**Executive Director Annual Report: Jim Mullane**

**(**September 2015 - August 2016)      **WayCAM Annual Meeting: 11/17/16; 4:40pm**

**WayCAM's Successes:**

- **HD Studio Upgrades:** WayCAM brings new technology to our community each year. This year we've upgraded following sites at our Town building.  We've upgraded to HD studios in the following rooms, the Planning Board & Large Hearing rooms, we added an additional HD camera to the SC room.  At the High School we've added a 3-camera HD studio in the theater.  We've also upgraded our studio playback system allowing our viewers to watch full HD programs from our on-demand system from our new website.  It major feature allow our viewers to stream any of our live broadcast from any one of our channels, right from our new website.

- **New Website**:  We updated our website this year due to feedback from our users.  The website has a much more modern feel as well as being much more user friendly.  We have many new features including, streaming our channels, a spotlight video feature on our home page and new drop down menus for easer users experience.

- **Community Outreach**:  WayCAM continue to teach its community Access classes.  We gained new programs and new volunteers with these classes; one of our newest and most popular programs is, "Wayland Weekly Buzz".  WayCAM continues to strengthen relationships with school age students through programs such as: Pegasus Summer Program, Pelham Island Productions, the Girl & Boys Scouts, and WayCo Amateur Sports Development, Inc.  We reached out to local colleges for interns this year.   We accepted 3 interns from Framingham University, they learned their craft by helping local producers with the production of their programs.  WayCAM is a member of the Wayland Business Association, and invite the members to create educational programs for the community WayCAM also had its 30th Year Celebration, which was open to the public this past May.  It was a huge success with a ribbon cutting ceremony, food, drink, music, and prices.  Thank you for helping us celebrates.

- **High School Classes:**  The High School class, Honors Script to Screen, continues to create amazing shorts. This year 2 of our movies were decorated with 3 International Awards, "Totalitaria" by William Paik won the "Silver Award" from the Communicator Awards and  "Last Night", by Jason Mai won 2 awards, the "Silver Award" from the Communicator an the "Bronze Award" from the Telly Awards.  Student volunteers crewed **146** programs, up by **22** programs from 2015.  Students also filled **317** crew positions, up by **77** positions from 2015. WayCAM congratulates the WHS students this year for all their successes.

- **WayCAM Scholarships:**  WayCAM double its merit scholarship awarded this year to $2,000.00.  WayCAM's board of directors awarded two scholarships to two deserving graduating seniors, Jason Mai and Parker Bryant.  Congratulations to both winners of the 2015-2016 merit scholarships.

- **New Record for PEG Programs**:  WayCAM again breaks its old records from 2015.  We average **62** programs a month, (increase of **8** programs a month) compare to last years **54** programs month.   The total **PEG programs** taped this year were **745** programs, which was an increase of **88** programs this year.  We almost tripled our production hours to **2,615.6** compared to 2015 total of **888** production hours.

| ***Public Programs*** | ***Educational Programs*** | ***Government Programs*** |
|:---:|:---:|:---:|
| 227 Programs | 204 Programs | 314 Programs |
| *Production Hours = 738* | *Production Hours = 715* | *Production Hours = 1,161* |
| **Programs up by 10 & Hours up by 555** | **Programs down by 13 & Hours up by 542** | **Programs up by 91 & Hours up by 630** |

- **On-Demand Programs:** WayCAM upgraded its On-Demand this year. We had a total **9,145** shows watched and the hours added up to be **3,114** total hours watched this year.

**Social Media:**

- **Web site:** www.waycam.tv; Check out our website to learn more about WayCAM and view our community programming information. You can also sign up for classes that we are offering this year.
- **Video On-Demand** (VOD): www.waycamtv.pegcentral.com
- **Facebook Account**: www.facebook.com/WayCAM .
- **Twitter account**: Up-to-date coverage of WayCAM events www.twitter.com/waycam_tv

**WayCAM's 9 Studios & 9 Live Feed Locations**:
*Taped program (TP); live signal (LS);*
*\* = Upgraded System*

**\*Planning Board Room:** (TP & LS)
*HD camera system, plus graphics*

***Board of Selectmen Room***: (TP & LS)
*HD Camera, PowerPoint Presentation; plus graphics*
**Small Conference Room**: (TP)
*One camera plus graphics*
**\*Large Hearing Room, Town Building**: (TP & LS)
*Three HD robotic camera system, graphics & sound system*
***\*School Committee Meeting Room***: (TP & LS)
*Two HD camera systems, with PowerPoint Presentation; plus graphics*

***Senior Center Room***: (TP & LS)
*Three robotic HD camera system; plus graphics*
**\*Public Library's Raytheon Room**: (TP & LS)
*Two camera system & sound system*
***Wayland High School Field House***: (TP & LS)
*Four HD robotic cameras system; plus graphics*
***\*Wayland High School Theater***: (TP & LS)
*Three HD robotic camera system, graphics & sound system*

*Other locations where a producer could set up a production to record and/or send out a live feed to viewers.*

**High School Locations:** North Building: Commons
South Building - Lecture Hall & Video Control Room
WayCAM Studio
*Field Press Box*
**Middle School Locations**: Gym & Theater
**Wayland Public Library Location**: Raytheon Room
**Wayland Public Safely Building Location**: Training Room

**WayCAM Membership:**
Current members/volunteers 29 for 2016

**WayCAM Broadcasting Channels:**
(PEG = Public, Educational and Government Subscriber Channels) Non-profit PSAs, Town Announcements, Live Feed WHS Field house and updated weather conditions are posted on our Community Bulletin Board.

| WayCAM Channels | Verizon | Comcast |
|---|---|---|
| Educational & Public Programs | 37 | 8 |
| Government Programs | 38 | 9 |
| CBB (PSAs), *Live weather reports & *WHS field house | 39 | 99 |