included a live studio audience, live streaming online and a chat room component through OurCarroll.com for viewers to pose questions to the candidates.
- The CMC, along with representatives along the Washington Road corridor, invited the public to the newly rediscovered Washington Road Community Trail in June 2011. The trail’s website (wrctrail.org) was launched in the summer of 2010.
- In spring 2011, the CMC launched a radio show on local AM station WTTR called the CMC’s Media Matters. The show allows the CMC to promote its events, initiatives and partnerships in the community. It has also been an opportunity to interview guests whose specialties or interests relate to the CMC.
- Theme months were introduced at the CMC in November 2010 highlighting a particular holiday, event or subject. Programming was chosen to focus on each theme and promotions on the website and social media were used for promotions.
- A new mobile production van was unveiled during the 2010 Fallfest Parade. The van, sporting logos for the county’s TV channels, Carroll County History Project and OurCarroll.com, enabled staff to film the parade from a new vantage point while promoting the CMC.
- The CMC was featured in Carroll Magazine’s June/July 2010 edition as “Alternative TV that Matters.”



CMC Selected as 2010 Tech Company of the Year (L-R is Marion Ware, Jean Lewis, Josh Kohn, Ron Harrington)



WRC Trail Maintenance by Gateway School teacher Rob Schilling and his students



CMC Mobile Production Van

“*I would like to share with you the very positive experience I had with Justin Cavey and the CMC on the production of the Give Locally segment for the Carroll Community College Foundation. The pre-production meeting went well, the shoot in the studio went smoothly, and the final product showed a great editing job of narration footage blended with college-provided footage. Thank you again for your support of the Foundation and of the college.*”

Sylvia Blair
Executive Assistant to the President
Carroll Community College

Please visit our website at carrollmediacenter.org for information about workshops, programming and membership.

Carroll County Career & Technology Center



www2.carrollk12.org/ccctc

Contact Tony Hooper, Video Production Instructor, at 410-751-3669 or amhooper@carrollk12.org for additional information.

Video Production Program

The Carroll County Career and Technology Center (CCCTC) offers a semester-long intensive Video Production program on the principles of television and film production. Interested students, from the eight area high schools, have the opportunity to enroll in the class where they learn and practice script writing, film editing and visual storytelling.

Throughout the 18-week course, opportunities are available for students to write, direct, edit, and star in several extended projects including television commercials, public service announcements, music videos, movie trailers and short films. Students also produce a weekly newscast for the CCCTC, showcasing the current and upcoming activities as well as highlighting the various programs and students at the school.

Some notable projects over the past year from the Video Production class were the CCCTC Fashion Show, SkillsUSA Pep Rally, photo montages of 26 individual program award ceremonies, 15 television commercials, over 15 public service announcements, 14 music videos and approximately 18 short films. Two students from the past year were also awarded first place and best in show honors for their Recycle PSA, produced for the Community Media Center (CMC), at the Carroll County Spotlight on Youth film festival. The CCCTC video class was also well represented at the SkillsUSA State Video Competition sending a team of four and a team of three in two different categories. The team of three, competing in the Television Video Production category, received the silver medal for their 60-second commercial about the SkillsUSA organization.

Students gain valuable real-world experience, in addition to classroom and activity-based assignments, working with several local production facilities including the CMC. Over the past school year, each student participated in a week long job shadow program that had them learning from professional staff as well as participating on hands-on projects that they led. One senior also fulfilled an intensive internship at the CMC, producing projects that ran on local cable Channel 19 and various CMC websites. Another student completed an internship with the Carroll County Times, producing videos for their website as well as contributing photos to the newspaper.



*CCCTC Video Production
Students in the CMC Studio*



*CCCTC Video Production
Teacher Tony Hooper
with student*

Carroll Community College



Channel 18
carrollcc.edu/chan18

Program schedule can be found
at carrollcountytv.org

Channel 18 provides Carroll Community College with an important educational and promotional media outlet. The Channel allows the College to reach out to the community with instructional programming as well as informational programming concerning college resources, services, and events. As video becomes increasingly important to support the mission of the College, the College has expanded the programming on the channel.

Channel 18 provides updates and notices of College events, course offerings, and programs through the bulletin board feature.

As the College moves to incorporate additional streaming video to meet its educational and promotional objectives, Channel 18 will also serve as a means through which this media can reach a larger audience.

During FY2011, Channel 18 aired approximately 6443 hours of both College produced and externally produced programs. These included credit courses as well as educational, current affairs, and cultural programs. Some of the highlights of the past year include:

- Carroll Connections – an informative interview program highlighting the College’s fund raising event, Starry Night.
- College degree program announcements – brief videos which describe degree or certificate programs at the College such as Health Information Technology (HIT).
- Various promotional pieces featuring College events such as the Random House Book Fair & the Entrepreneurship Conference.
- Kids @ Carroll promotional piece describing the College’s educational
- Broadcasts of College events such as the Commencement ceremony, Adult Education graduation ceremony, and panel discussions.
- Educational programming through PEGMedia:
 - Link TV World Music and Explore
 - The Drexel Interview
 - The Piano Guy
 - Tracing Your Family Roots
- Spanish (*Destinos*) and French (*French in Action*) language instructional programming.
- Annenberg Foundation instructional media including *Growing Old in a New Age*, *Bridging World History*, *Ethics in America*, *World of Chemistry*.

Channel 18 FY2010 at a Glance

- 15 College productions
- 8 credit courses, including 130 airtime hours
- 13 external program providers
- 6443 total airtime hours



*Carroll Community College's
Entrepreneurship Conference*

Carroll County Community Television



Channel 19 carrollmediacenter.org

Contact the Multimedia Department at 410-386-4415 or info@carrollmediacenter.org for more information.

Program schedule can be found at carrollcountytv.org

People who reside in a specific place with shared experiences and interests make up a community. When those interests and experiences can be found in one place for the community to share, that's public access.

In Carroll County, local programming created by individuals and nonprofit organizations can be found on cable Channel 19, Carroll Public Access. The Community Media Center (CMC) offers training in video production and an outlet to air locally produced programming. It all adds up to television that "makes community matter."

Between July 2010 and June 2011, Channel 19 aired over 532 productions covering a broad spectrum of entertainment, arts, informational and religious topics. In addition to several new series like *Your Opinion Matters* and the *Jim and Phil Sports Show*, Channel 19 continues to air well-loved local programs like the Historical Society's *Box Lunch Talks* and the 144th observance of the American Legion's *Memorial Day Parade* in Westminster.

During the fall of 2010, the "Give Locally" holiday campaign got a fresh set of hosts to announce the growing online collection of video messages from local nonprofits. The messages are used to inform the public about the needs and value of the local nonprofit community, not only during the holidays, but throughout the year. A special emphasis is put on giving locally during the holiday giving season by airing the nonprofit messages on Channel 19 as television programs.

Another large segment of programming on Channel 19 comes from the Carroll County History Project's archive of local memories. These are permanently stored online at CarrollHistory.org, but viewers can watch selections airing throughout the year.

*"...my sincere thanks to you and your entire staff for your most capable assistance with our recent Departmental Awards Ceremony at the Carroll Arts Center on March 23rd"...
"through your collective efforts, we will now be able to share the good work of our staff with the larger community for weeks and months to come."*

Jeffrey Spaulding
Chief of Police
Westminster Police Department

Channel 19 FY2011 at a Glance

- 169 community produced programs
- 210 station produced programs
- 3418 total broadcast hours
- 559 bulletin board announcements
- 32 public service announcements



CMC Volunteer, Scott Koleszar, at the 2010 Fallfest Parade

Carroll Educational Television



Channel 21
carrollk12.org

Contact Pat Flaherty, Television Manager, at 410-386-1815 or pfflahe@carrollk12.org for more information.

Program schedule can be found at carrollk12.org

Carroll Educational Television, CETV – Channel 21, strives to be a resource for the students of Carroll County. One way we accomplished this over the past year was to create a program series that allowed students to speak their minds. *The Students Are Talking* series gave students a place to discuss various things that affect them on a daily basis. The program covered topics ranging from bullying and athletics to AP courses and the SkillsUSA program.

In *Focus on Education: Student Edition*, a series that utilizes students as hosts, we highlighted a student athlete from each of the eight high schools. These students gave insights into their lives and how they managed to juggle playing a sport with all their school work and other activities. They explained how playing sports has enriched their lives and encouraged other students to get involved in an activity.

We air two school-based news programs, *Kids Produce the News – Sandymount* and *Kids Produce the News – Hampstead*. These programs highlight the skills of elementary school students as news anchors and reporters, as well as camera operators and other technical positions.

We began a program with the new Superintendent of Schools, Stephen Guthrie. *Education Matters* gives the public a chance to hear about the important decisions being made in the Carroll County Public School System, as well as an insight to what took place at the most recent Board of Education meetings.

CETV produced 145 programs this year. The Community Media Center provided studio time, equipment, or technical assistance for 52 of these programs, including the annual student forum, *Speak Out*.

“For the past two years, it has been an honor to be a part of several Channel 21 shows, including Newsmakers: On the Positive Side, Focus on Education and Speak Out. It really was a privilege to be able to express my views on television, and to have a chance to hear other student’s opinions and beliefs. I would truly like to thank all of the staff who made this experience a reality.”

Hayden Ventrice, CCPS student

CETV shoot – On location at M&T Bank Stadium



Town & Community Channel



Channel 23 carrollmediacenter.org

For a complete listing of Channel 23 programs, visit carrollcountytv.org/schedules.

Town and Community Channel 23 showcases the issues, events and accomplishments of Carroll County's eight municipalities. Residents learn about town news and information through special programs, such as quarterly coverage of Municipal Town and City Council Meetings.

Leaders in all eight municipalities also have the opportunity to tape periodic messages known as Community Updates. These updates provide residents with news on current issues and activities in their area. The Community Media Center also offers live, online streaming of town and city council meetings to help local governments keep their residents informed.

Channel 23 continues to engage municipal viewers through programming by creating professional programming from coverage of many local activities. From winter postcards to fall parades, town events are featured all year long.

Popular programs this past year include Downtown Carroll County: Gino's Barbershop of Manchester, a beautiful feature on Mt. Airy's General Store and a wonderful document on Westminster's long standing Clock Tower. Channel 23 also strives to help communities preserve their history, with programs such as Sykesville's History of the Colored School House featuring Pat Greenwald. These periodic shows, help residents share their memories of local places, people and traditions.

Channel 23 FY2011 at a Glance

- 219 station produced programs
- 2504 total broadcast hours
- 344 bulletin board announcements



Carroll County Government



Channel 24 ccgovernment.carr.org

For more information contact Chris Swam, Media Production Specialist, at 410-386-2801 or at cswam@ccg.carr.org

Program schedule can be found at ccgovernmentcarr.org and Look for the Audio Video Production Department under agencies

Carroll County Government's Channel 24 strives to expand public awareness of decisions and decision-makers in County government. Programming includes meetings, public hearings, and other government-sponsored events. The staff of the Audio/Video Production Department creates all content for Comcast Channel 24 and serves as technical assistance to county staff for any audio/visual needs.

Since its launch on June 1, 2005, CCG 24 has televised meetings of the Board of Carroll County Commissioners, Planning and Zoning Commission, and the Environmental Advisory Council. In July 2006, Carroll County Government began streaming live meetings on its website at ccgovernment.carr.org under Video Directory link.

CCG 24 offers timely updates through its bulletin board feature including information on open bids, employment, upcoming public hearings, and emergency crawls. Through a partnership with WTTR, CCG 24 digitizes and pod casts its Board of County Commissioners' weekly radio address along with Carroll Senior News.

In Fiscal Year 2011, Carroll County Government made a transition from a 3 member board of county commissioners elected at large to a 5 member board of county commissioners elected by district.

This year alone the Audio/Video Production department produced over 200 programs for CCG 24, not including productions for internal departments of Carroll County Government. There were close to 30,000 visits to the county's web based video directory.



*Carroll County
Tree Lighting 2010*

Channel 24 FY2011 at a Glance

- 203 government produced programs
- 4 outside productions
- 4249 total broadcast hours
- Almost 30,000 site visits to the County's video directory



*Arbor Day Celebration at Carroll
Community College*



The Community Media Center

Appreciates Your Support

We appreciate the members, volunteers and supporters who enable the Community Media Center to further its mission to "Make Community Matter" in Carroll County.

Every effort has been made to ensure the accuracy of this list; however, if your name is incorrect, or not listed, please let us know and we will be happy to make corrections. Contact us at 410-386-4415 or info@carrollmediacenter.org.

The Community Media Center extends special thanks for the outstanding support of Julia Berwager during fiscal year 2011.

Donors

Julia Berwager
John and Mary Bisset
Carroll County Genealogical Society

George and Ann Horvath
Mason-Dixon Historical Society
Sidney J. Sheppard

The Community Media Center is a 501(c)(3) non-profit public access broadcast station which partners with Carroll County Government, Carroll Community College, the Board of Education of Carroll County and local municipal governments to provide programming on cable channels 18, 19, 21, 23 and 24.

Members of the Community Media Center

Members – During the past year the following people have become new members or renewed their membership with the Community Media Center in order to use the CMC's equipment and facilities or take workshops and produce programming.

Every effort has been made to ensure the accuracy of this list; however, if your name is incorrect, or not listed, please let us know and we will be happy to make corrections. Contact us at 410-386-4415 or info@carrollmediacenter.org.

Suzanne Albert
Alicia Alexander
Linda Auerback
Frank Batavick
Susan Bloom
Rod Boudreaux
Chris Bradford
Curtis Brown
John Buskell
Allan Butler
Walter Calahan
Pauline Coker
Joseph DiVenti
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Sandy Giangrande
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Constance Hoge
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Kathy Hunt
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Lee and Lyn Mallick
Derek May-West
Debbie McConnell
Jordan McKay
James Meerdter
Tony Mendiola
David Miller
Golois Mouelet

James Naylor
Pete Nickolas
Stefan Officer
Terry Powell
David Ransdell
Tim Reilly
Casina Rice
RJ Ridgely
Matthew Roe
Michael Rosenberg
Richard Rothschild
Mike Sater
Leslie Schaub
Chris Schisler
Richard Serrao
Sandy Sipes
Charles Smith
James Smith
Sylvia Tejada
Arlette Thomas-Fletcher
Janice Veney
Neal Warehime
Douglas White
Ray Williams
John Witak
Lori Wolf
Erik Yount

Carroll County
Food Sunday
Carroll Employment
Television
Christian Missionary
Fellowship International
City of Taneytown
Get Connected Family
Resource Center
Goodwill Industries
Junction Inc.
League of Women
Voters in Carroll County
McDaniel College
Mosaic Community
Services
Mount Airy Rotary
Club
Rape Crisis Intervention
Services of Carroll
County, Inc.
SERRV
Silver Oak Academy
Target, Inc.
Westminster Eagles
F.O.E. 4378
Yom Productions



Barbara Oremland Remembered



Barbara Oremland, a community producer with a strong passion for history, especially the Civil War and the Battle of Gettysburg, passed away May 17, 2011. She joined the Community Media Center in January 2010. Over the past year she was working on a 30-minute documentary entitled Carroll County: The Path to Gettysburg. She attended two History Project workshops and planned to conduct interviews with Carroll County residents once her short documentary was complete. The CMC staff will complete her project on her behalf. Barbara was 63 years old.

Carroll County: The Path to Gettysburg is a 30-minute documentary highlighting Carroll County's role in the Battle of Gettysburg. The documentary explains how Carroll County became a major part of American history and why battles like Corbit's Charge took place in Westminster.

Please visit our websites:

www.carrollmediacenter.org

www.carrollhistory.org

www.ourcarroll.com

www.wrctrail.org





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