

*Wayland Community Access and Media, Inc.*

Studio: Wayland High School Campus 268 Old Connecticut Path Wayland, MA 01778 P: 508-358-5006 – F: 508-358-3472

2017 Annual Report: September 2016 - August 2017

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 employees are Jim Mullane, Executive Director, and Mark Foreman, Production Manager.  They are assisted by student and adult resident volunteers, and part-time employee Robbie Bullard, who provides technical support for Town Building shoots.

**Statistics and Highlights.** WayCAM broke its 2016 production record, averaging 68 programs each month, an increase of six programs. We taped 814 programs this year, marking an increase of 69 programs. We nearly doubled production hours, totaling 4,997 compared to 2016’s 2,615 hours.

The website garnered 23,643 visits this year, averaging 1,971 monthly. On-Demand tallies show 11,717 shows were viewed online, an increase of 2,572 programs for the year. We continue to upgrade our technology to enhance town services. In the new Department of Public Works (DPW) building, we added an HD studio to facilitate the broadcasting of DPW meetings. Town Building sound systems were upgraded for Planning Board, Senior Center and School Committee rooms. The high school’s sound system in the theater studio was upgraded, and the sound is significantly clearer.

An HD studio rooftop camera has been added for live coverage and images for programming done in the studio. The Editing Suite has three new computers with Adobe Premier as their non-linear editing system. Studio cameras have been upgraded with three pedestals for covenant setups and better shot compositions for productions.

**Community Outreach.** WayCAM taught 10 Community Access classes to residents and gained new programs and volunteers. A new and very popular program is “Buddy Dog Spotlight.” Community relationships are strengthened by affiliations with school district programs like the Pegasus Summer Program, Girl and Boy Scouts troops, and WayCo Amateur Sports Development, Inc.  Outreach to Framingham State University continued and three interns joined our studio and supported local producers’ efforts. WayCAM is active in the Wayland Business Association and supports members creating educational programs for the community.

**Short Films Earn International Awards.**Wayland High Schools’ honors Script-to-Screen class produces short films each academic year. To date, students have won 14 international awards. “This Girl Named Lucy” by Thomas Leacu – now studying drama at Boston University – won two international awards, the Silver Award from The Communicator and the Bronze Award from the Telly program. Two WHS graduates who had been very involved as students continued to pursue their interest during the summer of 2016. “New Contact” by Jason Mai and “Transference” by Parker Bryant each received a Silver Award from The Communicator. In addition to film production, high school students were involved in 137 community programs and filled 244 crew positions.

**WayCAM Scholarships.** WayCAM awarded its $2,000 merit scholarship to Julia Reck, a very deserving graduating senior.

**WayCAM’s Essential Presence.** The Board of Directors appreciates the continued professionalism and commitment of Jim Mullane, executive director, Mark Foreman, production manager, and Robbie Bullard, production assistant. WayCAM is certainly an integral and respected part of community life, and that status clearly reflects our three staff members’ collective creativity, willingness to innovate, and solid work ethics.

Respectfully submitted,

Connie Burgess, Secretary/Clerk BOD