**WayCAM Annual Report** September 10, 2020 *Period Covered: September 2019 - August 2020*

Wayland Community Access and Media, Inc. (WayCAM) is the independent, non-profit corporation that oversees the activities of Wayland’s local access station, and broadcasts on Comcast Channels 8, 9, 99 and on Verizon Channels 37, 38, 39. WayCAM has two full-time employees, Jim Mullane, Executive Director, and Mark Foreman, Production Manager.  Due to Covid-19, two part-time employees’ hours have been affected, with one furloughed and one working reduced hours.

**Community Outreach.**The pandemic and shutdown in March 2020 significantly altered WayCAM’s presence in the community. To keep residents informed, WayCAM began recording all government meetings conducted via Zoom since in-person attendance wasn’t feasible.

In addition, WayCAM reached out to the school district and brought special event programming to the community via broadcast. Graduation ceremonies, all four of them, as well as underclass and senior awards presentations were brought to the community through WayCAM. Despite the pandemic, WayCAM taught 10 production classes in the past year. Some were taught over the telephone, others through a closed door, and some in the studio.

Prior to the pandemic, the studio produced “Informational Videos,” which are now broadcast regularly and featured on [www.waycam.tv](http://www.waycam.tv). Topics covered include: satellite studios, equipment training, set selections in the studio, production classes, membership, and WayCAM staff.

**Productions, Awards, and Alumni Feedback.** The student-produced Sports Update show had been on hiatus for several years. With renewed student interest, the show returned to the air this year with an updated look. Three shows were produced prior to the March closure of school. Likewise, the Honors Script to Screen class had five films in production when Covid-19 forced production to terminate and classes went remote.

As an alternative project, the class’s students worked on a documentary film project, chronicling Wayland High School students’ experiences while under quarantine. Students working on Sports Update joined the class and formed research teams to aid in the documentary film production.

The total number of student film awards increased to 20 this year when alumni Stuart Yamartino and student Elizabeth Francis receivedthree international awards between them.

WayCAM reached out to graduates for testimonials on how their high school experience at WayCAM had helped them in their further studies and careers. The response included 18 letters and 11 videos, all lauding WayCAM for helping to launch their college studies and professional careers. In an article published by the Wayland Town Crier, the graduates’ successes were highlighted.

**WayCAM Scholarship.** Graduating senior Owen Smith was awarded a $2,000 scholarship from WayCAM, in recognition of his many contributions to WayCAM during his high school years.

**Equipment Upgrades.** Three new satellite studio enhancements include High Definition studios at the Wayland Community Pool, Wayland Public Safety Building, and the Field House at Wayland High School, which included an upgrade to a High Definition robotic camera.

The new turf field is now equipped with a six-camera high definition system, four robotic and two wireless manned cameras. The system facilitates field reporters and announcers. The new system will play a pivotal role in the Annual Town Meeting’s outdoor broadcast from the high school complex.

WayCAM has 14 studios with 11 live feed locations. Live feed capability is in the High School Commons and the Lecture Hall in the South Building; the Public Safety Building Training Room, and the Wayland Middle School gymnasium and theater.

**Production Report.** During a year when activities were curtailed due to the pandemic, WayCAM actually experienced an increase in production, up by 10 programs from the year before. Production hours more than doubled, tallying 9,185 hours. Government programs numbered 423, an increase of 63.

More remarkably, on demand viewing of PEG programs tallied 24,675, an increase of 10,852 views from the prior year. Likewise, website views were recordbreaking with 44,462 total views, up from 26,192 the year before, as residents tuned into WayCAM to stay updated on community news and events.

**Membership and Social Media.** In addition to its website (www.waycam.tv) and Video on Demand programming, WayCAM has Facebook and Twitter accounts. WayCAM now has 65 members/volunteers.

**A Voice for Residents in Unprecedented Times**. During the pandemic, WayCAM has been an essential resource to town and school governing boards whose meetings were only conducted via Zoom. WayCAM played a crucial role in keeping the public informed about decisions affecting town operations and school district plans. It is obvious that WayCAM Executive Director Jim Mullane and Production Manager Mark Foreman have performed above and beyond their outlined duties during the pandemic. Their efforts have been recognized publicly by several groups. It is also noteworthy that of the high school alumni who submitted testimonials about WayCAM, a common refrain was: “I wouldn’t be where I am today if it weren’t for Mr. Mullane.”

WayCAM’s outreach and programming during the pandemic reflects a leadership team that was willing to respond quickly and professionally during a difficult time. The town is indeed fortunate to have WayCAM as a resource.

Respectfully submitted,

Connie Burgess

Secretary/Clerk, Board of Directors