



Wayland Community Access and Media, Inc.

Studio: Wayland High School Campus
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(9/2021 - 8/2022) Executive Director Annual Report: Jim Mullane

Community Outreach:

- WayCAM allows our community to feel safe by having “in-person productions” and “zoom productions” pending on the community’s needs.
- WayCAM educated the community on “What is PEG Cable Assess, how was it created, and how is it funded? We launched a huge public relations campaign to local news sources as well as producing many “PSA” which explained in detail the answers to the questions above.
- WayCAM educated the community on the updated membership benefits they will be receiving this coming year. The memberships are custom made for the viewer to choose one to three streaming services and on-demand we offer.
- WayCAM production assistant, Ryan Keaveney, went on to a full-time position and wish him the best of luck. We filled the positions in June with Jourdon Abraham, and welcome him to our team.

Wayland High School:

- Continuing working with the theater, music and sports dept. creating 218 school productions this year.
- The TV Production Class created 11 productions in Studio; WSPN created 8 in studio productions this year.
- The HSTS created 2 films this year, “Grades” and “The Morgana...” and the 2-year documentary, “Covid-19 a High School Student’s Time Capsule” was honored with the international award, The Communicator, for Best Students On-line video.
- High School student Samuel Conner, received a merit scholarship for helping out with numerous Public and Educational programs this year.

Equipment Upgrades:

- Updated it’s Streaming/On-Demand and Playback system with a new CASTUS System.
- Converted existing equipment into a studio located at the high school’s lecture room. This studio is able to handle the high productions, lectures, and school committee weekly meetings.

Public, Educational & Government Productions:

- WayCAM continued to break production records this past year. We produced **1,141** programs, having an increase of **50** programs and averaging **95** programs a month. The Education productions had an increase of **66** productions over last year. Our PEG programs on our streaming on, **On-Demand** had **55,570** plays, which was an increase of **13,057** programs played over last year.

Public Programs

235 Programs

Educational Programs

341 Programs

Government Programs

565 Programs

Website:

- WayCAM had **63,123** visits to our site this past year.

Social Media:

- www.waycam.tv; Our website allows the viewer 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):** <http://www.waycam.tv/video-on-demand>
- **Facebook Account:** www.facebook.com/WayCAM .
- **Twitter account:** Up-to-date coverage of WayCAM events www.twitter.com/waycam_tv

WayCAM's Studios and Live Feed Locations:

We currently have 14 Studios in town and 11 of those studios can go live on our channels and stream for our website.

*New; Recorded program (RP); live signal & Recorded (LSR); Audio: * = set up Mics / ** Fixed Mics*

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Board of Selectmen Room: (LSR*)

HD Camera, PowerPoint Presentation; plus, graphics

Senior Center Room: (LSR)**

Three HD Cameras, PowerPoint presentation, room speakers and graphics

Large Hearing Room, Town Building: (LSR **)

Three HD robotic camera system, PowerPoint Presentation graphics & room speakers

School Committee Meeting Room: (LSR **)

Two HD camera systems, with PowerPoint Presentation; plus, graphics

Department of public works Meeting Room: (RP)

One HD Camera system and PowerPoint Presentation

Planning Board Room: (LSR **)

One HD Camera system and PowerPoint system

Public Safety Building: (RP)**

Two HD Cameras, one Robotic & PowerPoint system

WayCAM Studio: (LSR*)

Four HD robotic cameras, teleprompters, Tricaster switcher, Greenscreen, audio & light grid

Public Library's Raytheon Room: (LSR **)

5-camera HD system, PowerPoint presentation & sound system

Wayland High School Turf Field Studio: (LSR *)

Four HD robotic cameras system, two Cordless HD Cameras, Intercom system back to studio and graphics

Wayland High School Theater: (LSR **)

Three HD robotic camera system, plus graphics

Wayland Town Pool: (RP*)

Two HD robotic camera system

Wayland High School Field House: (LSR **)

Six HD robotic cameras, one hand held with graphics

New High School Lecture Hall: (LSR **)

Two HD Cameras, one Robotic; with PowerPoint

Five locations for a live feed set up:

High School: Commons / South Building - Lecture Hall

Middle School Locations: Gym & Theater

Public Safety Building: Training Room

WayCAM Membership Breakdown:

Paid members: 10

Student members: 23

Total Members: 33

WayCAM Broadcasting Channels: Subscriber to Comcast or Verizon can only get the PEG Channels

Note: Community Bulletin Board (CBB) Channel posts non-profit PSAs, town announcements, live feed WHS Field, updated weather conditions and informational videos from WayCAM.

Comcast 8 = Public & Educational

Comcast 8 = Government

Comcast 99 = Community Bulletin Board

Verizon 37 = Public & Educational

Verizon 38 = Government

Verizon 39 = Community Bulletin Board