

# 2016 ANNUAL REPORT

# WAYCROSS

BUILDING COMMUNITY THROUGH COMMUNICATIONS



## 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 & Cincinnati Bell Fioptics Cable. Here are the cablecast totals for 2016.

Total NEW first run, local Programs Cablecast 1,337  
 Total NEW first run, local running time (hrs) 1,231  
 Total Programs Cablecast 22,185

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

Total Hours Cablecast 28,552

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

### Online Streaming Video

[http://www.waycross.tv/Government\\_Channel\\_LIVE.html](http://www.waycross.tv/Government_Channel_LIVE.html)

Government Channel - unique visitors - 1,610

Government Channel - Total Viewer Minutes - 123,865

[http://www.waycross.tv/Education\\_Channel\\_LIVE.html](http://www.waycross.tv/Education_Channel_LIVE.html)

Education Channel - unique visitors - 1,343

Education Channel - Total Viewer Minutes - 98,840

### Waycross Website - [www.waycross.tv](http://www.waycross.tv)

Waycross had 9,541 unique visitors to the web site and 38,374 total page views.

### Waycross Video on Demand

Waycross programming is available online through our website. During 2016, we had 248,550 viewings of our videos online.

The most viewed current program online was *OHSAA State Wrestling Championship: Semi-Finals - March 4, 2016*.

Other top full programs on the Waycross website included:

- Tturpin vs Colerain High School softball
- Winton Woods vs Pleasant Run 8th Grade Football 9/24/15
- Colerain vs Northwest Women's Varsity Volleyball 9/14/15
- Colerain High School Show Choirs Premiere Night: 1/9/16
- Colerain vs LaSalle Varsity Football Game 9/9/16
- Winton Woods vs Pleasant Run 7th Grade Football 9/24/15
- Colerain vs St. Xavier Varsity Football Game 9/5/15
- White Oak Middle School Band Concert: 10/27/15
- Anderson at Northwest Wrestling: January 5, 2016
- Cincinnati Christian U vs Union College Football - 8/27/26
- Northwest vs LaSalle Football 9/25/15
- SWOWCA Glenn Sample Wrestling Classic of 12/20/15
- Colerain SShow Choirs Premiere Night 1/10/15
- OHSAA State Wrestling: Semi-Finals - March 13, 2015
- Winton Woods Middle Massability: 1/15/15
- Winton Woods vs Princeton Varsity Football 8/28/15
- OHSAA Men's District Swimming: Division 1 2/20/16
- Winton Woods vs Elder Varsity Football 10/16/15
- OHSAA State Wrestling Consolations - March 5, 2016
- Colerain vs White Oak 8th Grade Football 10/8/16
- Northwest/Colerain Wrestling: January 29, 2016
- Cincinnati Christian vs Georgetown College Football 9/17/16
- Colerain vs Fairfield Varsity Football 10/16/16
- Winton Woods vs Amelia & Western Hills Wrestling
- White Oak Middle School Choir Concert 4/20/16
- Taste of Colerain 2014: The Rusty Griswolds
- Little Cards vs Mighty Knights Football 2015: 5th Grade
- The Charles Fold Singers
- Colerain vs Springboro Quarter Final Football 11/4/16
- Winton Woods vs Pleasant Run 8th Grade Football 09/14/16
- OHSAA District Wrestling Championship 2/27/16
- Winton Woods vs LaSalle Football Game 9/23/16
- Winton Woods vs Glen Este Football 9/2/16
- Moeller B-Team/Taylor/Winton Woods Wrestling 2016
- Little Cards vs Mighty Knights Football 2015 - 4th Grade
- Northwest vs Mt. Healthy Football 10/30/15
- Winton Woods vs Roger Bacon Men's Basketball 1/15/16
- Little Cards vs Mighty Knights Football 2015 - 3rd Grade
- LaSalle vs Lima Senior Football 11/13/15
- Winton Woods High School Choir and Orchestra Concert 12/9/15
- Southwest Ohio Swim Classic: Sunday, 1/17/16
- Winton Woods Community Talent Showcase: 2/4/16
- Winton Woods High School Choir Concert: 10/18/16
- Colerain vs Lakota West Football Game 10/9/15
- Taste of Colerain 2014: Jay Jesse Johnson Band
- Winton Woods vs Summit Country Day Men's Basketball 12/21/15
- Colerain vs White Oak 7th Grade Football 10/8/16
- Winton Woods vs Pleasant Run 7th Grade Football 9/14/16
- White Oak MS Spring Choral Concert of May 21, 2015
- Little Cards vs Mighty Knights Football 2015 - 6th Grade
- Winton Woods vs Mt. Healthy 8th Grade Football 10/16/14
- Taft vs Winton Woods Varsity Basketball
- OHSAA District Wrestling Championship Finals - 3/7/15
- Colerain vs Dublin Coffman Football Game 11/7/15
- Southwest Ohio Swim Classic: Saturday, 1/16/16
- OHSAA Men's District Swimming Final: Division 2 - 2/19/16
- OHSAA Sectional Wrestling Championship Finals 2/28/15
- Colerain vs Princeton Football Game 9/16/16

Thanks to our  
Sponsors



Keller & Klein Matt & Dominique Mercurio

Community Programming Board  
Regional Council of Governments

# 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 2016 for our communities. In addition, Waycross videotaped for playback public hearings and zoning meetings, Winton Woods and Northwest School Board meetings, as well as the Hamilton County Public Library Board of Trustees meetings.

Waycross also provided 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 211 new government access programs, totaling 215 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, Forest Park Environmental programming, Colerain Summer Concert Series, Taste of Colerain, Springfield Twp. Concerts and many more.

In addition, Waycross cablecast 675 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.

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# Educational Access

The Waycross Educational Access channel is operated on behalf of the educational institutions of Forest Park, Greenhills and Colerain 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 229 new educational access programs, totaling 249 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, softball, bowling and wrestling; academic programs and award presentations, and monthly magazine programs highlighting academic programs in the schools.

In addition, Waycross cablecast 1064 educational programs from other sources. These programs include Department of Education, Classic Arts Showcase, University of Cincinnati TV, and Deutsch Welle.

## Summer Camp

Waycross sponsored a summer film maker workshop for Middle School and High School youth. This ten week sessions served 13 teens and resulted in a short film, *Whispers Revenge*, which was presented to parents at a premiere party in August.



# 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 159 volunteers participate in 445 productions. Of these, 78 were new (began volunteering in 2016) and 81 were retained from previous years.

The 33rd Annual Volunteer Recognition Night was held on August 10 at the Waycross Studio. Each volunteer in attendance received a Waycross T-shirt

## Volunteer of the Year

Our Volunteer of the year was Hugh Staples who volunteered on 36 productions in 2016. Hugh has been volunteering with us since 1994, and has participated in over 1900 productions. Thanks Hugh!

## Top 10 Volunteers for 2015-16

Hugh Staples	Eric Johann
Jason Dudley	Tyler Dunn
Kent Lipps	Marquell Dawson
Matt Steele	Adam Schrand
Tom Bruckmann	Mushay Davis

# Awards

## Philo Awards

Waycross Community Media was presented with a Philo T. Farnsworth video award at ceremonies in Richmond, IN in October. 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 program was:  
*A Higher Standard - Waycross High School Summer Film Workshop in the Original Short Film Category.*

In addition, Waycross received a finalist award and recognition for:  
*Jazz in the Park: Young Lions and Young Jazz Messengers in the Community Event Category.*



# 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

25 independent producers produced 889 new public access programs, totaling 760 hours.

Waycross produced 8 new community event programs for a total of 7.5 hours.

## Training

Waycross held 14 workshops/training sessions with 20 different participants. 23 people completed certification to use our equipment in 2016.

## 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.



# Community Programming Board & Staff

The CPB is made up of 11 community volunteers appointed by Greenhills and Forest Park. Each community appoints five board members, with an at-large chair jointly appointed by both communities.

At Large: Joseph E. Orndorff (Chair)

Forest Park:

Wayne Coates, Jayme McCarter, Rhonda Hobbs, David Lives, Steven Cottle

Greenhills:

Teresa Trascritti, Galina Radford, Jonathon Palmer, Nancy Moore (Vice Chair), Melanie Brokaw (Treasurer)

Executive Director: Chip Bergquist

Office Manager: Teela Kellner-Angel

Government Access Coordinator: Jason Grzegorek

Production Coordinator: Tony Suarez

Program Technician: Zack Walker

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### Government Access

Time Warner Cable 23 (Colerain 8)  
Cincinnati Bell Fioptics 853  
Internet: [www.waycross.tv/govlive](http://www.waycross.tv/govlive)  
On Demand: [www.waycross.tv/vodg](http://www.waycross.tv/vodg)

### Educational Access

Time Warner Cable 4 & 17  
Cincinnati Bell Fioptics 854 & 855  
Internet [www.waycross.tv/edlive](http://www.waycross.tv/edlive)  
On Demand: [www.waycross.tv/vode](http://www.waycross.tv/vode)

### Public Access

Time Warner Cable 8 (Colerain 979) & 15  
Cincinnati Bell Fioptics 850

Video On Demand: [www.waycross.tv/vodp](http://www.waycross.tv/vodp)

### Metro Access

Time Warner Cable 24  
Cincinnati Bell Fioptics 852

TWC Ch. 8 & 15 in GREENHILLS, FOREST PARK, SPRINGFIELD TWP. ONLY  
TWC Ch. 24 in most of Greater Cincinnati  
TWC Ch. 979 DIGITAL CABLE IN COLERAIN TWP and SOUTHWEST OHIO

# WAYCROSS



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