**2019 Annual Report:   September 2018 - August 2019**

The past year has been one of growth - in terms of membership, participation, and technology -for the WayCAM Studio located on the Wayland High School campus.

Wayland Community Access and Media, Inc., (WayCAM) is the independent, non-profit corporationthat oversees Wayland's local access station and broadcasts on Comcast Channels 8, 9, 99 and Verizon Channels 37, 38, 39.

WayCAM continues to benefit from strong leadership from Executive Director Jim Mullane and Production Manager Mark Foreman. They receive excellent support from Production Assistant Robbie Bullard, student and adult resident volunteers, and recently hired part-time employee Ryan Keaveney.

**Equipment Upgrades.** As part of the major upgrades to the high school athletic complex, WayCAM is adding a high definition studio to the turf field athletic area. The seven-camera studio means students will have use of six robotic cameras and a field-portable camera. Students will have two announcers in the press box and one field reporter. The production will be sent to a student director in the studio, with capability of being broadcast live or taped. This high definition studio will be the flagship of studios at high schools in the state, if not the country.

Other equipment upgrades included high definition backup recorders for town satellite studios. The new system in the town library means activities in three different areas can now be recorded: Raytheon Room, Round Room on the first floor, and the reading area. WayCAM also purchased a drone for field production. New Teleprompters and high definition robotic cameras have also been purchased for the studio.

**New Record for Public, Educational, and Government (PEG Programs).** WayCAM again broke its PEG record for programs being produced, recording 898 programs, compared to last year’s 869 programs. Average production is 75 programs a month; WayCAM’s total production hours increased by 102 hours to 6,333 total hours. Most significant was the increase in programming for the Wayland Public Schools: 219 programs compared to 148 for the previous year.

**Community Outreach Yields Membership/Programming Gains.**  WayCAM doubled the number of Community Access classes in TV Production and Editing, going from five classes to ten in the past year and enhancing efforts to increase original programming. In addition, Wayland High School students and WayCAM have forged a new programming relationship. Wayland Student Press Network (WSPN), an award-winning online news site, produced two new WayCAM news magazines this year: “Sports Chat” and “Wayland Pop.”

WayCAM continued its association with the community’s young people through productions at the school district’s summer enrichment program, Pegasus (Grades Preschool – Grade Six), and by taping and broadcasting softball and basketball games for WayCo Amateur Sports Development, Inc., which enjoys participation from about 150 Wayland high school and college-age males every summer.

Summer intern Thomas Leacu, a Wayland High School graduate now attending Boston University, focused on producing instructional videos to educate the public about how to use newly purchased equipment. Another highlight for the year was the production of 10 instructional videos touching on WayCAM’s role in the community, its resources, and its avenues for residents’ involvement. These are broadcast and also available on-demand at [www.waycam.tv](http://www.waycam.tv) and are part of the overall effort to broaden community awareness of WayCAM and encourage greater resident participation in programming.

**Successful Town Meeting Outreach**. At Town Meeting this year, a concerted effort was made by new board members, Nora Rothschild and Elaine Donnelly, to inform residents about WayCAM, with the goal being to increase membership. Town Moderator Dennis Berry made a brief announcement about WayCAM and informational flyers and membership applications were available at a table at the entrance to the Field House. As a result, WayCAM’s membership surged to 78, up from 43 the prior year.

**WayCAM Scholarships**. WayCAM recognized Amelia Brodney, Elizabeth Francis, and Brian Carmichael with $1,000 scholarships each for their many contributions to WayCAM during their high school years.

**Social Media.** The website ([www.waycam.tv](http://www.waycam.tv)) had 26,192 visits this year, 200 more than last year. The PEG On-Demand viewing statistics show that 13,823 shows were watched.

**Video On-Demand (VOD).** http://www.waycam.tv/video-on-demand

**Facebook Account**. www.facebook.com/WayCAM

**Twitter account**. Up-to-date coverage of WayCAM events, [www.twitter.com/waycam\_tv](http://www.twitter.com/waycam_tv)

**Equipment Upgrades, Community Outreach, and Visionary Leadership Mark 2018-19 Year.**  WayCAM’s value to the community rises in direct proportion to its success at maintaining a state-of-the-art studio and effectively communicating opportunities and services to the community. Under Executive Director Jim Mullane’s leadership and with the support of the professional staff, WayCAM continued to maintain a position of strength in Wayland in the past year. WayCAM is well positioned for growth as evidenced by its recent increases in programming and membership. There is no reason to doubt that WayCAM will build on its solid foundation and evolve and grow to meet the changing needs of the Town of Wayland.

Respectfully submitted,

Connie Burgess, Secretary/Clerk BOD

September 12, 2019