

WayCAM 2011 Annual Report

November 16, 2011

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 Channel 9, (plus Channels 8 since Oct. 1, 2011); and on Verizon Channels 37, 38, 39. WayCAM has one full-time employee, Jim Mullane, promoted to Executive Director in January, 2011; and one part-time employee, Corey Saunders, Production Assistant. They are assisted by a number of volunteers, both residents and students.

I am pleased and very proud to report that 2011 has been a very busy and exciting year for WayCAM. During the past year the number of programs on the Wayland Channel has again risen dramatically, from 475 to 549, an average of 45 original programs per month (vs. 39 for the 12 months ending August 31st of last year). This is an increase not only in educational and public interest coverage but also in the broadcast of public meetings.

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. Students were involved in 133 productions this year, filling 664 crew positions, including both live and taped shows, in WayCAM's studio courses, and across the district. 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.

Last year the Town completed a year-long negotiation with Comcast to renew its cable license, resulting in increased funding for facilities and equipment, and operating revenues in 2011. Comcast agreed to provide three channels, matching Verizon's three (37, 38, 39). WayCAM now broadcasts Public and Educational programs on Comcast 8 and Verizon 37; Government programs on Comcast 9 and Verizon 38; and Public Service Announcements (PSAs) (only) on Verizon 39. Weekly schedules appear on our Website and change each Friday.

In May 2011, WayCAM awarded a scholarship to graduating WHS senior, Erin Walsh. The annual cash award is funded by membership dues and program duplication fees. That brings our total to seven scholarships in four 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. Our On-Demand site now features over 850 WayCAM programs on-line.

During 2011 the Board reviewed and approved the Executive Director's capital equipment plan for the new studio, approved the hiring of Corey Saunders as our first part-time employee, and established a retirement plan for qualified employees.

The WayCAM Board, the Selectmen and School Department, worked hard over the past year to secure a new home for WayCAM, made necessary by the pending destruction of the old Wayland High School. As of January, 2012 we will be relocating into what had been the Weight Room on the north side of the Field House on the WHS campus. Votes at Town Meetings in November, 2010, and April, 2011 paved the way. WayCAM filed a successful RFP to use the space for our Community Media Center, negotiated a 10 year lease, plus extensions, with the Town in August, and secured a \$200,000 construction loan from Middlesex Savings Bank in October. We began construction on our new state-of-the-art studio in early September, expect to be moved in by late December, and look forward to a Grand Opening celebration in the Spring of 2012.

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Broadcast Your Ideas!

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In total, over the next 10 years WayCAM will invest upwards of \$650,000 of its income from cable revenues, to support Wayland's growing Community Media Center. This includes not only the studio area itself, but also a new, 5-camera installation and control center integrated into the just renovated Field House to cover Town Meeting and numerous sporting events; new field location equipment; establishment of a new 'mini-studio' in the Senior Center, and upgrades to our broadcast equipment in the Selectmen's meeting room, the School Committee conference room, and the new WHS Theatre.

With the new channels, in combination with the Town's and School Department's new, fiber Municipal Area Network (MAN) to carry our signals, WayCAM will now be able to broadcast live, up to two simultaneous programs, even as we record up to three additional programs. Demand for WayCAM to cover more Town programs continues to increase. Now we will have the technical capability to respond, but will still depend even more on resident volunteers to meet that demand.

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; Susan Koffman, treasurer; Carl Mikkelsen; Erin Dalbec, secretary, appointed by the Superintendent of Wayland schools; Jerry Boos and Frank Fuller, appointed by the Selectmen.

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