



MOCC has addressed the Council's request for a plan to create more **District by District** programming. In July, 2008 MOCC launched a new program entitled *Wake Up Baltimore*. The show explores Baltimore's great neighborhoods and communities and highlights the progress and activities in them. Each program will be in a different Councilmatic District and that Council person will be included in the program highlighting the good news of that district. We met with the Council President's Office and they were receptive to the proposed. The first of such programs was about the Patterson Park Community and featured Councilman Jim Kraft. The second was focused on the Belvedere Community and featured Councilman Bill Henry. The next one is currently in edit and has its focus on development in Coppin Heights and features Councilwoman Belinda Conway. The next will focus on East Baltimore and feature Councilman Young.

In November, MOCC will launch a new program entitled "Ring the Alarm" which will alternately feature Council President and Vice President. It will be hosted by Craig Thompson of WEAA, Donnie Glover of WOLB and Sheryl Golstein of the Mayor's Office on Criminal Justice. This exciting new show will engage the citizens of Baltimore with introspective conversations about contemporary issues facing our city today.

In addition to the above mentioned programming MOCC has begun taping the "Council Showcase" which begins each City Council meeting. We are creating a file sending it to the Council President's office for uploading to the Council website.

MOCC will increase its efforts and continue to work with other city agencies on broadcast needs. The Mayor's Office meets regularly with the PIOs and consistently identifies and fulfills the needs and requests of the various agencies:

- MOCC will continue to produce one of its newest programs entitled, "***Get Going, with Rec & Parks***" a show produced in conjunction with the Dept. of Recreation & Parks that delivers information to the community on various parks, programs and other recreational opportunities and activities available in the City.
- MOCC has recently launched ***B'More Healthy*** - a new show produced in conjunction with the **Baltimore Health Dept.** addressing various health conditions that face the citizens of Baltimore and identifying resources, programs and therapies to improve them. The show also focuses on preventive health care strategies.
- MOCC will continue to work with The **Department Public Works** in order to deliver their messages to the community. Whether it be a change in bulk trash pick up or inclement weather issues. Additionally, we promote their initiatives through the production of public service announcements (PSAs)

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- The **Office of Employment Development (OED)** utilizes the services of this office for PSAs as well as other production needs. Currently, MOCC is working on a YouthWorks production to be utilized as a fundraising tool for next year's Youth works initiative.
- MOCC has produced training videos for the **Dept. of Human Resources**. The production of such videos enables them to train more people utilizing less staff.
- MOCC will continue to work with the **Housing Authority** on their various needs. Current projects include PSAs.
- MOCC will continue to work with the **Community Relations Commission** on various broadcast needs including, the MLK parade, the Annual Breakfast, and most recently, the "Call to Action for 5,000 Men" initiative and a series of PSAs and a talk show, entitled X-Change.
- MOCC will continue to work with **The Dept. of Transportation** on its various broadcast needs. Recent projects include the production of a video on the proposed "Red Line" and current production on a series of PSAs.
- MOCC will continue to work with the **Baltimore Police Department** on a new program entitled, "Real Talk" that address issues of crime in the city and seeks viable solutions. This show also endeavors to bridge the gap between youth and the law enforcement community. Moving forward, this show may also provide the opportunity to interview **Liquor Board** members on new initiatives and the ways that the board makes responsible licensing decisions.
- MOCC will work with the **Baltimore City Fire Dept.** on a new program entitled "Fireside". This show has its focus on fire prevention & safety education.
- MOCC will continue to utilize the Telvue video Billboard system as a vehicle for City agencies to promote events and deliver vital information ...graphically...at the top of each hour. Notices of liquor board meetings may be posted, here, as well.
- MOCC records each and every **Planning Commission** meeting, as well as the CHAP hearings. It is our plan to incorporate **UDARP information** into two of our existing programs: one entitled "Business Link" that looks at economic development initiatives in Baltimore. We will begin to interview planning commission members and architects that may influence this process...in order to shed light on the architectural plans for the future; the next program will be "Hometown Heritage" which takes a look at Baltimore rich history. Plans are being made and shows are currently being produced with Kathleen Kotarba, of the Planning Commission, to investigate the "then and now" evolution of Baltimore's cultural and physical past.
- MOCC will increase its efforts to continue to be an informational, educational and promotional vehicle for all of the agencies in Baltimore City.