**2024 Annual Report:   September 2023 - August 2024**

**Overview:** WayCAM delivers reliable service to meet the community’s needs. WayCAM’s staff is dedicated to the end goal, providing training opportunities as well as both in-person-productions and zoom-productions. This past year WayCAM continued to move forward with new revenue initiatives to support the on-demand content and rising costs of material goods including but not limited to charging for on-demand memberships, live viewing events, and partnering with local businesses. Access to the WayCAM cable channel content remains unchanged. The Community Bulletin Board (CBB) Channel posts non-profit PSAs, town announcements, live WHS Field, updated weather conditions, and more. WayCAM held an Open House for the public on 5/1/24 and a fundraising benefit 4/10/24 for a viewing of “Growing Through Covid.”

**Public, Educational, and Government (PEG Programs):** WayCAM produced 1,092 PEG programs, an increase of 41 programs year over year: Government =489, Public= 260, Education= 343. On-demand had 62,365 plays, a modest increase over last year.

**Social Media:** In addition to cable access**,** WayCAM can be reached via the website, Facebook, and X.

**Community, Communication and Innovation:** WayCAM proudly collaborates with WHSespecially the theater, music, and sports departments. In collaboration with WPS, WayCAM has created hundreds of school productions. Sports Broadcasting crew received an International Silver Telly Award for their production of Wayland Football VS. Bedford on 10/20/23. WHS senior, Brendan Hines, applied for and received a $1,000.00 merit scholarship from WayCAM.

**Equipment Upgrades:** WayCAM added 2 cordless camera systems in the Field House which will be useful for sports, Town Meeting, and other events. The equipment in the Select Board was updated to HD for live streaming.

**Studios and Live Feed Locations:** With 14 town studios, 13 studios can be broadcast live on cable channels and streamed on the website. A summary of the locations are as follows: Select Board Room, Senior Center Room, Large Hearing Room Town Building, School Committee Meeting Room, WHS Turf Field, Library’s Raytheon Room, Public Safety Building, DPW Meeting Room, WHS Theater, Wayland Town Pool, WHS Lecture Hall, WHS Field House, WayCAM Studio, WMS Gym and Theater, and WHS Commons.

**WayCAM Employees:** Wayland Community Access and Media, Inc., (WayCAM) is the independent, non-profit corporationthat oversees Wayland's local access station and broadcasts on Comcast Channels 8, 9, 99 and Verizon Channels 37, 38, 39. WayCAM has a seasoned leadership staff benefitting from Executive Director Jim Mullane’s passion and decades of experience. Production Manager Mark Foreman, another long-term employee, brings excellent technical skills and skilled project management to WayCAM. Brielle Coco, hired last September is now celebrating them’s 1st year working as our part time production assistant.

Respectfully submitted,

Nora Rothschild, Secretary/Clerk, WayCAM Board of Directors September 17, 2024