

WayCAM 2013 Annual Report

November 19, 2013

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 Coordinator, hired in September, 2012, following graduation from college. Mark is a Wayland resident and former WayCAM student volunteer. Jim and Mark are assisted by a number of volunteers, both residents and students.

Mark Foreman has proven an excellent addition to our staff, assuming many responsibilities in scheduling programming and volunteers, maintaining our Web site, and keeping internal operations running smoothly, which supports our Executive Director, who now has more time for community outreach, operations management and planning for future needs and initiatives.

I am pleased and very proud to report that 2013 has been another very busy and exciting year for WayCAM. During the past year we have seen continued growth in the number of programs on the Wayland Channel, for all aspects of our mission: Public, Educational and Government programming, including coverage and documentation of Wayland's 375-Anniversary events.

WayCAM's mandate is to broadcast Annual and Special Town Meetings, but we also regularly broadcast Board of Selectmen and School Committee meetings, other Town boards' meetings, as well as activities relating to other topics of general interest to the Town, and numerous public shows produced by community members. WayCAM has expanded our programs in all categories. WayCAM's educational programs give unique technical training to our young people, not only in television production but also in the areas of graphic arts, advertising, electronics and performing arts. Programs included commentaries, school sports, school concerts, awards, graduation, original plays, numerous government and public access programs; plus training in studio-, interviewing- and camera-technique for students of the prized WSPN. WayCAM helps to build students' self-esteem and confidence in their own skills, and helps to inspire creativity and imagination as it enriches their school experience.

During 2013 WayCAM reached out to the community with increased numbers of TV/Video training classes for adults who were interested in TV production. This included signing up volunteers through the Council on Aging and the Wayland Business Association.

In May 2013, WayCAM awarded two scholarships to graduating WHS seniors Jacob Sussman and Jonathan von Mering. The annual cash award is funded by membership dues and program duplication fees. That brings our total to eleven scholarships in five years.

WayCAM's Web site, www.waycam.tv, and WayCAM-On-Demand, which enables residents to view programs at their convenience are becoming more popular and visited regularly for a wide variety of program interests by a rapidly increasing number of viewers. Our On-Demand site maintains a year's worth of WayCAM programs on-line. WayCAM's newly designed Web site has been well received by the community and features not only current programming information, but live Web streaming of sports and other events.

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Broadcast Your Ideas!

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During 2013 WayCAM's Board revised our Bylaws, and Rules and Operating Procedures. Due to the high level of community involvement, we felt it necessary to have the ability to increase our Board size from seven, to up to nine Directors. Our Rules and Operating Procedures, which are our guidelines for all operations of the Studio and corporation also needed revision to keep up with the times. These accomplishments, bureaucratic as they are, were necessary for our and the community's future needs.

WayCAM's Board is hardworking and dedicated, and meets monthly to oversee the corporation's finances and operations, and monitor its policies and procedures. Members consist of Ken Isaacson, president; Richard Turner, clerk; Carl Mikkelsen; Alan Mandl; Renee Bryant, recording secretary, appointed by the Superintendent of Wayland schools; Connie Burgess, Jerry Boos and Frank Fuller, appointed by the Selectmen.

With the expiration of his third term as a Director on the WayCAM Board, Richard Turner has completed his service to WayCAM, as both a valued Board member and as Clerk of the Corporation. We know Richard will continue to be an important contributor to WayCAM, but we thank him for his many years of valuable contributions and dedicated service to so many aspects of WayCAM's operations and growth.

Just this past month Frank Fuller announced that he will not seek reappointment to the Board by the Selectmen. For four years Frank has been a major force behind the Board's focus on goal setting, and to stretching our thinking into new ways of reaching out to the community and anticipating the technical requirements of the future. We will miss him.

Executive Director Jim Mullane has created a full description of WayCAM's achievements this past year which are outlined in his own annual report to the Directors.

Respectfully submitted,



Ken Isaacson
President, and Chair, Board of Directors