



**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

2016 Annual Report: September 2015 - August 2016

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's full-time 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 programming shoots.

**Community Outreach.** WayCAM teaches TV Production to volunteers interested in producing a show. "Wayland Weekly Buzz," a news program covering town issues, quickly became WayCAM's most viewed show when it debuted this year. Community relationships are strengthened by affiliations with school district programs like the Pegasus Summer Program, local groups like Pelham Island Productions, Girl and Boy Scouts, and WayCo Amateur Sports Development, Inc. New this year is a college outreach program through which we accepted three interns from Framingham State University. They worked with WayCAM volunteer crews and also produced a 30-year retrospective on the studio. WayCAM is active in the Wayland Business Association and supports members creating educational programs for the community. Thirty years of cable television in Wayland was celebrated in May with a community-wide celebration featuring a ribbon cutting, food, beverages, prizes, and music provided by the high school jazz trio. Town and school officials were among the 50 community members present.

**Short Films Earn International Awards.** Three students in the high school Honors Script-to-Screen class submitted short films to international awards programs. Two movies won three different awards: "Totalitaria" by William Paik, won the "Silver Award" from the Communicator Awards and "Last Night," by Jason Mai won a "Silver Award" from the Communicator Awards and a "Bronze Award" from the Telly Awards. Student participation in WayCAM increased this past year with students filling an additional 77 more positions. Students crewed 146 programs and filled 317 crew positions.

**WayCAM Scholarships.** Doubling the amount of merit scholarships this year, WayCAM's board of directors presented two scholarships to graduating seniors, Jason Mai and Parker Bryant. Each received \$2,000.

**Social Media.** The website ([www.waycam.tv](http://www.waycam.tv)) was updated and includes streaming, user friendly menus and a spotlight video feature. Video-on-Demand is at [www.waycam.tv/pegcentral.com](http://www.waycam.tv/pegcentral.com), and WayCAM is on Facebook at: [www.facebook.com/WayCAM](http://www.facebook.com/WayCAM), and Twitter at [www.twitter.com/waycam.tv](http://www.twitter.com/waycam.tv).

**Broadcast Capabilities.** WayCAM has studios and live feed locations in the Town Building (six places), the town library, high school Field House, and new this year, the high school theater. Other locations include the Public Safety Building, Middle School gym and theater, high school North and South buildings, WayCAM studio, and playing field Press Box.

**WayCAM's Essential Presence.** WayCAM has an important presence in the Wayland community, whether it be providing town meeting coverage, taping athletic events, or showcasing community members' productions. The Board of Directors appreciates the leadership demonstrated by Executive Director Jim Mullane, the skill of Production Manager Mark Foreman, and the commitment shown by Production Assistant Robbie Bullard. We anticipate continued positive growth both technologically and creatively and view Wayland as being fortunate to have a resource like WayCAM available for community residents.

Respectfully submitted,

Connie Burgess, Secretary/Clerk BOD