

## WAYCROSS COMMUNITY MEDIA

# 2009 Annual Report

Thanks to our 2009 Contríbutors





FOUNDATION







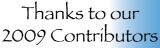


As you will see in the following pages, Waycross had a great 2009. Our staff, volunteers, and producers continued to do what they do best - connecting our communities to their governments, schools, and neighbors. Requests for service increased, not only in the public access arena, but in the government and educational areas as well.

New local programming produced and cablecast increased 6% versus 2008. In addition, a survey of the residents in our communities by a national firm found that 56.5% of the cable subscribers have watched Waycross programming and of those, 84.5% watched in the last month. And, while it appears that most of our residents still get their information from traditional TV sources (only 20% report having ever watched video online), we had over 100,000 viewings of our programs via the Video On Demand portion of our website.

In fall 2009 we added the Government Access Channel (23) to our online veiwing options. Residents without cable can now watch this channel, including live programming - such as council/ trustee meetings, live election forums, and more - via a link on our website. Watch for our Educational access channel to go online in early 2010.

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 support.









DOCUMENT SERVICES Inc. 2300 Montana Ave Suite 301 Cincinnati, OH 45211











Chip Bergquist Executive Director

## 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 2009.

Total NEW first run, local Programs Cablecas	t 1721
Total NEW first run, local running time (hrs)	1527
Total Programs Cablecast	21,971
(Includes repeats & programs from other Govt/Educational agencies) <b>Total Hours Cablecast</b> (Includes repeats & programs from other Govt/Educational agencies)	24,357

#### Web sites Hosted on Waycross Servers in 2009

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 Website - www.waycross.tv

2

Waycross had 22,741 unique visitors to the web site and 362,462 total page views.

## Waycross Video on Demand

Waycross programming is available online through our website. During 2009, we had 101,644 viewings of our programs online.

The most viewed program online was *Elder vs. St. Xavier High School Football*. Other programs in the top 20 included:

Finneytown Cheerleading Competition SWOWCA-Glenn Sample Wrestling Classic Moeller vs. Winton Woods H.S. Football Finneytown vs. Dayton Carroll Boys Regional Semi-Final Soccer Mt. Healthy vs. Northwest High School Football Dave Bean Wrestling Classic 2009 OHSAA Men's and Women's District Swimming Final - Division 2 Colerain vs. St. Xavier H.S. Football OHSAA Men's District Swimming Final - Division 1 Winton Woods H.S. and 8th Grade Choral Concert Madison vs Finneytown H.S. Football Greenhills Village Council Meeting of 7/7/2009 LaSalle vs. St. Xavier High School Football OHSAA Div. 2 Regional Quarter-Final Football: Ross vs. Winton Woods H.S. TYR Swim Classic 2009 OHSAA Div. 1 Regional Quarter-Final Football: Centerville vs. St. Xavier H.S. St. Xavier(Louisville) vs. St. Xavier JV Lacrosse OHSAA Men's Sectional Semi-Final Soccer: Wyoming vs. Finnevtown Withrow vs. Winton Woods H.S. Football

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 2009 . 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 381 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, Connie Pillich and Tyrone Yates.
- •12 LIVE Election Forum, featuring local candidates and issues.
- •*Candidate Profile* featuring candidates for federal, state and local offices, including judicial and uncontested races.
- •12 LIVE *Talking with....* programs, featuring our community administrators: Ray Hodges (Forest Park), Jane Berry (Greenhills) and Mike Hinnenkamp (Springfield Township) and one featuring Santa!
- •6 *County Fare* programs, featuring County Commissioners and departments.
- •8 LIVE *Concert on the Commons* from the Greenhills Commons.
- •10 Springfield Township Master Planning Meetings
- •Greenhills Pioneer Parade
- •Springfield Township State of the Township Address

#### Government Access Programming

Waycross produced 216 new government access programs, totaling 220 hours. In addition, Waycross cablecast 866 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.* 



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

- •Forest Park Chamber of Commerce Meetings.
- •Town Hall Meeting & Waycross on Washington with US Congressman Steve Driehaus.
- •Town Hall Meeting with Governor Ted Strickland.
- •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 second semester at Winton Woods High School. There were 24 students in these classes in the spring semester of 2009.

At Finneytown High School, Waycross provided a teacher for two courses each semester. There were a combined total of 43 students in these classes in the spring and fall semesters of 2009.

## Video Clubs and Summer Camps

Waycross continued to maintain video clubs at Winton Woods High and Middle Schools (spring only), Finneytown High and Middle Schools, Mt. Healthy Jr. High School and Home School. There were 81 students in the clubs in 2009.

Waycross sponsored a summer day camp, teaching high and middle school students studio production, truck production, editing and portable production. There were 32 campers this year.

### Educational Access Programming

Waycross produced 347 new educational access programs, totaling 340 hours. In addition, Waycross cablecast 937 educational programs from other sources. These programs include *Department of Education "News Parents Can Use"*, SHAMU-TV, 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.
- •59 middle and high school band, orchestra, choral concerts and awards programs produced and cable-cast.
- •131 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
- -Southwest Onio Wrestling Coaches Association Coaches Classic from Harrison 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.

•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 - 137 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 45 workshops/training sessions with 115 different participants. 78 people completed certification to use our equipment in 2009.

#### Community Forum

*Community Forum* highlights the activities of local non-profit organizations. In 2009, 10 forums were produced, featuring the following organizations: Alois Alzheimer Center, Building Value, Children's International Summer Village (of Cincinnati), Franciscans for the Poor, Little Brothers: Friends of the Elderly, Mt. Healthy Alliance, Music Resource, Operation Target At Risk Teens, Urban League, Warbird Museum.

#### Bulletín Board

# Public Access Programming

55 independent producers produced 1092 new public access programs, totaling 904 hours.

Waycross produced 66 new community access programs for a total of 63 hours.



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, 66 organizations submitted a total of 234 messages. Organizations submitting messages in 2009:

American Legion Post 530 Beulah Baptist Church Calvary United Methodist Church Cincinnati Shriners City of Forest Park College Hill Presbyterian College Hill Presbyterian Church Council of Aging of Southwestern OH. Cultural Academic Student Exchange Dayspring Church of God Education Culture Center Emmanuel Temple Apostolic Church Finnevtown First Baptist Church West College Hill Focus on Youth Inc. Forest Park Democratic Club Forest Park Fire Dept. Forest Park Women's Club Great Oaks Career Campuses Greenhills Community Presbyterian Church Greenhills Fire Dept. Auxiliary Hamilton County Ohio Haven of Rest Apostolic Church Higher Faith Ministry Higher Ground Church House of Representatives

Hughes High School Inspirational Baptist Church International Fellowship Inc. Judah Sanctuary Of Praise Life Changing Ministries Linda Scott Linette Eady Luigina Yerino Mt. Zion Baptist Church NeighborWorks America New Life Worship Center Northside College Hill Kiwanis Northwest NW Mighty Nights Youth Tennis Program Ohio Pride Track Club OKI Tri-State Chapter of BetterInvesting Partners With Justice Pharmacy Café Ministry Praise TV Ministry Singles Outreach Ministry Springdale Forest Park Lions Springfield Township Democratic Club Springfield Twp. Republican Club St. Mark Missionary Baptist Church St. Paul UCC St. Paul United Church of Christ

St. Xavier Tabernacle Baptist Church Take Back The Night Committee The Church of the Covenant The Cisco Companies University of Cincinnati Vietnam Vets of America Winton Woods Winton Woods Winton Woods Community Coalition Word Alive Word of Deliverance Worshippers Together in Christ Wyoming Branch Library 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.

Henry Ahrens

#### Volunteer Recognition

Waycross had 295 volunteers for production or administrative support. Of these, 128 were new (began volunteering in 2009) and 167 were retained from previous years.

The 25th Annual Volunteer Recognition Night was held on July 30 at the American Legion Hall in Greenhills. Each volunteer received a Cooler bag, beverage cozee, and Frisbee



#### Volunteer of the Year

Our Volunteer of the year was Jason Dudley (3rd year in a row) who volunteered on 157 productions.

#### Producer of the Year

Our Independent Producers of the year were Steve Coaston and Vickie Williams for their work on 5 monthly programs. They have produced a combined total of 617 programs since 2000.

#### Production Crew of the Year

Our Production Crew of the year was the crew of Deborah Generation Ministries. Crew members included Bunita Frierson, Darius Frierson and Marcus Frierson.

#### Our Volunteers

Autumn Durrett

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

Lennox Alleyne Martha Dyson Shaunta Easton Reno Anderson Mike Andrews Dave Ebv Jordann Edwards Jan Apro Jarrod Arencibia Bassey Esanetok Deborah Arnold Gregory R. Evans Brandon Artmeier Vanzetta Evans-Howard Jennifer Ash Brennan Eve Michael Baker Gabriella Ballard Khreah Everett Tyler Fannin Gianna Ballard Marshal Finke Cheryl Ballard Kay Fisher Douglas Barnett Tiara Barnett Jean Fitzhenry Mary Flinker Terrance Barnett Mark Fredricks Briana Barnett Bill Freudinger Affonso Barob Dorian Baugh Chris Frisby Miranda Frisby Ronnie Bea Michael Frye Sue Bean Jim Gagnon David Bean Gregory Beasley Jeff Behrendt Caitlin Gagnon Dana Gagnon Anna Gardner Jesse Bennett Justin Bergquist Cherylyn Geers Mike Gradoville Alex Bergquist Jeff Blake David Graham Christine Grant Alyssa Brady Nikki Brookbank Markes Green Maleak Green Jessica Brown Grant Brown Gwendolyn Greene Lyn Brown Vincent Greene Jeffrev Grogan Marlene Brown Tom Groseclose Tom Bruckmann Kristina Brundidge Donna Groseclose David Bryant Joanna Groseclose Parris Burgess Samantha Gruber Spidey Byndon Chris Campbell Jason Grzegorek Zach Campbell Jim Hadley Tracey Hairston Aaron Carmona Zavarri Carr Roger Hamilton Amy Christine Chapman TI Hammons Keishawn Harris Jubilee Chen Corwin Harrison Joy Grace Chen Ruby Harvey Daniel Noel Chimusoro Julia Clark Lois Hatch Jordan Heidel Sarah Closson Robin Hendley Steve Coaston Gary Herman Andre Colon Bronwyn Herndon Terrell Cooper Mark Hicks Jason Cornwall Dustin Crain Jalyn Hill Jasmine Crawford Ron Hill Andre Crawford Tom Hinkston Sean Honda Ben Crawlev Bill Hood Armond Croom Robert A. Crowley Logan Hood David Hood Mychal Culbreth Alex Hopple Melvin Culbreth Isaiah Howard Ikaika Cummings Marty Hubbell George Cummings Jessie Huddleson Tim Cunningham Rouwan Hug Alice Daum Daniel Hummer Jasmine Davis Chad Hungler Roni Dean-Mann Mike Dehring Fred Hunt Deanne Devine David Hunter McCall Dillon Joe Imholte Christopher Dobson Bear Ivey Joellen Ivey Jerry Dudley Kathleen Dudley Braxton Ivey Jason Dudley Yvonne Joe

Eric Johann Gabrielle Johnson Michael Johnson Romavne Jones Willow Jones Darrion Jones Jessica Jordan Jennifer Joseph-Zamis Jason Kamp Shelly Kaptain Donald Kavanaugh Jenny Kemp Jaavon Keys Ray Kimberlin Jesse Kirk Scott Kisling Greg Klein Andy Knight Chris Kohl Robert Lackey Megan Larkin Saul Larkin Kevin Laudat James Ledford Sarah Leimbach Mike Leonard Craig Lewis Brandon Lewis Nicole Lewis Jadienne Lord Joy Love Val Lyons Joe Mansfield Griffin Marshall Madison Martens Emily Martens Joe Maver Charlotte Groseclose Madison Mayes Rajon McCall Shaun McCullom John McDaniel Elizabeth McDonough Melanie McNulty Kelsea McWilson Ashley Meier Larry Merkel Jim Merrell David Minich Carolyn Morgan Rachel Morgan Lamont Moxley Christine Mundle Stephen Myers Ed Nardini Trina Nelson Chris Newcomer Aaron Nightingale Matt Noonan Gail Norman Mary Ann Odegard Paul Odegard Victoria Page Jonathan Palmer Cameron Parker Donna Peelman Doug Pelzel Thelma A. Penny Jessica Perry Kurt Phillippo Isaac Phillips Ngoc Phu Terry Plant Alex Powell Dvlan Thomas Price

Jamie Reynolds Randy Reynolds Sanchez Richardson Jamal Richardson Paris Richardson Bob Rinaldi Damon Robinson Brandon Robinson Joseph Russell Pete Ryan Andy Sanzotta Jim Schad Rob Schilling Stephen Schindler Bill Schlater Thomas R. Schneider Adam Schrand Alyssa Schuler Heather Schuler Chris Schumacher Jarrell Scott Denisha Shemwell Ronald Smith Shane Smith Joshua Smith Leonard Smith Brandon Smith Sarah Smith June Song Michael Speller Bensen Spurling Corey Stanford Hugh Staples Renee Stark Tiara Starr Kelsey Stator Matt Steele D'Borah Stokes Kiarah Straus Randy Stumpf Drew Taylor Devin Taylor David Taylor Micah Taylor Owen Theuerling Kacey Thomas Chaz Thomas Jeff Tindall Venesia Turner Glenn M. Van Pelt Jason Varney Victor Velez Allen Viox William West Tiffany Westrich Melan White Andy Wietmarchen David Wiley Sherry Wiley Tikii Williams Jacob Williams Kevin Willis Daniel Wilson Brian Wilson Christopher Wilson Heather Wiltse Chris Wolford Luigina B. Yerino



2009 Financial Statement

Community Programming Board 2009 Revenue/Expense Report as of December 31, 2009

Revenue
---------

Contractual Income	\$11,212.44
Franchise Fee Payments	\$581,018.87
Community Service Fee	\$161,041.06
Interest	\$13,819.54
Donations/Grants	\$15,410.55
Reimbursements	\$705.64
Total Revenue	\$783,208.10

Expenditures Personal Services Contractual Services Supplies and Materials Capital Outlay Total Expenditures

Awards



\$500,424.50

\$136.036.52

\$12,031.28

\$65,126.38

\$713,618.68

## Blue Chip Cable Access Awards

Waycross Community Media volunteers and staff were honored at the 2009 Blue Chip Cable Access Awards at the 20th Century Theater.

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

*Finneytown HS Graduation* (Community Activity - Student) Director - Jason Dudley

Crew - Sarah Smith, Karrel Allen, Cole Weinstein, Brandon Robinson

Waycross Sports Open (Graphics & Animation - Non Pro) Editor - Dave Hood

*St. Xavier vs Troy Varsity Hockey* (Sports Event - Pro) Director - Tony Suarez Crew - Alex Hopple, Aaron Carmona, Adam Schrand, Kevin Willis, Jonathan Palmer, Jim Gieringer, Jeff Tindall, Andy Sanzotta

The History of Springfield Twp (Graphics & Animation - Student) Producer - Allen Scheie

Concert on the Commons (Live Remote Programming - Non Pro) Director - Lawrence Wright Crew - Joe Russell, Jeffrey Grogan, Cherylyn Geers, Jonathan Palmer, Hugh Staples

*Gravity* (Instructional/Educational - Student) Producers - Micah Taylor, Allen Scheie

*Transition to Manifest* (Inspirational - Non-Professional) Producer - Greg Evans Community Programming Board 2009 Balance Sheet as of December 31, 2009

#### Assets

Operating Fund Balance	\$240,258.79
Capital Reserve Fund Balance	\$190,106.00
Major Repair Reserve Fund	\$109,624.02
Operating Reserve Fund	<u>\$300,000.00</u>
Total Assets Liabilities and Equity	\$839,988.81
Retained Revenue	\$770,399.39
Net Revenue	<u>\$69,589.42</u>
Total Equity	\$839,988.81





#### Hometown Awards

The volunteers from Waycross Community Media were honored at the 2009 Hometown Awards with an award for their coverage of *Pratville, Alabama vs. St. Xavier Varsity Football.* This program received the award for Best Sports Coverage: Non-Professional. Awards were presented during the 2009 Alliance for Community Media National Conference on July 17th in Portland, Oregon. The Hometowns recognize the best community media programs in the US and Canada.

#### Philo Awards

Waycross Community Media was presented with three Philo T. Farnsworth video awards at ceremonies in Stongsville, Ohio. 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:

Troy vs St. Xavier High School Varsity Hockey (Sports Event - Pro) Prattville vs St. Xavier High School Football (Sports Event -Non- Pro) Finneytown High School Musical "The King and I" (Performing Arts Non- Pro) - Television Coverage Director: Jason Dudley TV Graphics: Hugh Staples Camera: Rachel Morgan, Marléne Brown, Lyn Brown, Luigina Yerino

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

# 2009 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