

## **2022 Annual Report: September 2021 - August 2022**

**Overview:** WayCAM continues to successfully serve the community's needs. WayCAM's staff has once again provided reliable, timely service to the Wayland community. With some groups meeting indoors after a Covid-19 hiatus, WayCAM flexibly provides both "in person productions" and "zoom productions." This year WayCAM was forced to move forward with a new revenue initiative to support the on-demand content. Access to the WayCAM cable channel content remains unchanged. This new initiative brought an opportunity to engage and educate Wallander's about the origins of PEG Cable Access and how our community's needs have changed over the decades.

**New Record for Public, Educational, and Government (PEG Programs):** WayCAM broke past years' production records again this year with 1,141 programs. Government programs' total was 565, and PEG programs on-demand had 55,570 plays, an increase of 13,057 programs played.

**WayCAM Website:** WayCAM remains strong with website users as seen in recent years. There were 63,123 total visits to the WayCAM website.

**Community Communication and Innovation:** WayCAM provides information to the community not only through cable and the website; WayCAM's staff also manages Facebook and Twitter WayCAM accounts. WayCAM has been critical in bringing high school performances to the Wayland community, and this year is no exception. In collaboration with WHS, WayCAM has created 218 school productions in the categories of theater, music, and sports. The TV Production Class created 11 productions in Studio; WSPN created 8 in studio productions this year. The HSTS created 2 films this year, "Grades" and "The Morgana..." and the 2-year documentary, "Covid-19 a High School Student's Time Capsule" was honored with the international award, The Communicator, for Best Students On-line video.

**Equipment Upgrades:** WayCAM has updated its Streaming/On-Demand and Playback system with a new CASTUS System. Additionally, WayCAM converted existing equipment into a studio located at the high school's lecture room. This studio is now able to handle the high productions, lectures, and school committee weekly meetings.

**WayCAM Scholarship:** Wayland High School student, Samuel Conner, received a WayCAM's merit scholarship this year for helping out with numerous Public and Educations programs this year.

**WayCAM Employees:** Wayland Community Access and Media, Inc., (WayCAM) is the independent, non-profit corporation that 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. Ryan Keaveney our part time production assistant went on to a full-time job in the media field. We have filled his position this past June and welcome Jourdon Abraham to our team.

Respectfully submitted,

Nora Rothschild, Secretary/Clerk, WayCAM Board of Directors

September 22, 2022