

# WAYCROSS COMMUNITY MEDIA

2008 Annual Report



2008 was a year of change for Waycross - not only in terms of personnel and facilities, but also in the regulatory environment in which we operate.

Our long-time Government Access Coordinator Thom Schneider moved on to a new position with Springfield Township. Jason Grzegorek moved into the coordinator role in August. We also added a new Program Technician, Chris Schnur, to assist with productions and training. Look for our new magazine show, *Waycross Connect*, in early 2009. On the facilities side, we upgraded the switcher in the control room and added a telepromptor and DVD player.

With the help of a \$10,000 grant from the Greater Cincinnati Foundation, we purchased an additional Tricaster, cameras, editing computers and support equipment for our educational access program.

On the regulatory side, Cincinnati Bell received a state Video Service Provider (VSP) "franchise," and began serving customers in the Forest Park Apartments. Time Warner then abrogated their local franchise with Forest Park in favor of a state VSP. What this will mean in the long run for Waycross is increased cost and decreased revenue based on the state franchise formulas. We are currently working with Cincinnati Bell to get our channels on their system. We hope to have that project completed in 2009.

We are facing our upcoming funding challenges head on. In August, we brought on board a Development Coordinator, to work on all aspects of fund-raising, including grants, sponsorships, and donations. A fund-raising committee has been formed to assist with this process. If you would like to help, please contact Development Coordinator Deborah René Davis (deborah@waycross. org).

Volunteer Recognition Night recognized many of our 300+ volunteers with a dinner and "hoedown" at the Hayloft Barn in Winton Woods. Our volunteers and staff earned 10 Philo T. Farnsworth Awards and 7 Blue Chip Awards in 2008. Congratulations to all who participated in these productions.

We have also been working with media centers across the US at the state and national level to encourage legislators and the FCC to strengthen laws protecting community media - to assure that the last remaining truly local television thrives in this environment of consolidation and non-local ownership. We are appreciative of the support from our communities - our local governments see the need for local media resources like our community access channels. The dialogues presented on our channels, from election forums and government meetings to a wide range of education, arts, culture and sports programming all help cement the bonds that keep us together as a community.

Chip Bergquist Executive Director

Thanks to our 2008 Contributors

















Community Programming Board of Forest Park, Greenhills, and Springfield Township

History

Waycross Community Media opened its doors in 1982, serving the City of Forest Park, Village of Greenhills and Springfield Township, Ohio. 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 and Mt. Healthy school districts are also encouraged to participate in Waycross sponsored video clubs or take one of our elective video production classes.

# 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 Stats

### 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 2008.

Total NEW first run, local Programs Cablecast	1628
Total NEW first run, local running time (hrs)	1435
Total Programs Cablecast	21,923
(Includes repeats & programs from other Govt/Educational agencies)	
Total Hours Cablecast (Includes repeats & programs from other Govt/Educational agencies)	24,161

#### Web sites Hosted on Waycross Servers in 2008

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

### Waycross Video on Demand

Waycross programming is available online through our website. During 2008, we had 112,665 viewings of our programs online.

The most viewed program was *Pratville*, *AL vs. St. Xavier H.S. Football*. Other programs in the top 15 included:

St. Ignatius vs. St. Xavier H.S. Football SWOWCA/Glenn Sample Holiday Wrestling Classic St. Xavier vs. Withrow H.S. Regional Final Basketball Finneytown Schools Choral Festival Colerain vs. St. Xavier H.S. Football OHSAA State Wrestling Tournament-Finals Don Bosco Prep, NJ vs. St. Xavier H.S. Football Southwest Ohio Swim Classic-Saturday and Sunday Dublin Scioto vs. St. Xavier Varsity Lacrosse Moeller vs. St. Xavier H.S. Varsity Volleyball Finneytown vs. McNicholas H.S. Men's Sectional Final Soccer Ross vs. Northwest Mighty Knights Football - 6th Grade

### Waycross Website - www.waycross.tv

Waycross had 24,553 unique visitors to the web site and 704,384 total page views.

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 2008 . In addition, Waycross videotaped for playback every Winton Woods, Finneytown and Northwest School Board meeting, as well as the Hamilton County Public Library Board of Trustees meetings, Hamilton County Stormwater Oversight Board Meetings and the Hamilton County Climate Initiative Meetings.

Waycross also provided 304 information and event listings sponsored by local, state and federal government agencies between programs on the Government Access bulletin board.

### Programming Highlights

- •7 LIVE *Columbus Report*, featuring State Senators Bill Seitz and Eric Kearney and State Representatives Louis Blessing, Jim Raussen, Dale Mallory and Tyrone Yates.
- •17 LIVE *Election Forum*, featuring federal, state and local candidates and issues.
- •*Candidate Profile* featuring candidates for federal, state and local offices, including judicial and uncontested races.
- •9 LIVE *Talking with....* programs, featuring our community administrators: Ray Hodges (Forest Park), Dave Moore (Greenhills) and Mike Hinnenkamp (Springfield Township).
- •10 *County Fare* programs, featuring County Commissioners and departments.
- •9 LIVE *Concert on the Commons* from the Greenhills Commons.
- •Forest Park National Night Out from the grounds of Winton Woods H.S., as well as coverage of the Springfield Township Kids Fire Academy Graduation program.

•Greenhills Pioneer Parade.

#### Government Access Programming

Waycross produced 229 new government access programs, totaling 224 hours. In addition, Waycross cablecast 875 government programs produced by other agencies. These programs include *Army*, *Navy/Marine* and Airforce News; Pentagon Channel programming; NASA programming; Cincinnati City Council; Hamilton County Commissioners; 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.



•Feature programs on the *Flood of 2008* and the *Forest Park Steppers* 

- Forest Park Business Recognition Dinner, including production of the video highlighting the honored businesses.
- •Forest Park Chamber of Commerce Meetings.
- •Town Hall Meeting with US Congressman Steve Chabot.
- •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 provided a teacher for one class each semester at Winton Woods High School. There were a combined total of 31 students in these classes in the spring and fall semesters of 2008.

At Finneytown High School, Waycross provided a teacher for two courses each semester. There were a combined total of 59 students in these classes in the spring and fall semesters of 2008.

### Video Clubs and Summer Camps

Waycross continued to maintain video clubs at Winton Woods High and Middle Schools, Finneytown High and Middle Schools and Mt. Healthy Jr. High School. There were 92 students in the clubs in 2008. In addition, a video club for Home School students continued in 2008, with 22 participants.

Waycross sponsored a summer day camp, teaching high and middle school students studio production, truck production, editing and portable production. There were 21 campers this year.

### Educational Access Programming

Waycross produced 396 new educational access programs, totaling 383 hours. In addition, Waycross cablecast 782 educational programs from other sources. These programs include *Department of Education "News Parents Can Use"*, *SHAMU-TV*, *Classic Arts Showcase*, *University of Cincinnati 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.

•68 middle and high school band, orchestra, choral concerts and awards programs produced and cable-cast.

•160 programs produced by the middle and high schools video clubs, classes and camps.



- •Coverage of High School all star games & coaches classics: -Southwest Ohio Wrestling Coaches Association Coaches Classic from Oak Hills H.S.
- -Southwest Ohio Coaches Swim Classic from St. Xavier's Keating Natatorium
- -Volleyball Showcase from Withrow H.S.
- -Men's and Women's All-Star Soccer from Princeton H.S.
- -Greater Cincinnati Boy's All-Star Basketball from Oak Hills H.S. -East/West All Star Football from Colerain 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 - 141 events total.

•21 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 61 workshops/training sessions with 97 different participants. 68 people completed certification to use our equipment in 2008.

### Community Forum

Community Forum highlights the activities of local non-profit organizations. In 2008, 9 forums were produced, featuring the following organizations: Thank You Foundation, Wood Carvers, GAP, The Cincinnati Observatory, Muddy Waters Equestrian Park, American Legion Post 530, Tri-State Animal Rescue Team, Women's Club Crafter Showcase and Operation Christmas Child.

### Public Access Programming

46 independent producers produced 961 new public access programs, totaling 785 hours.

Waycross produced 42 new community access programs for a total of 43 hours.



### 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, 50 organizations submitted a total of 219 messages. Organizations submitting messages in 2008:

American Cancer Society American Red Cross Bart's Bards of St. Bartholomew Church Central Baptist Church Cincinnati Youth Flag Football CinMic City of Forest Park **Covenant Academy** Dayspring Church of God **Deeper Life Ministries** ECKANKAR Enlightenment Reggae Music Family Home Care Service **Finneytown Schools** First Baptist Church of West College Hill National Marrow Donor Program Forest Park Democratic Club Forest Park Lion's Club Forest Park Women's Club Forest Park/Greenhills Kiwanis Foundation for Survivors of Sexual Abuse Spiritworks

Franciscan Haircuts from the Heart Grace Ministry International Greater Emanuel Church Greenhills Fire Department Greenhills Historical Society Higher Ground Church Inspirational Baptist Church Juneteenth Committee Life Changing Ministries Linette Eady/The Linette Eady Show Local 863 UAW Mt. Healthy Alumni Band Association Mt. Healthy Schools Muddy Water Equestrian Park New Life Baptist Church Northwest Local Schools Phillips Bible Institute Southland Missionary Baptist Church

Springfield Township Democratic Club Springfield Township Republican Club St. Paul UCC of North College Hill St. Xavier High School Syrian Shriners **Tri-County Players** Vietnam Veterans of America #10 Winton Woods Schools Women Highly Favored Zion Temple First Pentecostal Church



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 321 volunteers for production or administrative support. Of these, 140 were new (began volunteering in 2008) and 181 were retained from previous years.

The 24th Annual Volunteer Recognition Night was held on July 17 at the Hayloft Barn in Winton Woods. Each volunteer received a Waycross hat.

### Volunteer of the Year

Our Volunteer of the year was Jason Dudley who volunteered on 187 productions.

### Producer of the Year

Our Independent Producer of the year was Butch Culbreth. Active since 2007, he has produced 32 programs and is the producer of the The Shekinah Glory Hour.

### Production Crew of the Year

Our Production Crew of the year was the crew of the Community Forum. Crew members included Host Jan Apro, Lyn Brown, Marlene Brown, Deb Arnold, Dana Gagnon, Caitlin Gagnon, Luigina Yerino, Hugh Staples, Pradeep Goyal, Joe Metzler



### Our Volunteers

Grekia Evans

Jakia Evans

Cary Fallath

Tyler Fannin

Ionathan Fay

Marshal Finke

Troy Fischer

Joshua Fisher

Alena Flick

Luke Florence

Don Freeland

Mike Freland

Michael Frye

Jake Gable

Bill Freudinger

Caitlin Gagnon

Dana Gagnon

Kurt Gallant

Anna Gardner

Chris Gaylor

Jim Gieringer

Alana Glover

Desi Goodwin

Tiana Graham

Isaiah Gray

Rick Greene

Vincent Greene

George Griffin

Jeffrey Grogan

Jim Hadley

Chris Hanby

John Edward

Nikki Harris

Ruby Harvey

Mark Haskins

Jordan Heidel

Robin Hendlev

Casey Henson

Gary Herman

Sanyae Herron

Jaclyn Hoeffer

David Hood

Logan Hood

Alex Hopple

Daniel Hummer

Fred Hunt

Alex Huron

Bill Hood

Larry Hicks

Higgins

Jeff Harvey

Hardwick

Katie Hall

Jason Grzegorek

Alan Gatewood

Cherylyn Geers

Kay Fisher

Thom Fant

Waycross would like to thank our production and administrative support volunteers for 2008:

Henry Ahrens Karrel Allen Steve Allen Jacob Altic Jan Apro Deborah Arnold Brandon Artmeier Jennifer Ash Joshua Bailey Gabriella Ballard Gianna Ballard Bill "Coach" Barber" David Bauer Dorian Baugh Sue Bean David Bean Gregory Beasley Stephanie Bennett Alex Bergquist Justin Bergquist Chip Bergquist Onson Bess Courtney Blair Jeff Blake Bill Borek Cordell Boyd Nikki Brookbank Lvn Brown Marlene Brown Tom Bruckmann Justin Bryant David Bryant Danny Bryer Steve Buchholz Spidey Byndon Wil Cagle Zach Campbell Aaron Carmona Doug Carr Cidney Carter Amy Christine Chapman Chris Charles Daniel Noel Chimusoro Andre Colon LaKeisha Combs Terrell Cooper Jason Cornwall Dustin Crain Andre Crawford Andre Crawford Maurice Crawford Alleeva Crocker Mychal Culbreth Melvin Culbreth Ikaika Cummings George Cummings Henry Cunningham Tim Cunningham Jeremy Daniels Miranda Davis Brian Davis Patrick Dawson Roni Dean Roni Dean-Mann Katherine Dennis Deanne Devine McCall Dillon Kathleen Dudley Jason Dudlev Martha Dyson Dave Eby Jordann Edwards Jennifer Eicher Austin Ekezie

Rashid Israel Francine Etukakpan Braxton Ivey Joellen Ivey Gregory R. Evans Chris Jackson Wilma Jackson Dana Jetter Yvonne Joe Allison Johnson Christopher Johnson Gabrielle Johnson Ricky Johnson Michael Johnson Ricky J. Johnson Willow Jones Darrion Jones Jessica Jordan Jennifer Joseph-Zamis Jason Kamp Donald Kavanaugh Kennedy Kazemera Ashley Kelley Jaavon Keys Edward L. Kinsler Jesse Kirk Hannah Klare Greg Klein Brandon Gerken Lizzy Klein Samantha Kramer Andrew Kroger Robert Lackey Pradeep K. Goval Ian Lampert Alex Larkin Saul Larkin Jeff Larkin Kevin Laudat Gwendolyn Greene Sally Leimbach Kierre Greenwood Mike Leonard Nicole Lewis Daisha Lewis Jadienne Lord Wright H. Gwvn Patricia Marsh Jay Mattingly Shawn Maus Michele Hamester Jayme McCarter Harold McCoy Shaun McCullom John McDaniel Anthony P. HardwickElizabeth McDonough Will McNeill Keishawn Harris Melanie McNulty Kelsea McWilson Stephon Meadows Deborah Meadows Tamika Hawkins Larry Merkel Jim Merrell Joseph Metzler Lydgia Miller Deborah J. Mills Robert Moffitt Rachel Morgan Jonathan Christian Jared Moss Christine Mundle Chris Newcomer Kenneth Hogans Elizabeth Nightingale William Holcomb Aaron Nightingale Matt Noonan Michael Noves Mike O'Brien Amanda O'Casek Xin Quan Huang Christopher O'Connell Jessie Huddleson Yere Ovia Jeffrey Palmer Jonathan Palmer Sean Patterson

Florian Pehlke Jessica Perry Austin Phelps Amberlee Porter Dylan Thomas Price Donisha Ramsey Brad Renken Rionna Rice Paris Richardson Maurice Richardson Kelsey Robb Brandon Robinson Mike Rodriguez Jordan Rolfes Alex Rolsen Tyler Roman Joseph Russell Sofia Rutherford Amy Salter Caroline Sanders Dylan Sanders Andy Sanzotta Tony Schad Jim Schad Allen Scheie Jonah Scheie Kendiel Young Allen Schell Anna Schell Stephen Schindler Bill Schlater Thomas R. Schneider Chris Schnur Adam Schrand Alvssa Schuler Heather Schuler Christopher Schulz Chris Schumacher Jarrell Scott Cyrinus Sengka Robert Shelton Rvan Simerlink Sarah Smith Joshua Smith Brandon Smith Shane Smith Miriah Smith Steve Sobel June Song Yolanda Speights Bensen Spurling Corey Stanford Hugh Staples Kelsey Staton Matt Steele Latasha Stevens Kiarah Straus John Streicher Tyler Styons Tony Suarez Cheryl Swartz George Tallman David Tate Micah Taylor Desmond Taylor Rocky Tekelve Jerry Teuschler Owen Theuerling Chaz Thomas Darrin Thompson Jeff Tindall Glenn M. Van Pelt Jason Varney Victor Velez Allen Viox

Kianna Walker Alvin Waller Kevin Walter Nicole Walters LaNisha Washington Joseph Weems Cole Weinstei Tiffany Westrich Todd White Mark Wilkins Anthony Williams Stacy Williams Terry Williams Jacob Williams Kevin Willis Dorothy Wilson Andrew Wilson Heather Wiltse Jonas Winkler Chris Wolford Michael Woodson Lawrence Wright Cameron Wright Luigina B. Yerino William Yost

2008 Financial Statement

Community Programming Board 2008 Revenue/Expense Report as of December 31, 2008

Community Programming Board 2008 Balance Sheet as of December 31, 2008

Revenue		Assets	
Contractual Income	\$8,682.64	Operating Fund Balance	\$295,669.37
Franchise Fee Payments	\$558,971.26	Capital Reserve Fund Balance	\$190,106.00
Community Service Fee	\$151,255.94	Major Repair Reserve Fund	\$109,624.02
Interest	\$22,440.38	Operating Reserve Fund	<u>\$175,000.00</u>
Donations	\$2,850.87	Total Assets	\$770,399.39
Reimbursements	\$4,884.73		
Total Revenue	\$749,085.82	Liabilities and Equity	
		Retained Revenue	\$703,309.12
Expenditures		Net Revenue	\$67,090.27
Personal Services	\$466,949.54	Total Equity	\$770,399.39
Contractual Services	\$142,505.70		
Supplies and Materials	\$15,043.85		
Capital Outlay	\$57,496.46		
Total Expenditures	\$681,995.55		

Value of Service

During 2008, Waycross provided more than eight million dollars in service to our communities, on an operating expenditures of \$681,996.

2008 CPB Value of Service Am		Int	Per Unit	Total Value
			Value	
Cablecasting	24161	Hrs	Value \$223.40	
Workshop Series	61		\$346.50	\$21,136.50
Educational Support - Classes and Video Clubs	Annual			\$125,000.00
Government Computer Support	Annual			\$50,000.00
LIVE Council/Trustee Meetings + Hearings	55	*	\$868.53	\$47,769.15
School Board Meetings	48	*	\$723.53	\$34,729.44
Other Government Meetings	22	*	\$723.53	\$15,917.66
CPB Multi-Camera Truck Productions	175	*	\$3,987.75	\$697,856.25
CPB Multi-Camera Productions	122	*	\$1,885.20	\$229,994.40
CPB Single Camera Productions	166	*	\$723.53	\$120,105.98
CPB Studio Productions	72	*	\$1,412.65	\$101,710.80
Public Access Studio Use	371	Hrs	\$250.00	\$92,745.00
Public/Educational Access Camcorder Use	2767	Days	\$200.00	\$553,400.00
Public Access Multi-Camera Use	4	Days	\$1,000.00	\$4,000.00
Public/Educational Access Editing Equipment Use	6943	Hrs	\$125.00	\$867,875.00
Community Messages	219		\$100.00	\$21,900.00
			Total	\$8,381,707.58

\* includes Staff Time, Volunteer Time and Equipment Time.

Community Programming Board

The CPB is made up of 16 community volunteers appointed by the three governments. 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

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> Development Coordinator: <u>Deborah René-Davis</u> Production Coordinator: <u>Tony Suarez</u> Training Coordinator: <u>Nicole Lewis</u> Volunteer Coordinator: <u>Cheryl Swartz</u> Program Technician: <u>Chris Hanby</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 deborah@waycross.org tony@waycross.org nicole@waycross.org cheryl@waycross.org chris@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 www.waycross.tv Watch Waycross on Time Warner Cable in Forest Park, Greenhills and Springfield Township • Educational Access 4 • Public Access 8 (15 CR) • Public Access 15 (22 CR) • Government Access 23 • Regional Access 24