

OGT is 19 years old. Nineteen years ago we had 5 full time workers, covered only the legislature, were available only for 12 hours a week on cable, and had a budget just shy of \$2,000,000. Now we have 13 full-time employees, cover all three branches of state government and are broadcast 24/7 across the state. And, we are doing it for less than we started with.

How have we done this? Technology and partnerships.

TV technology costs less. Our first tape decks we purchased were \$60,000 each. We now record to hard drives that cost under \$1,000. When you meet in sessions we are available across the state on all visual mediums: air, cable, and streaming. Our 13 year relationship with Ohio Public Broadcasting has allowed this. The cost to us is nothing. There are benefits to our partnership with PBS that are not as quantifiable. The PBS brand is continuously voted as America's most trusted source of public affairs information. OGT and the state benefits from this brand identification. BEMC has been instrumental in helping us program the Ohio Channel. We have also partnered with the Legislative Information Service to provide all of our web development and streaming. Capitol Square Board gives us our facilities. Other states with operations like ours are spending millions more for these services.

Our reach is significant. This past year we had 3.6 million views, which was up 600,000 views more than 2 years ago. Since we started covering House Finance committee a year ago they have had more than 1.2 million views for their meetings. In just a few weeks the Senate Finance Committee has had more than 3,000 views to their 6 meetings in just 2 weeks .

The OGT staff has covered 1,100 hours of state government events in FY2015, all of which is archived and available on line. We are doing our best to work with agencies around the state to help them reduce and in some cases eliminate the cost of video production to help them reduce their operating budgets. The investment in OGT does ripple across state government operations. We want to continue to offer efficient, high quality services while working across state government to help with coverage and cost cutting.

In the House we requested and received a \$200,000 increase for 2 important goals we would like to achieve in the next biennium.

1. We want to move all Closed Captioning in-house and ensure all of our coverage is captioned. We currently spend \$125/hr for captioning, we want to hire part-time staff to do it for much less in-house. Also, we use the captioning to allow for word searches to our videos—we match the text with the time code to help with indexing and finding our material.

2. We want to start replacing all of the cameras in Capitol Square. Most of the cameras are older, standard definition models and we need to upgrade them to high definition.

We are excited for this next biennium. We have been working on additional educational products to roll out next year to help with state citizenship education, we are building the infrastructure to make it

easier for legislators to do teleconferences into schools and we are working with leadership to improve (maybe expand????) our coverage of legislative events.

We request the Senate fund OGT at the level as it was released from the House. This will enable us to improve the services already being offered by OGT

Thank you for your consideration.

OGT Stats

ohiochannel.org

FY 2015 page views	3,644,832
FY 2014 page views	3,006,475

Device Category

FY 2015 Desktop	80.65% of users
FY 2015 Mobile/Tablet	19.35% of users

FY 2014 Desktop	86.22% of users
FY 2014 Mobile/Tablet	13.78% of users

FY 2015 Mobile Operating System

Android	69.39%
iOS	28.43%
Windows	1.30%
Windows Phone	.41%
Blackberry	.28%

OGT FY Program Data

990	FY 2015 Programs
1,164	FY 2015 Program Hours
9,932	Program Hours
2,570,954	Senate Video Views
19,858,906	Program Views