



Wayland Community Access and Media, Inc.

Studio: Wayland High School Campus
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Executive Director's Annual Report:

Jim Mullane (Time Period: September 2013 to August 2014)

WayCAM Annual Meeting: November 20, 2014

WayCAM's Successes:

- **New Staff Part-Timer:** WayCAM created and staffed a new position, a part-time Production Assistant (PA). Our new PA is Robbie Bullard, a former Wayland resident. You'll see him running around the Town Building setting up and covering different shoots there. I ask you to join me in welcoming him officially to WayCAM.
- **Community Outreach:** We've taught over 26 classes this year. We gained new programs and new volunteers with these classes. We offered more than 11 classes that deal with every aspect of production our studio has to offer. We had two Open Houses in our facility this year; we wanted to show our local residents and local businesses what WayCAM has to offer them. Check out some of the new programs this year: Asian Cuisine with Pauline, WHS Varsity Hockey games, PCIS programs, Wayland's 375th Anniversary programs, and new programs featuring Parmenter Health Center.
- **High School Classes:** The High School classes, TV Production I, II, and Honors Script to Screen are collaborations between the HS Media Department and the Theater Department. This is the first year we entered one of our movies - our Movie Festival's Best Picture winner - into the international 2014 Telly Awards. In 2014, there were more than 14,000 Telly Award entries. We're proud to report that we took home 2nd place, the Bronze Telly Award, for Best Student Picture. "Supply and Demand" was written and directed by Kaitlin O'Keeffe, and we extend her "Congratulations!" The class created three new movies this year, "Spectacle," "Survival of the Fittest," and "Animals." Parker Bryant, a sophomore, won Best Picture, Best Director, and Best Script at this year's WHS Annual Movie Festival. Congratulations to Parker! WayCAM's student volunteers crewed over 100 programs, filling 217 crew positions, so great job to them!
- **WayCAM Scholarships:** We continue to fund our scholarship program with WayCAM membership money and income from DVD duplication fees. WayCAM awarded \$500 to graduating senior Jack A. Case, who is pursuing a career in the media field. Congratulations to Jack for winning the 2014 WayCAM scholarship.
- **Youth Programs:** WayCAM continues to create and strengthen relationships with school age students through programs such as: Before/ After School Extension (BASE), Pegasus Summer Program, *Pelham Island Productions, the Girl & Boys Scouts, and WayCo Amateur Sports Development, Inc.
- **Community Frequent Visitors to WayCAM Website:** Our continually updated website has been a huge success with the community of Wayland. We are averaging **6,062 monthly visits**, and this figure includes the **1,853** that are visiting our main page.
- **New Record Set for PEG Programs:** For the 1st time, WayCAM is producing **50 +** programs each month on a continual basis. We're averaging **50.6** programs per month, and producing an average **5.6** more programs per month than last year. We just about doubled our increase of production hours (**127**) from the previous year's increase of only **66 hours**. This represents an **18.2%** increase compared to last year's production hours.
- **New Record Set for On-Demand Programs:** WayCAM had a huge increase in viewership of On-Demand programming this year. We had over **5,198** views on our top **10 programs**; the previous year we only had **3,121** views. That shows us that we had 2,077 more viewers than the top 10 programs of the prior year. That's an impressive increase of **66.5%** from the previous year. We currently have **852** videos on our On-Demand programs; which is an increase of **16%** over last year's **716** videos. You can watch all our programs On-Demand from your computer at your convenience. Just go to our website and check them out.

WayCAM Productions:

- This year we produced **608 PEG programs**, which created **826 production hours** from these programs.
- We had a huge increase in our production hours this year (**127 hours**) compared to last year's increase of only **66** hours; we almost doubled that increase. Total 2014 increase was **18.2%** over last year's **699** production hours.
- On average, **50.6** programs were produced monthly, compared to last year's 45 monthly productions. This is an average **increase of 5.6 programs** each month.

<u>Public Programs</u>	<u>Educational Programs</u>	<u>Government Programs</u>
199 Programs	218 Programs	191 Programs
Production Hours = 200	Production Hours = 174	Production Hours = 452

Top 10 Year-End, On Demand Programs:

This year we had 3 Public, 5 Education and 2 Government programs that made the list.

2014 Top Ten Programs & Views (V)

Total Views for Year = **5,198**

- 1) 1,791 V: (G) Special Town Meeting 11/20/13
- 2) 1,049 V: (E) Principal's Commencement Speech
- 3) 435 V: (E) Animals Trailer
- 4) 431 V: (E) Survival of the Fittest Trailer
- 5) 349 V: (G) Board of Selectmen 8/26/13
- 6) 269 V: (P) Issi's Love Buzz 1/17/14
- 7) 234 V: (P) B Varsity Hockey VS Newton South
- 8) 214 V: (E) Spectacle Teaser
- 9) 213 V: (P) B Varsity Hockey VS Matignon High
- 10) 213 V: (E) Animals Interview: Willis

2013 Top Ten Programs & Views (V)

Total Views for Year = **3,121**

- 1) 610 V: (G) Board of Selectmen 8/26/13
- 2) 132 V: (E) High School Joyce 6/10/13
- 3) 99 V: (P) Ask the Candidates
- 4) 96 V: (G) LOWV Candidates Night
- 5) 71 V: (G) Board of Selectmen 7/22/13
- 6) 49 V: (E) Pegasus Session II: Play, Dance & Slideshow
- 7) 40 V: (P) Varsity Boys Basketball 2/26/13
- 8) 36 V: (E) High School Graduation June 2013;
- 9) 35 V: (E) WPKN Session II
- 10) 34 V: (G) School Committee 6/3/13

WayCAM's Top 10 programs increased in viewership **66.5%** from 2013. That's a gain in viewership of **2,077**.

WayCAM's Upgrades:

- **New Enclosure for Editing Suites:** WayCAM has separated the main reception and kitchen area from the five editing suites. We've constructed a wall with a sliding glass door to separate the areas. This allows editors to work without distractions from the other sections of the studio. It also allows WayCAM to have a private room for production meetings at the studio.
- **New Upgrades to Town Building:** WayCAM worked with the town to install an exterior intercom system, which is attached to our studio in the Large Hearing Room. This system allows the public to hear much better during meetings in the Large Hearing Room.
- **New HD Video On-Demand:** WayCAM now gives viewers the ability to watch Public and Education programs in High Definition (HD). HD programs can be watched at the viewer's convenience from our website under HD On Demand. This has increased our On-Demand viewership greatly.
- **New HD Portable Studios:** WayCAM now has two Portable HD studios for members to utilize. This will allow users to record a multiple camera location shoot all in HD. The two systems we currently have are the Sony HD Touch Screen Anycast and the HD Tricaster 455.
- **New Studio Production Switcher:** WayCAM jumps into the 21-century with this amazing upgrade to our Studio's Control Room Switcher. We upgraded to a Tricaster 860, which gives producers up to 25 choices of virtual sets and four separate 3D Holographic sets to choose from. We also upgraded our software so that you have the capability to create and edit a virtual set for your own talk show. Check out all sets that you can choose from for your talk show, with the link below.
<http://www.newtek.com/products/tricaster-860/virtual-set-gallery.html>

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. This year we had **72,743 Unique visits** to our web site.
- **Video On-Demand (VOD):** www.waycamtv.pegcentral.com
We currently have **852** videos on our On-Demand programs for you to view at your convenience
- **Facebook Account:** www.facebook.com/WayCAM
We currently have 154 likes and 4,080 daily reaches.
- **Sports Coverage Facebook account:** www.facebook.com/whswarriorstv.
We currently have 131 likes
- **Twitter account:** Up-to-date coverage of WayCAM events www.twitter.com/waycam_tv

WayCAM Broadcasting Channels:

(PEG) Public, Educational and Government Subscriber Channels

Verizon Channels

37 = Educational & Public Programs
38 = Government Programs
39 = *Wayland Community Bulletin Board

Comcast Channels

8 = Educational & Public Programs
9 = Government Programs
99 = *Wayland Community Bulletin Board

*Non-profit organization’s PSAs & Town Announcements can be posted on our Community Bulletin Board.

WayCAM’s 8 Location-Studios and 16 Capable Live Feed Locations:

Location Studios are able to tape a program (TP) and or send out a live signal (LS) to our channels.

Board of Selectmen Room: (TP & LS)

Two-cameras plus graphics

Small Conference Room: (TP)

One camera plus graphics

Large Hearing Room, Town Building: (TP & LS)

Four robotic cameras, graphics & sound system

School Committee Meeting Room: (TP & LS)

One camera system, graphics & power point screen

Planning Board Room: (TP & LS)

One camera system plus graphics

Senior Center Room: (TP & LS)

Three-cameras plus graphics

Public Library’s Raytheon Room: (TP & LS)

One robotic camera

Wayland High School Field House: (TP & LS)

Five robotic cameras plus graphics

Live Feed Locations:

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 – Theater & Commons
South Building - Lecture Hall & Video Control Room
WayCAM Studio

Middle School Locations:

Gym
Theater

Wayland Public Library Location:

Main Floor

Wayland Public Safely Building Location:

Training Room

Emergency Broadcasting System: WayCAM continues to give the Police & Fire Department the ability to interrupt the programming on Verizon’s Channels 37 & 38 and Comcast’s Channels 8 & 9 to pass on information to the public in the case of an emergency.

