**2018 Annual Report:   September 2017 - August 2018**

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’s full-time employees are Jim Mullane, Executive Director, Mark Foreman, Production Manager and Robbie Bullard, Production Assistant.  They are assisted by student and adult resident volunteers, and part-time employee Steven Showstead.

**Community Outreach.**  In response to community needs, this year WayCAM brought its part-time Production Assistant Robbie Bullard to full time status and hired a new part-timer Steven Showstead to the WayCAM team. This enhances WayCAM’s ability to give town residents additional productions and training. We have taught five Community Access classes to the community. Through these classes, we gained new programs and new volunteers.

One of our newest and most popular programs is “Buddy Dog Spotlight,” which has led to new homes for many pets. 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 program for college interns this year. We accepted three interns from Framingham University. They learned their craft by helping local producers with the production.

**Equipment Upgrades.** WayCAM brings new technology to our community each year. This year the high school’s high definition studio has been updated with two boom microphones capturing better sound for its productions. The Field House has been upgraded with an additional HD camera to create a better production for Town Meetings and sporting events. At WayCAM updates to the studio’s rooftop camera include sound for the live signal for the Community Bulletin Board. We also updated the studio with an HD Theater for classes, meetings and open house events. In our editing room we’ve added another Mac computer using the Adobe Premier and Final Cut Pro as its non-linear editing system. WayCAM also updated its field equipment with a jib and stabilizers for field production shoots.

**International Awards.** This year movies produced by the Honor’s Script to Screen high school class were entered in several international contests. The class and WayCAM won two Communicator and four Telly Awards. The list goes as follows: Sebastian Giammarino and Jay Abdella for “Cognizance,” 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 high school student Parker Bryant’s short film “Haunted” also won a Communicator award. To date WayCAM has won 17 International Awards out of 35 films produced.

Participation from Wayland High School students has been excellent. 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, who is now an Ithaca College student. He was a very deserving graduating senior, having been involved with WayCAM since he was in elementary school.

**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, which is 55 more programs than last year’s record. We average 72 programs a month, an increase of four programs a month compared to last year. WayCAM’s production hours total was 6,231 compared to last year’s total of 6,154.

**Social Media.** The website ([www.waycam.tv](http://www.waycam.tv)) had a total of 25,976 visits this year. This was an increase of 2,333 visits to our website, averaging 2,165 visits a month. The PEG On-Demand viewing statistics show that 15,453 shows were watched, an increase of 3,736 programs compared to last year’s programs of 11,717 watched.

The website provides residents with a convenient way to learn more about WayCAM’s programming and opportunities for participation. Community programming information may be viewed there, and those interested may sign up for production classes being offered.

**Video On-Demand (VOD).** http://www.waycam.tv/video-on-demand - Providing town residents with a chance to watch programs at their convenience

 **Facebook Account**. www.facebook.com/WayCAM . Keeps Facebook “friends” of WayCAM up to date.

 **Twitter account**. Up-to-date coverage of WayCAM events versus www.twitter.com/waycam\_tv

**An Integral Part of Community Life.** WayCAM continues to build its presence in the town of Wayland. Three full-time employees, a part-time production assistant, and the presence of college interns, high school students, and community volunteers facilitate WayCAM’s outreach to community members, governing boards, and school district events.

The increase in production hours mirrors the professional efforts of WayCAM’s staff. Their efforts are enhanced by well managed equipment upgrades overseen by Executive Director James Mullane. WayCAM is fortunate to have excellent leadership under Mr. Mullane, who manages the professional staff in a way that fosters their creativity and continues to value their commitment to WayCAM. The community can rely on WayCAM to continue being a valuable resource for its residents.

Respectfully submitted,

Connie Burgess, Secretary/Clerk BOD

September 19, 2018