

April 22, 2008

Ms. Amy Wilson
Montgomery County Office of Cable and Communications Services
100 Maryland Avenue, Suite 250
Rockville, MD 20850

APR 22 11:12 AM
MONTGOMERY COUNTY OFFICE OF CABLE AND COMMUNICATIONS SERVICES
2008 APR 20 PM 12:51
MONTGOMERY COUNTY OFFICE OF CABLE AND COMMUNICATIONS SERVICES

Dear Ms. Wilson:

Montgomery Community Television formally requests continued use of Channel 21 through the renewal of the existing allocation of Public, Educational, or Government Access cable television channels. MCT has provided a variety of quality programming for Montgomery County cable viewers since 1985 and since 1988 with use of the allocated Channel 21. Our organization is well funded, governed by a community based Board of Directors, and run by a highly qualified staff.

Following the application format, here is the required justification for this request:

1. **Number of Channels Requested** – MCT requests allocation of one channel, Channel 21, on any cable or equivalent system operating in Montgomery County.
2. **Intended Use** – MCT intends to use this channel to meet County residents' and organizations' requests for channel time. MCT is the only PEG operator offering channel time to all County residents and organizations. MCT will continue to arrange content by subject and thematic blocks that is viewer-friendly and creates incentives for increasing diversity and localism of programming. The programming of Channel 21 will continue to be almost entirely guided by direct community input and requests. Channel 21 features specific thematic blocks of programming that is different from Channel 19 and avoids duplication. These blocks include Public Affairs, Education, Sports, Health, Community and Science programming. The Spanish language network "V-me" will be introduced replacing NASATV in the overnight hours. MCT will continue to evaluate the effectiveness of the current approach and will consider changes should conditions warrant.
3. **Period of Time Per Day** – MCT requests the use of channel 21 for 24 hours per day, seven days a week.

4. **Need for Dedicated Channel vs. Partial- Day** – A partial-day channel would not adequately meet the present and increasing numbers of requests for channel time. As discussed in #2 above, there is virtually no duplication between Channel 19 and 21. Channel 21 is programmed mostly by direct community input and requests. In order to include and provide the “V-me Channel”, a Spanish language media network, the dedicated channel is necessary.

5. **Need for Additional Channel** – Because of the number and volume of eligible requests for use of channel time, a single channel is not adequate. There are enough eligible applications for channel time by county residents and organizations in several of the identified thematic groupings to avoid any duplication of these program subject groupings between the two presently operated channels (AMTV19 and 21). MCT is the only PEG operator offering channel time to all County residents and organizations. Additional space is needed for display of the dozens of hours of programs to be produced and displayed each year as required by the Master Contract between MCT and the County Government. The community’s and MCT’s calls for use of this public resource have established the need for at least one additional channel. In order to provide special services (such as the “Washington Ear” and the “V-me Channel”) to identified groups of county residents, the additional channel is necessary.

6. **Channel 21: Hours of Programming from January 1 through December 31, 2007** –

		<u>First Run</u>	<u>Repeat</u>
Locally produced =		412	2,553
Acquired =	Block	4,531	---
Acquired =	Non-Block	247	770
Text =		247	---

7. **Current Use of Channel** – The mission of allocating and operating the public resource of channel time open to all County residents and organizations remains consistent. The content is almost entirely programmed by direct inputs and requests from the Montgomery County community. The grouping of programs by thematic or subject blocks continued on Channel 21 (as well as on Channel 19 for different, non-duplicating groups). Our mission to provide programming

targeted to unmet or underserved community needs has remained strong. The Washington Ear audio service serving the visually impaired accompanies text information on Channel 19. Very soon, the Spanish language network "V-me" will be programmed overnight on Channel 21 (replacing the currently shown NASA-TV). The hours of presenting individual, locally chosen programs on both operated channels have been extended, starting each day earlier and ending on average at 2:00 AM in the morning.

8. **Conditions Addressed** - MCT has fulfilled all conditions related to the current distribution. MCT continues to frame a strategy of best use of text programming. The video text provided overnight on Channel 19 allows the audio portion to be the "Washington Ear" directly serving the visually impaired. Hours each day of locally produced programming on both operated channels have been added. The MCT Board has formally approved and directed this ongoing addition of locally produced programming to both channels. MCT stood ready to consider requests from any operator of a cable system in Montgomery County. MCT continues to successively coordinate with other PEG channels avoiding conflicts and unnecessary duplication. MCT continues to work cooperatively with all PEG operators and be an active and supportive participant in the PEG Network.

Thank you for your consideration.

Sincerely,

A handwritten signature in cursive script, appearing to read "Lee Klumpp".

Lee Klumpp
President/Chief Executive Officer