

*Wayland Community Access and Media, Inc.*

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Executive Director Annual Report: Jim Mullane

(September 2017 - August 2018)

**WayCAM’s Successes:**

* **Equipment Upgrades:** WayCAM brings new technology to our community each year. This year we’ve upgraded The HS Theater HD studio with 2 boom microphones capturing better sound for its productions. Also upgraded the Field House with an additional HD camera to create a better production for Town Meetings and Sporting events. At WayCAM we’ve updated the Studio’s Rooftop Camera with sound for the live signal for the CBB. We also updated the studio with an HD Theater for classes, meetings and open house showing. In our editing room we’ve added another Mac computer using the Adobe Premier and Final Cut Pro as it’s non-linear editing system. WayCAM also updated its field equipment with a jib and stabilizers for field production shoots.
* **Community Outreach**: This year WayCAM brought it’s part-timer Robbie Bullard, to full time status, as well as hiring a new part-timer Steven Showstead to the WayCAM team. This gives us the ability to give more access to the town with productions and training. We now have taught 5 community Access classes to the community. We gained new programs and new volunteers with these classes; one of our newest and most popular programs is, “Buddy Dog Spotlight”. WayCAM continues to strengthen relationships with school age students through programs such as: Pegasus Summer Program, the Girl & Boy Scouts, and WayCo Amateur Sports Development, Inc. We continued our college for interns this year. We accepted 3 interns from Framingham University; they learned their craft by helping local producers with the production of their programs. WayCAM is a member of the Wayland Business Association, and invites the members to create educational programs for the community.
* **International Awards:**  This year the High School class, Honors Script to Screen’s movies were entered in several International Contests. This year WHS HSTS and WayCAM won 2 Communicator and 4 Telly Awards. The list goes as follows; Sebastian Giammarino & Jay Abdella for “Cognizance” won a Telly and Communicator; Thomas Simon for “Heist School” won a Telly and Communicator; and Tucker Jones for “Broken Reality” won the Telly award. Former HS Student Parker Bryant’s short film “Haunted” also won a Communicator award. To Date WayCAM has now won **17** International Awards out of **35** films produced. This year WayCAM shot **148** WHS programs and students filled **129** crew positions. WayCAM congratulates the WHS students this year for all their successes.
* **WayCAM Scholarships:** This year, WayCAM awarded a $2,000.00 merit scholarship to Jay E. Abdella. He was a very deserving graduating senior, congratulation to our winner of the WayCAM merit scholarship.
* **New Record for PEG Programs**: WayCAM continually breaks its old PEG record for programs being produced in Wayland. This year is no different; we recorded **869** PEG programs this year, which is **55** programs more than last years record. We average **72** programs a month, this was an increase of **4** programs a month compare to last year. WayCAM’s production hours total was **6,231** compared to last years total of **6,154**.

***Public Programs***

***Educational Programs***

***Government Programs***

298 Programs

184 Programs

386 Programs

* **Website:** The site had a total **25,976** visits to it to it this year.This was an increase of **2,333 visits** to our website, averaging **2,165** visits a month. The PEG On-Demand had a total of **15,453** shows watched; an increase of **3,736** more programs watched compared to last years programs of **11,717** watched.

**Social Media:**

* **Web site:** [www.waycam.tv](http://www.waycam.tv); Check out our website to learn more about WayCAM and view our community programming information. You can also sign up for classes that we are offering this year.
* **Video On-Demand** (VOD): <http://www.waycam.tv/video-on-demand>
* **Facebook Account**: [www.facebook.com/WayCAM](http://www.facebook.com/WayCAM) .
* **Twitter account**: Up-to-date coverage of WayCAM events [www.twitter.com/waycam\_tv](http://www.twitter.com/waycam_tv)

**WayCAM’s 10 Studios & 9 Live Feed Locations**:

*Taped program (TP); live signal (LS);*

*\* = Upgraded or New System*

**\*Planning Board Room:** (TP & LS)

***Board of Selectmen Room***: (TP & LS)

*HD Camera, PowerPoint Presentation; plus graphics*

**Small Conference Room**: (TP)

*One camera*

**\*Large Hearing Room, Town Building**: (TP & LS)

*Three HD robotic camera system, PowerPoint Presentation graphics & sound system*

***\*School Committee Meeting Room***: (TP & LS)

*Two HD camera systems, with PowerPoint Presentation; plus graphics*

***\*Department of Public Works Meeting Room***: (TP)

*HD camera system, plus graphics*

***\*Senior Center Room*:** (TP & LS)

*Three robotic HD camera system; PowerPoint Presentation plus graphics*

**Public Library’s Raytheon Room**: (TP & LS)

*Two camera system & sound system*

***Wayland High School Field House***: (TP & LS)

*Four HD robotic cameras system; plus graphics*

**\**Wayland High School Theater***: (TP & LS)

*Three HD robotic camera system, plus graphics*

*HD Camera & PowerPoint Presentation*

*There are 10 other locations where a producer could set up a production to record and/or send out a live feed to viewers.*

**High School**: *Field House* – Studio / *Football Field - Press Box*

North Building - Commons / South Building - Lecture Hall

***Middle School Locations***: Gym & Theater

***Wayland Public Library Location***: Raytheon Room

***Wayland Public Safely Building Location***: Training Room

***WayCAM*** - Studio

**WayCAM Membership:**

Current members/volunteers 40 for 2018

**WayCAM Broadcasting Channels:**

(PEG = Public, Educational and Government Subscriber Channels) Non-profit PSAs, Town Announcements, Live Feed WHS Field house and updated weather conditions are posted on our Community Bulletin Board.

**WayCAM Channels**

Educational & Public Programs

Government Programs

CBB (PSAs), \*Live weather reports & \*WHS field house

**Verizon Comcast**

37 8

38 9

39 99