**2023 Annual Report:   September 2022 - August 2023**

**Overview:** WayCAM positively serves the community’s needs. WayCAM’s staff provides reliable, timely service to the Wayland community. With some groups meeting indoors after a Covid-19 hiatus and some choosing to stay remote, WayCAM flexibly provides both in-person-productions and zoom-productions. This past year WayCAM moved forward with a new revenue initiative to support the on-demand content. Access to the WayCAM cable channel content remains unchanged. The Community Bulletin Board (CBB) Channel posts non-profit PSAs, town announcements, live WHS Field, updated weather conditions, and more.

**Public, Educational, and Government (PEG Programs):** WayCAM produced 1,053 PEG programs: Government =499, Public= 223, Education= 331. On-demand had 61,780 plays, an increase of 6,210 year-over-year.

**WayCAM Website:** WayCAM remains strong with website users with 62,790 website visits.

**Community, Communication and Innovation:** In addition to cable and on-demand content, WayCAM’s staff manages Facebook and Twitter WayCAM accounts to keep the community informed.WayCAM proudly collaborates with WHSespecially the theater, music, and sports departments. In collaboration with WPS, WayCAM has created hundreds of school productions. Student Brendan Hines film, “Curse of the Minds of the Students of the Morrigan from Hell” received the international Telly Award this year, for Best Students On-line video. WHS senior, Olivia Lappin, applied for and received a $1,000.00 merit scholarship from WayCAM.

**Equipment Upgrades:** WayCAM converted existing equipment into a studio which will be located at the WHS commons area with the ability to cover lectures, dances, presentations and award ceremonies.

**Studios and Live Feed Locations:** With 14 town studios, 13 studios have the ability to go live on the WayCAM cable channels while being streamed on the WayCAM website. A summary of the locations are as follows: Select Board Room, Senior Center Room, Large Hearing Room Town Building, School Committee Meeting Room, WHS Turf Field, Library’s Raytheon Room, Public Safety Building, DPW Meeting Room, WHS Theater, Wayland Town Pool, WHS Lecture Hall, WHS Field House, WayCAM Studio, WMS Gym and Theater, and WHS Commons.

**WayCAM Employees:** 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 has been fortunate to retain its leadership staff benefitting from Executive Director Jim Mullane’s passion and dedication to the end result. Production Manager Mark Foreman, another long-term employee, brings excellent technical skills and skilled project management to WayCAM. Jourdon Abraham our part time production assistant went on to a full-time job in the media field this past January. We filled the position temporally with Ryan Keaveney until we find a more permanent staff person, Ryan Keaveney left the end of August and we are currently looking for his replacement.

Respectfully submitted,

Nora Rothschild, Secretary/Clerk, WayCAM Board of Directors October 3, 2023