



**Wayland Community Access and Media, Inc.**

Studio: Wayland High School Campus  
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**Executive Director: Jim Mullane's**

**Annual Report:** (September 2014 - August 2015)

**WayCAM Annual Meeting: 11/19/15; 5pm**

**WayCAM's Successes:**

- **Studio HD Upgrades:** WayCAM continues to bring new technology to our community by upgrading our equipment each year. This year we've upgraded the following sites. In the Town building we've upgraded several of our systems to HD; the BOS room, the SC room and the Senior Center room. In our studio we've upgraded the studio switcher, studio lights, playback system, our On-Demand and the monitoring cameras to HD; including the roof top camera. In the School Field House we've upgraded the studio to HD for sporting events and Town Meeting. We've also added a live feed to broadcast live events from the Press Box located in the Football Field.
- **Community Outreach:** WayCAM continue to teach its community Access classes this year. We gained new programs and new volunteers with these classes. Our newest programs are, "News Not Noise" and "The Bergeron Brief".
- **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 year we entered 3 of our movies into several International Awards. I'm please to say that two of our films won the "Silver Award" from the Communicator Awards. The Winners were "Spectacle," by Parker Bryant and "Animals" by Jason Mai. WayCAM congratulates both of you. WayCAM's student volunteers crewed 124 programs, filling 240 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 double the awarded this year to \$1,000.00. WayCAM also gave the scholarship to two deserving graduating seniors, Declan Nolan and Brad Varnum. Congratulations to both winners of the 2014 WayCAM scholarships.
- **Youth Programs:** WayCAM continues to strengthen relationships with school age students through programs such as: Pegasus Summer Program, Before/ After School Extension (BASE), \*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 **7,605 monthly visits**, this figure increased by **1,543** per month.
- **New Record for PEG Programs:** WayCAM again breaks it's old record of **50** programs a month to it's new recording of **54** programs a month. The total PEG programs taped this year were **657** programs. We had a total of **888** production hours this year.
- **New Record for On-Demand Programs:** WayCAM had a huge increase in viewership on our brand new On-Demand this year. We had **48,433** loads this year; the previous year we only had **8,967** loads. That was a over **39,000** increase. Please continue to watch all our programs On-Demand from your computer at your convenience. Just go to our website and check them out.

**WayCAM Productions:**

**Public Programs**  
217 Programs  
Production Hours = 183

**Educational Programs**  
217 Programs  
Production Hours = 173

**Government Programs**  
223 Programs  
Production Hours = 531

**Year End Top 10 On Demand Programs:**

Viewership of increased by 6 times compared to last year. Programs include 7 Public & 3 Education programs.

**2014 Top Ten Programs & Loads (L)**

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

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

**2015 Top Ten Programs & Loads (L)**

Total Views for Year = **32,175**

- 1) 17,200 L: (E) WHS: Day in the life of a student
- 2) 3,045 L: (P) Show intro “News Not Noise”
- 3) 2,721 L : (P) News Not Noise” Logo
- 4) 2,639 L: (P) Avenue Q Promo; the interview
- 5) 2,505 L: (P) Other Desert Cities Promo
- 6) 1,921 L: (P) Avenue Q Promo; Backstage
- 7) 652 L: (E) HSTS “Survival of the Fittest”
- 8) 587 L: (P) News Not Noise” June show
- 9) 502 L: (P) News Not Noise” July show
- 10) 403 L: (E) HSTS “Animals”

**Social Media:**

- **Web site:** [www.waycam.tv](http://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](http://www.waycamtv.pegcentral.com)
- **Facebook Account:** [www.facebook.com/WayCAM](http://www.facebook.com/WayCAM) .
- **Sports Coverage Facebook account:** [www.facebook.com/whswarriorstv](http://www.facebook.com/whswarriorstv).
- **Twitter account:** Up-to-date coverage of WayCAM events [www.twitter.com/waycam\\_tv](http://www.twitter.com/waycam_tv)

**WayCAM Broadcasting Channels:**

(PEG = Public, Educational and Government Subscriber Channels) Non-profit PSAs, Town Announcements and updated weather conditions are posted on our Community Bulletin Board.

**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

**WayCAM’s 8 Location-Studios and 17 Capable Live Feed Locations:**

*Taped program (TP); live signal (LS); \* = Upgraded System*

- \*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)  
*Four robotic cameras, graphics & sound system*
- \*School Committee Meeting Room:** (TP & LS)  
*HD camera PowerPoint Presentation; plus graphics*

- Planning Board Room:** (TP & LS)  
*One camera system plus graphics*
- \*Senior Center Room:** (TP & LS)  
*Three robotic HD camera system; plus graphics*
- Public Library’s Raytheon Room:** (TP & LS)  
*One robotic camera*
- \*Wayland High School Field House:** (TP & LS)  
*Four HD robotic cameras system; 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  
**\*Field Press Box**

- Middle School Locations:** Gym & Theater
- Wayland Public Library Location:** Main Floor and Raytheon Room
- Wayland Public Safely Building Location:** Training Room