

**Executive Director's Report
for WayCAM Annual Meeting, November 16, 2011**

For the time period: September 2010 to August 2011

- WayCAM broadcasts specific types of programs on each channel now. For Verizon subscribers. Channel 37 broadcasts Educational & Public Programs. Channel 38 broadcasts Government programs. Channel 39 broadcasts the Wayland Community Bulletin Board, which is your access to town announcements, and PSA's from non-profit organizations. WayCAM now broadcasts on two channels for Comcast subscribers, Channel 8, broadcasts Educational & Public Programs. Channel 9 broadcasts Government programs. (We will have one more channel from Comcast to broadcast the Wayland Community Bulletin Board, which is your access to town announcements, and PSA's from non-profit organizations in the very near future.)
- WayCAM produces programs at several mini-studios outside of our main studio in Wayland High School. The Studio locations can either tape programs or send out live signals (or both).
 - 1) Raytheon Room, Wayland Free Public Library (RR) – tape programs / live signal
One robotic camera system: One person operation
 - 2) Board of Selectmen Room, Town Building (BOSR) - tape program & live signal
Two camera & Graphics system: Unmanned system
 - 3) Large Hearing Room, Town Building (LHR) - tape program & live signal
Four robotic camera system: One person operation
 - 4) School Committee Meeting Room, Town Building (SCMR) - tape program
One camera system: One person operation
 - 5) Planning Board Room, Town Building (PBR) - tape program
One camera system: One person operation
 - 6) Senior Center Room, Town Building (SCR) – taped program
Three camera system: One person operation
 - 7) Field House, Wayland High School (FH) - tape program
Five robotic camera system: One to three person operation
- WayCAM's Upgrades & Successes:
 - 1) WayCAM now has an Executive Director, Jim Mullane and added a 25-hour part-time position. We welcome Production Assistant Corey Saunders to the WayCAM Family.
 - 2) WayCAM bought 5 pairs of QVidium receives/senders so that we could broadcast live on the Town's Municipal Area Network (MAN). The old I loop network from Comcast is no longer being used.
 - 3) WayCAM through the Cable Advisory Committee negotiated 3 channels from Comcast. Two are active right now.
 - 4) WayCAM created a 5 robotic Camera system in the Field House for productions that take place there: Sports, Graduation & Town Meetings.
 - 5) WayCAM purchased all new location equipment: five brand new HD cameras and portable LCD lights. This allowed us to upgrade our camera systems in town.
 - 6) The School Committee room, Planning Board room and the Board of Selectmen's room all had a camera upgrade which upped your picture quality to a Digital 3 CD chip image. Additionally, I added a second camera to the BOS room for PowerPoint presentations. I also created a 3 camera studio in the Senior Center.

- 7) Leightronix Ultra-Nexus: Our playback system has over 1000 programs stored for automatic playback. I purchased 2 more Leightronix products call Peg Vaults so we can record and broadcast on separate channels at the same time. Also this will give us the capability to stream live meeting in the future.
 - 8) WayCAM is now on Facebook, our address is facebook.com/waycam. We currently have 117 likes and Post Views are 11,058.
 - 9) The producers of the Football games are now streaming the live games at waystream.com, so you can watch from anywhere you are. They have also set up a Twitter account for WayCAM so they can twitter what is happening during the game.
 - 10) WayCAM's video-on-demand has 905 programs you can watch anywhere and anytime. Go to waycamtv.pegcentral.com to check out our programs.
 - 11) Web site: Learn all about WayCAM and view our community programming information in its entirety, please take a look at our site at: www.waycam.tv.
 - 12) Emergency Broadcasting System: WayCAM, continues to work with the Police & Fire Department, through Peg Central, which allows the Police & Fire Depts. to interrupt the programming on Verizon's' Channels 37 & 38 and Comcast's' Channel 8 & 9, to pass on information to the public in the case of an emergency. (This past year it was used for tornado warnings, power outages, and T-Storms.)
 - 13) Summer Internship: WayCAM offers an internship for High School or College students interested in the field of Communication over each summer. This summer was very successful and we will continue the program.
 - 14) Anycast ("studio in a box") will continue to be used for many location productions. We've added the Tricaster Studio to our studio on the go. It's been doing all the Football games and Soccer games this year. A total of 42 productions were created using these 2 new multi camera studios in a box system.
 - 15) WayCAM Awards for Student Achievement: WayCAM nominated 2 students for the Community Service Awards this past year for their volunteer work at the studio.
 - 16) Camera on High School Roof: A fast motion documentary of the new High School being build was created, where somewhere you can watch 12 months in 3 minutes. Watch history in the making at waycam.tv.
- WayCAM scholarships: We continue to fund our scholarship program with WayCAM membership money & income from dubbing fees. WayCAM gave out \$500to one WHS graduate this year.
 - Three high school classes are enrolled in TV Production classes this year. One Film class enrolled is called "Script to Screen," which involves the WHS Media Department and Theater Department. By the end of the year the students wrote & produced their own movies. A total of 37 students are enrolled this school year. This past year students worked on 133 programs, students filled 664 crew positions; and we produced 224 Educational programs compared to 161 programs last year.
 - Community Outreach: I am continuing to reach residents, boards and organizations to create new programming and cultivate new volunteers. This past year we have had success with the Walden Forum programming & School sports producing their own programs, as well as having 2 classes for residents this past spring & fall.
 - WayCAM continues our relationship with school age programs such as, Before & After School Education (BASE), Pegasus Summer Programs, Tiger Cubs and WayCo Softball Summer Games.
 - WayCAM's Productions, Sept. 2010 to Aug. 2011: 549 Programs
We produced 80 more programs than we did the prior year.
2010 average programs per month were 39.
2011 average programs per month were 45
 1. Public programs = 209
 2. Educational programs = 224
 3. Government programs = 122