

2012 Annual Report

WAYCROSS
COMMUNITY MEDIA



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 2012.

Total NEW first run, local Programs Cablecast 1555
Total NEW first run, local running time (hrs) 1482
Total Programs Cablecast 21,061

(Includes repeats & programs from other Govt/Educational agencies)

Total Hours Cablecast 25,084

(Includes repeats & programs from other Govt/Educational agencies)

Online Streaming Video

http://www.waycross.tv/Government_Channel_LIVE.html

Waycross23LIVE - unique visitors - 9,444

Waycross23LIVE - Total Viewer Minutes - 233,066

http://www.waycross.tv/Education_Channel_LIVE.html

Waycross4LIVE - unique visitors - 6,262

Waycross4LIVE - Total Viewer Minutes - 192,975

Waycross Website - www.waycross.tv

Waycross had 17,227 unique visitors to the web site and 65,473 total page views.

Waycross Video on Demand

Waycross programming is available online through our website. During 2012, we had 174,573 viewings of our programs online via Video on Demand.

The most viewed program online was the 2012 Mt. Healthy High School Graduation. Other top programs included:

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| <ul style="list-style-type: none"> County Fare: Hamilton County Recorder Wayne Coates WW Primary North Fine Arts Night NW vs Talawanda Varsity Football Taylor Elementary Winter Concert Southwest Ohio Swim Classic: Sunday WWHS Varsity Ensemble at the 2012 World Choir Games Colerain Show Cards at the 2012 World Choir Games Northwest High School Variety Show WW/NCH/Withrow Wrestling Meet FAVC Wrestling Tournament Forest Park City Council Meeting of December 19, 2011 Colerain Township Board of Zoning Appeals Meeting of April 25, 2012 Colerain HS Showcards Concert Winton Woods MS Spring Sing Greenhills Village Council Meeting of September 4, 2012 Talking with Forest Park Forest Park City Council Meeting of June 4, 2012 Colerain Township Trustees Meeting of February 14, 2012 Southwest OH Swim Classic: Saturday Greenhills Village Council Meeting of March 6, 2012 Winton Woods vs Middletown Football Northwest HS Spring Band Concert | <ul style="list-style-type: none"> Colerain vs Winton Woods Women's Sectional Final Basketball Colerain Township Sizzling Summer Concerts: Ohio Military Band Winton Woods vs Wayne Football Concert on the Commons: Dangerous Jim and the Slims Colerain vs Mason Baseball Northwest vs Ross Baseball WWHS Valentine A Capella Concert OHSAA State Wrestling: Finals Colerain HS Band "Pops" Concert Hamilton County Library Board Meeting of March 5, 2012 Columbus Report: Summer Review Colerain Township Business Association Meeting of February 9, 2012 Colerain Township Sizzling Summer Concerts: The Mistics Colerain Middle School Band Concert Northwest vs LaSalle Baseball OHSAA Women's D2 Dist. Swim Finals WWHS Varsity Ensemble Show NW vs Ross Boy's Reserve Basketball CHS/St. X/OHHS/GEHS Wrestling Meet CHS ShowCards Winter Concert Northwest BOE Meeting of 6/25/12 CHS Spring Orchestra Concert WWHS Choir Concert & Senior Rec. Winton Woods vs Covington Catholic Men's Reserve Basketball WW Godmother Proficiency Challenge |
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Thanks to our 2012

Contributors



SW Ohio Wrestling Coaches' Association

Community Programming Board

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 four communities LIVE, then replays them throughout the month. Waycross cablecast every general council/trustee meeting held in 2012. In addition, Waycross videotaped for playback Winton Woods 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 420 information and event listings sponsored by local, state and federal government agencies between programs on the Government Access bulletin board.

Government Access Programming

Waycross produced 249 new government access programs, totaling 264 hours. In addition to meetings, programs included Columbus Report, Election Forums, Talking with..., County Fare, Concert on the Commons, Forest Park Chamber of Commerce Meetings, Colerain Township Business Association, Jazz in the Park, Forest Park Environmental programming, Colerain Summer Concert Series, Taste of Colerain and many more

In addition, Waycross cablecast 680 government programs produced by other agencies. These programs include: Army, Navy/Marine and Air Force News; Pentagon Channel programming; NASA programming; Cincinnati City Council (Citicable); Hamilton County Commissioners (ICRC); CMHA; National Guard Anti-Drug programming; LIVE Ohio House, Senate and Supreme Court sessions; U.S. Department of Health; Ohio Dept. of Public Health; Ohio Department of Aging and Ohio Bureau of Workers Compensation programming.

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.

Educational Access Programming

Waycross produced 199 new educational access programs, totaling 268 hours. These programs included high school graduations, elementary, middle and high school band, orchestra, choral concerts; regular season and tournament coverage of soccer, basketball, volleyball, swimming, baseball, football, lacrosse, ice hockey, softball, bowling and wrestling; academic programs, including quiz bowls and award presentations.

In addition, Waycross cablecast 1104 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.

Summer Camp and Scouts

Waycross again sponsored summer camp sessions at both the Powel Crosley YMCA and Clippard Family YMCA. This ten week series served 60+ teens.

Waycross led three Cinematography workshops at Dan Beard Council's Merit Badge Challenge at Sycamore High school in February, with 34 scouts participating.



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 179 volunteers participate in 469 production. Of these, 89 were new (began volunteering in 2012) and 90 were retained from previous years.

The 29th Annual Volunteer Recognition Night was held on August 11th at Winton Woods. Each volunteer in attendance received a Waycross 30th Anniversary Tote.



Awards

Blue Chip Cable Access Awards

Waycross Community Media volunteers and staff were honored at the 2012 Blue Chip Cable Access Awards at the Redmoore Theater in Cincinnati. The Blue Chips honor the best Community Media Programs in Greater Cincinnati. The winning programs were:

County Fare - Hamilton County Recycling and Waste Management, in the category of LIVE Studio Programming.

OHSAA D1 Regional Semi-final Football - Colerain vs St. Xavier, in the category of Sports Event. This is the 11th year in a row that Waycross Community Media volunteers have won in the category of Sports Event.

In addition, Producer Pat Stirnkorb won a Blue Chip for her program Spirit Filled Art with Nancy Noel, in the Inspirational category.

Philo Awards

Waycross Community Media was presented with three Philo T. Farnsworth video awards at ceremonies at Northern Kentucky University. 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:

Colerain Township 4th of July Celebration in the Community Event Category

Smooth Jazz in the Park in the Performing Arts Category

OHSAA Regional Semifinal Football: St. Xavier vs. Colerain, in the Sports Coverage category

Volunteer of the Year

Our Volunteer of the year was Butch Culbreth who volunteered on 137 productions.

Producer of the Year

Our Independent Producers of the year was Larry Vogt, producer of Central Baptist Hour. He has produced 221 episodes since July, 2008.

Production Crew of the Year

Our Production Crew of the year was Steve Coaston and crew, who produce four LIVE programs each month. Crew members include Vickie Williams, Greg Evans, Butch Culbreth.

Serving our communities for
30 years



Hometown Awards

The volunteers from Waycross Community Media were honored at the 2012 Hometown Awards with an award for their coverage of "OHSAA Regional Semi-Final Basketball: LaSalle vs Winton Woods" This program received the award for Best Sports Coverage.

Congratulations to our volunteer crew, which included Jason Dudley (Director), Gwendolyn Green, Tom Bruckmann, Hugh Staples, Alex Bergquist, Cary Fallath, Greg Evans, James Willis, Dave Cropper, Mike Robinson, and Mitchell Mayes.

Awards were presented during the 2012 Alliance for Community Media National Conference in Chicago, Illinois. The Hometowns recognize the best community media programs in the US and Canada.



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 and affiliate producers. In addition to scheduled workshops, we offers additional one-on-one training sessions.

Public Access Programming

48 independent producers produced 1075 new public access programs, totaling 896 hours.

Waycross produced 33 new community event programs for a total of 55 hours.

Training

Waycross held 14 workshops/training sessions with 30 different participants. 31 people completed certification to use our equipment in 2012.

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, 44 organizations submitted a total of 121 messages.



Community Programming Board & Staff

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-part year), Jayme McCarter, Rhonda Hobbs, Butch Culbreath

Greenhills:

Tom Bruckmann, Galina Costa, Jason Covalcine, Nancy Moore (Vice Chair), Melanie Brokaw (Treasurer)

Springfield Township:

Jan Apro, Ray Hils, Alvin Kling, Deborah Arnold (Secretary-part year), Cary Fallath

Executive Director: Chip Bergquist

Office Manager: Teela Kellner-Angel

Government Access Coordinator: Jason Grzegorek

Production Coordinator: Tony Suarez

Program Technician: Brett Larkin

Master Control Operator: Donna Brown

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donna@waycross.org

Watch Waycross on Time Warner Cable in Forest Park, Greenhills, Springfield Township, and Colerain Township

• Educational Access 4 • Public Access 8/979 •

Public Access 15 (22 CR) • Government Access

23/8 • Regional Access 24 and

ONLINE at www.waycross.tv

WAYCROSS

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