

**CITY OF BEAVERCREEK
MEDIA DEPARTMENT
ANNUAL REPORT 2006**



The Media Department operates cable channel 10; writes, edits and publishes the City quarterly *In Touch* newsletter; and maintains the City's Web site, www.ci.beavercreek.oh.us. The following report demonstrates the Department's activities and the important services it provides City staff and the general public.



**BEAVERCREEK
CABLE CHANNEL 10**

Cable Channel 10 provides convenient access for Beaver Creek residents who subscribe to Time Warner's cable television service to see their City government in action, including live and re-broadcasts of City Council, Planning Commission, and Board of Zoning Appeals meetings. Cable Channel 10 also tapes special events such as banquets, dedications, memorial services, public forums, ceremonies, and parades; airs loaner programs produced by the State of Ohio, NASA and other local governmental agencies; provides live, up-to-the-minute local election returns; and creates special programming to inform the public such as upcoming levy ballot issues, crime prevention and safety issues. Public Service Announcements submitted by the City and public are displayed between programs, which is a very popular feature of Channel 10.

UNIQUE ACCOMPLISHMENTS FOR 2006

- Successfully coordinated multimedia campaign for City street levy, including special videos, direct-mailing brochures, advertising in local newspapers, and Web site publications; levy passed by almost a two-to-one margin
- Added complete codified Code of Ordinances to Web site, including an index with active links
- Launched continuous Web streaming of Channel 10 on City Web site, providing non-residents and those without Time Warner Cable the ability to watch Channel 10 via the Internet
- Saved the City thousands of dollars by conducting engineering work in-house
- Purchased newly-formulated rechargeable 9-volt batteries with longer runtimes per charge, reducing battery failures during live meetings
- Recorded several presentations for Human Resources and Police for those unable to attend
- Establish business relationship with local electronics repair vendor for quicker equipment repairs

Video Programming

Total Hours of Video Programming Aired on Channel 10

	2006	2005	2004	2003	2002	2001
January	139	118	112	105	87	90
February	117	105	105	81	87	82
March	107	130	112	100	97	105
April	104	113	97	89	114	101
May	133	127	122	113	123	95
June	115	112	133	126	116	88
July	143	105	120	122	115	108
August	160	113	110	122	123	108
September	108	131	127	145	103	81
October	136	172	130	119	124	111
November	125	149	129	97	104	105
December	121	92	114	113	97	70
Total	1508	1467	1411	1332	1290	1144

Channel 10 Public Service Announcement Requests By Staff and Public:

2006	2005	2004	2003	2002	2001
733	718	816	802	586	584

Video Program Copy Requests by Staff and Public:

2006	2005	2004	2003	2002	2001
182	134	118	102	99	87

**2006 LOCALLY-PRODUCED PROGRAMS
AND STAFF HOURS UTILIZED IN ITS CREATION**

Program Title	Staff Time (Hours)
• 47 regular and special meetings of Beavercreek City Council, Planning Commission, Board of Zoning Appeals, Parks Advisory Board (Using Two Staff Members)	224
• 25 th Anniversary Street Art Beaver Auction	8
• Fire Station 1 Dedication	4
• School Growth Issues Forum	3
• Memorial Day Ceremony	2
• Meth: Breaking the Ice	4
• Volunteer Awards Ceremony	3
• Senior Center Flag Pole Dedication	2
• Partnerships for Success Youth Summit	3
• Veterans' Day Ceremony	3
• Ohio Army National Band Concert	4
• Jarusiewicz Log Cabin Dedication	6
• Simple Gifts for Kids and Teens	7
• US 35 Interchange Sign Unveiling	2
• Beavercreek Youth Council Forum	3
• Beavercreek Parks' Director Report	3
• Internet Safety and Online Predators	5
• Beavercreek Women's League Election Forum	9
• AARP Election Forum	9
• Four Street Scene segments for Street Levy Campaign	12
• Twice-Monthly Beaver Beat – 22 programs	88
Total	686

2006 LOANER PROGRAMS

The following TV programs were produced by outside organizations and provided to Channel 10 to inform residents of available State programs, to inform and educate viewers, and to provide variety to Channel 10's lineup:

- **Finer with Age** (addressing issues relevant to senior citizens; produced by the Ohio Department of Aging) – 12 programs
- **NASA's Destination Tomorrow** (Featuring research and information from the National Aeronautics and Space Administration; produced by NASA's Distance Learning Program) – 4 programs
- **You Need to Hear It** (highlighting issues of African-American men; produced by the Ohio Commission on African-American Males) – 10 programs
- **Welcome to Beavercreek Ohio** (Submitted by the Beavercreek Chamber of Commerce; produced by a local video production company)
- **The Value of Local Cable Programming** (A sampling of locally-produced cable access programming emphasizing the importance of the medium; produced by the National Association of Telecommunications Officers and Advisors)
- **Greene County S-P-E-L-L-S** (The 2005 Greene County Spelling Bee; provided by the Greene County Library)
- **Video Franchising – What's In It for the Public** (A discussion of the services provided by local cable television franchising; produced by a cable access facility in Chicago)
- **Workers' Compensation Quarterly** (Information by the Ohio Bureau of Workers' Compensation) – 4 programs

CITY NEWSLETTER



**BEAVERCREEK
IN TOUCH NEWSLETTER**

The City newsletter remains the main vehicle for communicating with City residents. Total circulation of the newsletter is approximately 17,900. The newsletter was an important informational tool for the Street Levy Campaign in the fall. In Touch received a fresh look with a redesigned appearance and full-color which was very-well received by the public.

In Touch newsletters printed and mailed in 2006:
71,600+

BEAVERCREEK FALL 2006

IN TOUCH

Published by the City of Beaver Creek

Issue 10 Critical for City Streets

1.3 mill Street Replacement Levy needed to maintain Beaver Creek's streets

The City of Beaver Creek relies on property taxes to fund a vast majority of City operations. The services provided by the City's Street Department are funded by two levies, one of which expires at the end of this year.

The City is asking residents to vote on replacing this expiring 1.3 mill operations levy with another 1.3 mill levy based on today's property values as determined by the Onneka County Auditor. The increase in taxes amounts to \$750 per year, or two-cents a day, per \$100,000 of property valuation. This modest increase is the City's attempt to keep up with the rising cost of maintaining the City's growing traffic infrastructure while bringing spending levels to those of the 2004/2005 fiscal year.

This levy funds 47 percent of all services provided to you by the Department of Public Works. These services include:

- Annual Street Resurfacing programs
- Street repair and patching
- Traffic signal operation and maintenance
- Snow and ice control, including the cost of salt
- Traffic sign installation and maintenance
- Traffic pavement markings
- Street lighting operation and maintenance
- Roadside litter picking
- Roadside drainage and storm sewer maintenance
- Roadway and traffic signal improvement projects
- Matching funds for roadway improvement grants
- Street sweeping, roadside mowing and landscape maintenance
- Maintenance of the Federal program for storm sewer pollution prevention
- Maintenance and replacement of fleet vehicles and equipment

If the Levy does not get replaced, drastic measures will have to be taken. The measures may include the reduction of manpower under the allocation or substantial reduction of each of the above-referenced services, including future resurfacing programs and street projects. With a substantial revenue loss, this action will be necessary in order for the City to provide a minimal level of street maintenance services.

The City takes pride in the efforts of the crew and workers of the Public Works Department who keep our streets safe. The City wants to continue providing services to the public at the same high level of quality that is expected by our residents.

ISSUE 10 is important for inspiring to maintain our roadways, assist with the removal of snow and ice in the winter, and much more!

See the back page of this newsletter for an explanation of the City's current funding system.



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BEAVERCREEK WINTER 2006

IN TOUCH

Published by the City of Beaver Creek

Ohio Smoking Ban

New public smoking ordinance put into effect on December 7, 2006

Ohio voters passed Issue 5 on November 7, 2005, creating Ohio's indoor smoking ban under a new chapter of the Ohio Revised Code (ORC) effective December 7, 2006. This new law requires "public places" and "places of employment" to prohibit smoking as of that date. These businesses and organizations must also post "No Smoking" signs that contain the telephone number of the Ohio Department of Health, 1-866-559-ORSD (6448) for reporting violations, and remove ashtrays and other smoking receptacles.

Below are some frequently-asked-questions about the smoking ban.

When does the law actually go into effect?
The law took effect December 7, 2006 and remains in effect today.

What is ODH doing about reported violations from our own rules are adopted?
ODH rules are adopted that establish enforcement mechanisms for the law, the Ohio Department of Health (ODH) will follow up on all violation complaints by making alleged violators the following documents:

- 1) A Notice of Complaint, and
- 2) Information on how to comply with the law.

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CITY WEB SITE



The City's Web site contains approximately 1,700 documents, images and files for public consumption: meeting agendas and minutes; the complete Codified Code of Ordinances; current legal ads; application forms for planning permits, new employees, boards and commissions; extensive information for potential developers and homeowners looking to add on to their property; police crime statistics; links to many governmental sites; park programs; contact information for City staff and elected officials; City job openings; link to the City's Zoning Code; forms to report street damage and street and traffic light outages; and much more. All Web site design and inputting is done in-house.

WEB SITE ACTIVITY 2006

	Web Site Hits (views)	90,000 (est.)
	Hits since Aug 2003 (as of February 2007)	368,000+
Submitted Committee / Commission / Council Applications		61
Submitted Channel 10 PSAs		339
Submitted Bicycle Surveys		118
Submitted Street Department Service Requests		91

