



2011 Annual Report

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 2011.

Total NEW first run, local Programs Cablecast	1592
Total NEW first run, local running time (hrs)	1517
Total Programs Cablecast	20,753
<small>(Includes repeats & programs from other Govt/Educational agencies)</small>	
Total Hours Cablecast	24,771
<small>(Includes repeats & programs from other Govt/Educational agencies)</small>	

Online Streaming Video

<http://www.waycross.tv/Waycross23LIVE>
 Waycross23LIVE - unique visitors - 4,768
 Waycross23LIVE - Total Viewer Minutes - 215,719
<http://www.waycross.tv/Waycross4LIVE>
 Waycross4LIVE - unique visitors - 19,982
 Waycross4LIVE - Total Viewer Minutes - 226,668

Waycross Website - www.waycross.tv

Waycross had 20,911 unique visitors to the web site and 111,918 total page views.

Waycross Video on Demand

Waycross programming is available online through our website. During 2011, we had 74,539 viewings of our programs online via Video on Demand.

The most viewed program online was *Colerain Township Summer Concerts: Bacchanal Steel Drum Band*. Other top programs included:

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| <i>St. Vivians/St. Barts Sabercats vs All-Saints Shamrocks Youth Football</i> | <i>Concert on the Commons: Magnolia Mountain</i> |
| <i>St. Xavier vs Elder Varsity Hockey</i> | <i>Concert on the Commons: Jump 'n' Jive Show Band</i> |
| <i>Taste of Colerain: Naked Karate Girls</i> | <i>Forest Park Blockwatch Meeting of June 15, 2011</i> |
| <i>Northwest vs Mt. Healthy Men's Reserve Basketball</i> | <i>Finneytown vs Wyoming Football</i> |
| <i>Colerain vs White Oak 8th Grade Football</i> | <i>Greenhills Village Council Meeting of June 7, 2011</i> |
| <i>Forest Park Block Watch Meeting of August 17, 2011</i> | <i>Columbus Report: Representative Blessing</i> |
| <i>St. Xavier vs Pickerington Central State Semi-Final Football</i> | <i>Northwest vs Colerain Women's Varsity Soccer</i> |
| <i>Northwest at Little Miami Football</i> | <i>St. Xavier vs Moeller Regional Final Football</i> |
| <i>Colerain Township Concert in the Park: Oktoberfest</i> | <i>Colerain vs Ryle Football</i> |
| <i>Finneytown vs Indian Hill Men's Varsity Soccer</i> | <i>St. Xavier High School Graduation</i> |
| <i>Springfield Township Trustees Meeting of December 13, 2011</i> | |
| <i>Springfield Township Summer Concert Series: Cincinnati Civic Orchestra</i> | |

Thanks to our 2011 Contributors



Galbraith Road Food Market
3386 West Galbraith Road
Cincinnati, OH 45239
(513) 741-7985



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 2011 (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 498 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 261 new government access programs, totaling 271 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*, *Jazz in the Park*, *Environmental High IQ Bowl*, and many more

In addition, Waycross cablecast 697 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*.

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 242 new educational access programs, totaling 330 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 981 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 sponsored summer camp sessions at both the Powel Crosley YMCA and Clippard Family YMCA. This ten week series served 50+ teens and resulted in several videos for cablecast.

Waycross led three Cinematography sessions at Dan Beard Council's Merit Badge Challenge at Sycamore High school in February, with 49 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 199 volunteers for production or administrative support. Of these, 90 were new (began volunteering in 2011) and 109 were retained from previous years.

The 28th Annual Volunteer Recognition Night was held on August 4th at the Forest Park Senior Center. Each volunteer in attendance received a Waycross logo blanket.



Volunteer of the Year

Our Volunteer of the year was Jason Dudley (5th year in a row) who volunteered on 159 productions.

Producer of the Year

Our Independent Producers of the year was Robert Crawley, producer of *Walking in the Word*. He has produced 47 episodes since November, 2009.

Production Crew of the Year

Our Production Crew of the year was the crew of *"Make Your Life Healthy"*. Crew members included Producer Pat Stirnkorb, Rick Stirnkorb, Shelby Kelly, Mylina Johnson, Bev Gleason, Janice Mitt.

Awards

Blue Chip Cable Access Awards

Waycross Community Media volunteers and staff were honored at the 2011 Blue Chip Cable Access Awards at the Reedmore Theater in Cincinnati. The Blue Chips honor the best Community Media Programs in Greater Cincinnati. The winning program was:

OHSAA Regional Final Football: St. Xavier vs Wayne

(Sports Event - non-professional)

Director: Jason Dudley

Crew: Johnathon Palmer, Tom Bruckmann, Alex Bergquist, Justin Bergquist, Melvin Culbreath, Hugh Staples, Brett Larkin, Dave Eby, Rocky Boiman

Philo Awards

Waycross Community Media was presented with two 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:

OHSAA Regional Final Football - Colerain vs St. Xavier, produced by Waycross Volunteers, in the Sports Coverage category.

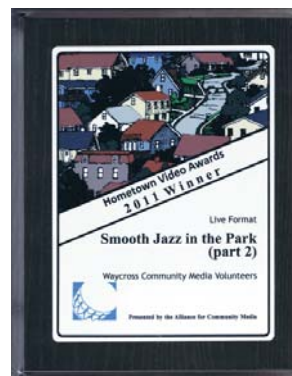
OHSAA District Basketball: Princeton vs Northmont, produced by Waycross student volunteers and Princeton High School students, in the Sports Coverage - Student category.

Hometown Awards

The volunteers from Waycross Community Media were honored at the 2011 Hometown Awards with an award for their coverage of *Smooth Jazz in the Park (part 2)*. This program received the award for Best Live Format - Non-professional.

Producer Steve Coaston also won a Hometown for his program *Doctor's in the Kitchen* in the Instructional/Training category.

Awards were presented during the 2011 Alliance for Community Media National Conference in Tucson, Arizona. 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 1057 new public access programs, totaling 880 hours.

Waycross produced 32 new community event programs for a total of 35 hours.

Training

Waycross held 28 workshops/training sessions with 66 different participants. 47 people completed certification to use our equipment in 2011.

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, 60 organizations submitted a total of 150 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), Kathy Lives, Ervin Smith, Butch Culbreath

Greenhills:

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

Springfield Township:

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

Executive Director: Chip Bergquist

Office Manager: Teela Kellner-Angel

Government Access Coordinator.: Jason Grzegorek

Production Coordinator: Tony Suarez

Volunteer Coordinator: Cheryl Swartz

Program Technician: Brett Larkin

Master Control Operator: Donna Brown

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Waycross Community Media

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www.waycross.tv

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/vod