

WAYCROSS COMMUNITY MEDIA 2010 Annual Report



2010 was a year of transition for Waycross. Like many businesses, governments and nonprofit organizations, we were tasked with operating with fewer resources.

I am happy to report that we were able to maintain our core service to our governments, schools, and residents We did, however, have to cutback some of the educational services instituted by the board over the years.

The biggest operational change is that beginning with the 2010-2011 school year, we were no longer able to offer video classes at our high schools, and have had to eliminate the video clubs at the middle and high schools. As part of the

re-structuring, we eliminated 4 staff positions, and made cuts elsewhere in the budget. I wish each of our former staffers well in their future employment - and thank our remaining staffers (and our volunteers!) for stepping up and maintaining the level of service our communities have come to expect.

We also were happy to welcome Colerain Township to the Waycross family in November. Watch for our cable channels to be activated there in March, 2011.

I would like to thank each of you - whether you are a volunteer, producer, board member, viewer, sponsor, community supporter, or elected official - for your continued support.

Chip Bergquist Executive Director



Community Programming Board









History

Waycross Community Media opened its doors in 1982, serving the City of Forest Park, Village of Greenhills and Springfield Township, Ohio. Service to Colerain Township began in 2010. Waycross is a community-based media center providing coverage of community events, government meetings and school activities. All productions are crewed by community volunteers. Programming can be seen on Time Warner Cable and the internet.

Waycross also provides training and free equipment, facilities, and cablecasting for local residents interested in producing their own programs. Students in the Finneytown, Winton Woods, Northwest, and Mt. Healthy school districts are also encouraged to participate in Waycross classes and productions.

Mission

Our mission is to bring local residents, schools, governments, churches, service groups and businesses together with constructive, prudent uses of communication technologies to build and enhance Community.

Programming and Web Statistics

Cablecast Hours

Waycross operates a master control playback system, providing 5 channels of local programming to our communities on Time Warner Cable. Here are the cablecast totals for 2010.

Total NEW first run, local Programs Cablecast	1567
Total NEW first run, local running time (hrs)	1423
Total Programs Cablecast	22,096
(Includes repeats & programs from other Govt/Educational agencies)	
Total Hours Cablecast (Includes repeats & programs from other Govt/Educational agencies)	24,517

Online Streaming Video

http://www.waycross.tv/Waycross23LIVE Waycross23LIVE - unique visitors - 92,719 Waycross23LIVE - Total Viewer Minutes - 1,129,993

http://www.waycross.tv/Waycross4LIVE Waycross4LIVE - unique visitors - 2,002 Waycross4LIVE - Total Viewer Minutes - 119,808

Waycross Website - www.waycross.tv

Waycross had 19,182 unique visitors to the web site and 139,738 total page views.

Waycross Video on Demand

Waycross programming is available online through our website. During 2010, we had 76,090 viewings of our programs online via Video on Demand.

The most viewed program online was Southwest Ohio Swim *Classic-Sunday.* Other top programs included:

Southwest Ohio Swim Classic-Sat. OHSAA Men's District Swimming	OHSAA Women's District Swimming Final-Division 2
Final-Division 1	Cincinnati Hills League Wrestling
Dave Bean Wrestling Classic 2010	Championships
OHSAA Women's District Swimming	St. Xavier High School Graduation
Final-Division 1	2010
Moeller vs. St. Xavier High School	Elder vs. St. Xavier Varsity Volleyball
Varsity Basketball	Finneytown Choral Festival
Winton Woods vs. Elder High School	OHSAA Men's Div.1 Sectional Final
Varsity Football	Basketball- St. Xavier vs. Winton
Northwest Board of Education	Woods H.S.
Meeting of 2/22/2010	Finneytown HS/MS Choral Concert
NSSL Swimming-Part 1	Greenhills Village Council Meeting
Indian Hill vs. St. Xavier Var. Lacrosse	of 7/6/2010
St. Xavier Wrestling Invitational	Jazz in the Park-Part 1
OHSAA Men's District Swimming	OHSAA State Wrestling Tournament-
Final-Division 2	Finals

Websites Hosted on Waycross Servers in 2010

Village of Greenhills: www.greenhillsohio.org Greenhills Police: www.greenhillsPD.org Glenco Civic Association: http://www.waycross.org/gnca/ Pleasant Run Farms Civic Association: http://www.pleasantrunfarms.org Blue Chip Awards: http://www.waycross.org/bluechips/ ACM, Ohio/Kentucky Chapter: http://www.ok-alliance.org

Government Access

The Waycross Government Access Channel is operated on behalf of the governments of Forest Park, Greenhills and Springfield Township. Our mission - *To encourage the active participation of residents in the democratic process* - is achieved through the effective use of communication tools, providing our governmental bodies with the necessary resources to educate and inform residents on the various activities and issues – local, state and federal - that ultimately impact their quality of life.

Government Meetings

Waycross cablecasts the council and trustees meetings from our three communities LIVE, then replays them throughout the month. Waycross cablecast every general council/trustee meeting held in 2010 (beginning in October for Colerain Township). In addition, Waycross videotaped for playback Winton Woods, Finneytown and Northwest School Board meetings, as well as the Hamilton County Public Library Board of Trustees meetings and Hamilton County Stormwater Oversight Board Meetings.

Waycross also provided 437 information and event listings sponsored by local, state and federal government agencies between programs on the Government Access bulletin board.

Programming Highlights

- •8 LIVE *Columbus Report*, featuring State Senator Bill Seitz and State Representatives Louis Blessing and Connie Pillich and state agencies..
- •8 LIVE Election Forum, featuring local candidates and issues.
- •*Candidate Profile* featuring candidates for federal, state and local offices, including judicial and uncontested races.
- •12 *Talking with....* programs, featuring our community administrators: Ray Hodges (Forest Park), Dave Moore (Greenhills) and Mike Hinnenkamp (Springfield Township) - plus one featuring Santa!.
- •11 *County Fare* programs, featuring County Commissioners and departments.
- •11 LIVE *Concert on the Commons* from the Greenhills Commons.
- •Springfield Township State of the Township presentation
- •Greenhills Pioneer Day Parade.

Government Access Programming

Waycross produced 205 new government access programs, totaling 209 hours. In addition, Waycross cablecast 843 government programs produced by other agencies. These programs include *Army, Navy/Marine and Air Force News; Pentagon Channel programming; NASA programming; Cincinnati City Council; Hamilton County Commissioners; CMHA; National Guard Anti-Drug programming; LIVE Ohio House, Senate and Supreme Court sessions; U.S. Department of Health; Ohio Department of Public Health; Ohio Department of Aging and Ohio Bureau of Workers Compensation programming.*



Forest Park Business Recognition Dinner, including production of the video highlighting the honored businesses.

•Forest Park Chamber of Commerce Meetings.

•Town Hall Meeting with State Rep Connie Pillich.

• Greenhills Police CALEA Accreditation meeting.

- •Jazz in the Park and Cincinnati Civic Orchestra Concerts.
- •*Environmental High IQ Bowl*, produced in conjunction with the Forest Park Environmental Awareness Program. Students from the Winton Woods School District competed in a quiz show format that tested their knowledge of the environment.

Educational Access

The Waycross Educational Access channel is operated on behalf of the educational institutions of Forest Park, Greenhills and Springfield Township. The mission - *To support and highlight the activities of our schools and to encourage the active participation of students in community media* - is achieved through the effective use of communication tools, providing our schools with the necessary resources to educate and inform residents.

High School Classes

Waycross worked with students at Finneytown High School, for two courses in the spring semester. There were a combined total of 31 students in these classes.

Boy Scout Merit Badge Week

Waycross served as counselors for the Cinematography, Communications and Photography merit badges in August, with 42 scouts participating. In addition, Waycross led three Cinematography sessions at Dan Beard Council's Merit Badge Challenge at Sycamore High school in February, with 45 scouts participating.

Educational Access Programming

Video Clubs and Summer Camps

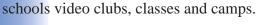
Waycross continued to maintain video clubs at Winton Woods High and Middle Schools, Finneytown High and Middle Schools, Mt. Healthy Jr. High School and Home School. There were 29 students in the clubs in spring, 2010.

Waycross sponsored a summer day camp, teaching high and middle school students studio production, truck production, editing and portable production. There were 30 campers this year.

Waycross produced 279 new educational access programs, totaling 296 hours. In addition, Waycross cablecast 1026 educational programs from other sources. These programs include *Department of Education, Classic Arts Showcase, University of Cincinnati TV, University of California TV and Deutsch Welle.*

Programming Highlights

- •Graduation coverage:
- -Finneytown High School from McNulty Stadium
- -Winton Woods High School from the Tri-County Assembly of God -St. Xavier High School from the Cintas Center at Xavier University -Northwest High School from Millett Hall at Miami University -Mt. Healthy High School from the Vineyard Church in Springdale.
- •58 middle and high school band, orchestra, choral concerts and awards programs produced and cable-
- cast.•83 programs produced by the middle and high





•Coverage of High School all star games & coaches classics:

- -Southwest Ohio Wrestling Coaches Association Coaches Classic from Harrison H.S.
- -Southwest Ohio Coaches Swim Classic from St. Xavier's Keating Natatorium
- -Men's and Women's All-Star Soccer from Princeton H.S.

•Regular season coverage of soccer, basketball, volleyball, swimming, baseball, football, lacrosse, ice hockey, softball, bowling and wrestling. OHSAA Tournament action in the following sports: football, basketball, wrestling, swimming, baseball and soccer -116 events total.

•23 Elementary school programs produced and cablecast.

Public Access

Waycross Community Media provides training, free equipment use and free cablecasting of programs produced by any resident or non-profit organization in our communities. In addition to scheduled workshops, our Training Coordinator offers additional one-on-one training sessions.

Training

Waycross held 31 workshops/training sessions with 63 different participants. 58 people completed certification to use our equipment in 2010.

Community Forum

Community Forum highlights the activities of local non-profit organizations. In 2010, 11 forums were produced, featuring the following organizations: Multiple Sclerosis-Motivational Institute, The Greater Cincinnati Bird Club, Kiwanis, Aubrey Rose Foundation, Creative Aging Cincinnati, Dramakinetics, Enrolled Agents (Tax Help), Masonic Learning Center, Phi Psi Omega, Suspension Bridge Society, West College Hill Neighborhood SVC.

Bulletin Board

Waycross maintains an on-air bulletin board that runs community messages between programs on Public Access Channels 8 & 15. In addition to the daily playback schedules and video PSAs, messages from non-profit organizations and producers are displayed. Last year, 58 organizations submitted a total of 216 messages. Organizations submitting messages in 2010:

American Legion Post 530 Ashley Woods Apartments Bart's Bard Bold Soliders Ministry Calvary United Methodist Church Church of God & Saints of Christ Cincinnati Association of Volunteer Administrators Cincy Senior Corner City of Forest Park Council on Aging of Southwestern Ohio Deeper Life Ministries Finneytown Schools First Baptist Church in West College Hill Focus on Youth Inc. Forest Park Democratic Club Forest Park Holiday Decoration Contest Forest Park Women's Club Fresh Anointing Ministries Great Oaks Career Campuses Greater Emanuel Apostolic Temple Greenhills Gators Swim Team Greenhills Revitalization Organization Harriet Beecher Strowe House Helping Young Mothers Mentor Inc. Higher Faith Ministry Inspirational Baptist Church

International Fellowship Inc. Jewish Family Service Lawyers for Warriors Leo Productions/Enlightment Linette Eady Midwest Youth Team Tennis Necco Therapeutic Foster Care NewLife Worship Center Northwest Local Schools Northwest Mighty Knights Youth OKI Tri-State Chapter of Better Investing Phillips Bible Institute Pleasant Run Farms Athletics Rachel Hackmann Spiritworks Books Springdale - Forest Park Lions Springfield Township Community Center St. Bernard Elmwood Place Alumni Association St. John Neumann Church St. Mark Missionary Baptist Church St. Xavier High School Step Higher Program Stephanie Summerow Dumas Tabernacle Baptist Church The Greenhills Historical Society UAW Local 863

Winton Woods Schools Word of Deliverance Ministries YMCA Mentoring Program YWCA Zion Global Ministries Zion Temple First Pentecostal Church





48 independent producers produced 1028 new public

Waycross produced 55 new community access pro-

Public Access Programming

access programs, totaling 860 hours.

grams for a total of 57 hours.

Volunteers

Volunteers are an extremely important and valuable part of our organization. They perform much of our production related duties in the field, from manning the equipment at a single camera production, to directing a tournament football game. Waycross staff appreciates the efforts of each and every volunteer.

Volunteer Recognition

Waycross had 241 volunteers for production or administrative support. Of these, 128 were new (began volunteering in 2010) and 113 were retained from previous years.

The 27th Annual Volunteer Recognition Night was held on July 15th at the Waycross Studio. Each volunteer in attendance received a Waycross T-Shirt.



Volunteer of the Year Our Volunteer of the year was Jason Dudley (4th year in a row) who volunteered on 167 productions.

Producer of the Year

Our Independent Producers of the year was Michael Baker, producer of Cincy Entertainment. He has produced 17 episodes since April, 2009.

Production Crew of the Year

Our Production Crew of the year was the crew of "A Time to Pray". Crew members included Producer Nadie Johnson, Hugh Staples, Jason Dudley, Tom Bruckmann, Deborah Hood and Marlene Brown.

Our Volunteers

Waycross would like to thank our production and administrative support volunteers for 2010:

Henry Ahrens Charles Alexander Chase Farthing Tosh Ferguson Marshal Finke Nick Anderson Roger Anderson Michael Fiore Micah Fisher Mike Andrews Kay Fisher Luke Ankney Joe Foley Jan Apro Leah Armfield Max Foley Nick Foster Deborah Arnold Dave Foster Gianna Ballard Mark Fredricks Ed Barzee Dorian Baugh Chris Frisby Miranda Frisby Sue Bean David Bean Al Gabriel Jeff Behrendt Caitlin Gagnon Dana Gagnon Mike Bell Chris Gaines Justin Bergauist Alex Bergquist Cherylyn Geers Christopher Berning Greg Gels Bradley Getz Dave Berning Dan Gilreath Rocky Boiman Mike Gradoville Dorian Gray Isaiah Grav Contay Green Gwendolyn Greene Vincent Greene Blayre Greenway Jeffrey Grogan Ben Grombala

Samantha Gruber Wright H. Gwyn Chris Hanby Anthony Hardwick Ruby Harvey Scott Hauff Bethany Haves Kyle Haynes Robin Hendley Jason Hicks Mark Hicks Justin Hiles Jarmon Hill Barry Hixon Jeff Hood Bill Hood Logan Hood David Hood Alex Hopple Tona Hornbeck Shawn Howard Marty Hubbell RJ Huber R J Hubler Jessie Huddleson Rouwan Hug Daniel Hummer Braxton Ivey Jake Jacobsen Joseph Jenkins Keisha Johnson Lisa Johnson Michael Johnson Edo Kabamba Jason Kamp Jenny Kemp Tasia Kieffer Jayden Kieffer

Jaime Lewis Nicole Lewis Max Long Mike Longbonds Patrick Lorenz Eric Lubbering Val Lyons Joe Mansfield Seth Marshall Cameron Marshall Shawn Maus Ethan Maxwell Joey Mayer Joe Maver Mitchell Mayes Madison Mayes John McDaniel Dylan Meek Nic Menke Larry Merkel Jim Merrell Butch Miller Jeff Miller Brian Moragne David Morano Carolyn Morgan Rachel Morgan Stephen Myers Matt Noonan Mike Norris Mary Ann Odegard Paul Odegard Dave Olmstead Jonathan Palmer Darien Parker Jake Perrmann Kurt Phillippo Ngoc Phu Karsten Reuter Jamie Reynolds Randy Reynolds Zack Rizzo Howard Roberts Damon Robinson Gwen Roper Andy Sanzotta Jim Schad Brian Schlemmer Greg Schramm Jack Schramm Adam Schrand Alvssa Schuler Will Schweller Hailey Scully Ramesh Shanbhag Denisha Shemwell Latashia Simmons

Mike Sinenko Harry Sloan Christopher Sloan Rob Small Darrow Smith Damien Smith Ronald Smith Joshua Smith Steve Sobel Bensen Spurling Corey Stanford Hugh Staples Matt Steele Ebony Stewart Margarette Stewart Tyesha Strickland Joel Stuckey Tyler Styons Jacob Sweetland Anthony Taylor Owen Taylor Kevin W. Tavlor Owen Theuerling Barbara Thieler Jeff Tindall Mark Truesdell Nancy Tsvitse David Von Bargen Steve Walls Michael Walton Bob Ward Alex Wardlaw Chris Weber Josh Wellen Louis White Alex Whittington Andy Wietmarchen DeVaughn Williams Olivia Williams Andrea Williams Jake Williams Theodore Witt Kenneth Worlu Brandon Wyatt Luigina B. Yerino Kendiel Young Alexander Young Ciarra Zyyon



Nathaniel Boland Jonathan Bouie Taylor Breedon Michael Brookbank Ben Browe Jessica Brown Donna Brown Lyn Brown Marlene Brown Tom Bruckmann Jeff Carson Ragi Castleman Damon Chilton David Chimusoro Daniel Noel Chimusoro

Steve Coaston Robert Colbert James Combs Elise Corsmeier Mark Cox Armond Croom Mychal Culbreth Melvin Culbreth George Cummings Tim Cunningham Brian Daniels Alisha Daniels Roni Dean-Mann Deanne Devine Christopher Dobson John Doyle Charles Dozier Jerry Dudley Kathleen Dudley Jason Dudlev Dave Eby Vernon Edwards Jordann Edwards Gregory R. Evans Cary Fallath

Greg Klein Robert Lackey Brett Larkin

Christopher Lee

Sarah Leimbach

Mike Leonard

2010 Financial Statement

Community Programming Board 2010 Revenue/Expense Report as of December 31, 2010

Revenue	
Contractual Income	\$43,642.39
Franchise Fee Payments	\$251,204.37
Community Service Fee	\$165,180.47
Interest	\$7,662.52
Donations/Grants	\$7,291.03
Reimbursements	\$90.54
Total Revenue	\$475,071.32
Expenditures	
Personal Services	\$365,958.19
Contractual Services	\$112,957.85
Supplies and Materials	\$5,611.24
Capital Outlay	\$6,678.85
Total Expenditures	\$491,206.13

Awards



Blue Chip Cable Access Awards

Waycross Community Media volunteers and staff were honored at the 2010 Blue Chip Cable Access Awards at the Mulhauser Barn in West Chester.

The Blue Chips honor the best Community Media Programs in Greater Cincinnati. The winning programs were:

Greenhills Concert on the Commons: Zumba (LIVE Remote Programming) Director: Jason Dudley

Crew: Paul Odegard, Tom Bruckmann, Elizabeth McDonough, Adam Schrand, Mary Ann Odegard, Hugh Staples,

OHSAA D2 State Semi-final Football - Winton Woods vs Marion-Franklin (Sports Event). This is the 10th year in a row that Waycross Community Media volunteers have won in the category of Sports Event.

Director: Jonathan Palmer

Crew: Melvin Culbreath, Matt Steele, Alex Bergquist, Adam Schrand, Tom Bruckmann, Andy Sanzotta, Jake Williams.

Jr. Summer Camp Presents: Our Final Show (Student Programming (6-8)) Director: David Bryant

Crew: Joshua Smith, Jubilee Chen, Alice Daum, Rob Schilling, Saul Larkin, Rachael Morgan, Jordann Edwards, Armond Croom, Joy Grace Chen, Khreah Everett, Marshal Finke, Elizabeth McDonough, Megan Larkin, Community Programming Board 2010 Balance Sheet as of December 31, 2010

Assets

Operating Fund Balance	\$224,123.98
Capital Reserve Fund Balance	\$190,106.00
Major Repair Reserve Fund	\$109,624.02
Operating Reserve Fund	<u>\$300,000.00</u>
Total Assets	\$823,854.00
Liabilities and Equity	
Retained Revenue	\$839,988.81
Net Revenue	(\$16,134.81)
Total Equity	\$823,854.00

Hometown Awards

The volunteers from Waycross Community Media were honored at the 2010 Hometown Awards with an award for their coverage of *OHSAA D2 State Semi-final Football* - *Winton Woods vs Marion-Franklin*. This program received the award for Best Sports Event Coverage: Non-Professional.

Producer Steve Coaston also won a Hometown for his program *Doctor's in the Kitchen* in the Informational Feature category.

Awards were presented during the 2010 Alliance for Community Media National Conference on July 9th in Pittsburgh, Pennsylvania. The Hometowns recognize the best community media programs in the US and Canada.

Philo Awards

Waycross Community Media was presented with two Philo T. Farnsworth video awards at ceremonies in Grand Rapids, MI. The Philo Awards honor the best programming in the Central States Region of the Alliance for Community Media, which includes Ohio, Kentucky, Indiana, and Michigan.

The award winning programs were: *Election Coverage 2009* (Election Coverage - Professional) Joint winner with Citicable

OHSAA State Semifinal Football: Winton Woods v Marion Franklin (Sports Event - non-professional)

One of our producers was a finalist in two categories: Children's Programming AND Student (7-12) *The Blue Bunny Peep Clan* Producer: Cherylyn Geers



Community Programming Board

The CPB is made up of 16 community volunteers appointed by Greenhills, Forest Park, and Springfield Township. Each community appoints five board members, with an at-large chair jointly appointed by all three communities.

At Large: Joseph E. Orndorff (Chair)

Forest Park: Wayne Coates, Evelyn Forney (Secretary), Kathy Lives, Ervin Smith, Charles Stearns

Greenhills: Tom Bruckmann, Galina Costa, Jason Covalcine, Nancy Moore (Vice Chair), Tom Talmage

Springfield Township: Jan Apro, Ray Hils, Alvin Kling, Robin McNulty (Treasurer), Marvin Wideman

2010 Waycross Staff

Executive Director: <u>Chip Bergquist</u> Office Manager: <u>Teela Kellner-Angel</u> Government Access Coordinator.: <u>Jason Grzegorek</u> Educational Access Coordinator: <u>Heather Wiltse</u> Production Coordinator: <u>Tony Suarez</u> Volunteer Coordinator: <u>Cheryl Swartz</u> Program Technician: <u>Chris Schnur</u> Master Control Operator: <u>Donna Brown</u> chip@waycross.org teela@waycross.org jason@waycross.org heather@waycross.org tony@waycross.org cheryl@waycross.org cschnur@waycross.org donna@waycross.org



Waycross Community Media

2086 Waycross Road, Forest Park, Ohio 45240 513-825-2429 fax: 513-825-2745 info@waycross.tv www.waycross.tv Watch Waycross on Time Warner Cable in Forest Park, Greenhills, Springfield Township, and Colerain Township

• Educational Access 4 • Public Access 8 (15 CR) • Public Access 15 (22 CR) • Government Access 23 • Regional Access 24

and ONLINE at www.waycross.tv/vod