



2015 Annual Report: September 2014 - August 2015

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 Channels 8, 9, 99 and on Verizon Channels 37, 38, 39. WayCAM has two full-time employees, Jim Mullane, Executive Director, and Mark Foreman, Production Manager. The staff is assisted by a number of volunteers, both residents and students, and one part-time employee, Robbie Bullard, whose main responsibility is providing technical support for Town Building programming shoots.

Community Outreach. WayCAM continues to teach TV Production to volunteers interested in producing a show. New programs this year include "News Not Noise" and "The Bergeron Briefs." Vokes Theatre called upon WayCAM to help produce its first public service announcement, which received a record number of views on our website.

Student Productions Lauded Internationally. One of the year's biggest highlights was the selection of two high school student films for international recognition. Two students won the "Silver Communicator Award" in a competition sponsored by AIVA, a film industry organization that sponsors an annual international competition. The winners were "Spectacle" by Parker Bryant and "Animals" by Jason Mai.

High school classes are Television Production I and II and an Honors Script to Screen class, a collaborative effort between the high school Media Department and the Theatre Department.

During the year, WayCAM's student volunteers crewed 124 programs, filling 240 crew positions and provided invaluable contributions to WayCAM's operations.

WayCAM Scholarships. The program is funded with membership money and income from DVD duplication fees. Brad Varnum and Declan Nolan were this year's recipients, and both have plans to continue developing their skills in college. In six years, we have awarded 14 scholarships.

Youth Programs. Younger children are involved in productions through Pegasus Summer Program, Before/After School Extension (BASE), Pelham Island Production (summer camp), Girl & Boy Scouts, and WayCo Amateur Sports Development, Inc. The elementary schools PTO also produced a Public Service Announcement for the annual World's Fair event.

WayCAM's Board. The Board is led by President Renee Bryant and includes members Connie Burgess, Alan Mandl, Julie Potter, and Jon Ward. Together they bring years of expertise in community access law, education, marketing and public relations, event planning, and television engineering. The Board is currently planning WayCAM's 30th anniversary celebration to be held this April.

Community Visibility. WayCAM's website averages 7,605 visits each month, a figure representing an average monthly increase in 2015 of more than 1,500 views. Public, educational, and government programming (PEG) yielded 888 production hours for WayCAM this year. We recorded 657 programs, averaging 54 programs a month.

On-Demand Programs. Our new on-demand access responded to a growing interest in viewing community programs online. In the previous year, we had 8,967 loads compared to the most recent period's 48,433 loads. A Wayland High School short production entitled "Day in the life of a Student" surged far ahead of any other program in WayCAM's past with 17,200 loads. In second place was a new show "News Not Noise" with a respectable 3,045 loads.

Social Media. In addition to our website and video on Demand programming, we have a Facebook account, sports coverage Facebook account and a twitter account.

Broadcast Capabilities. The studio has eight location studios and 17 live feed locations in the Town Building, Library, High School and Middle Schools, and Public Safety building training room.

An Integral Part of the Wayland Community. WayCAM is a dynamic organization that continues to be a vibrant resource for Wayland's citizens and a creative outlet for those with an interest in television production.

It should be noted that Executive Director Jim Mullane is now in his 19th year at the helm of our town's community access studio. His leadership has often been recognized through the years, but was highlighted this year when he was chosen for inclusion in a book recognizing "legendary" people of Wayland. He was lauded for his mentoring of many students, and his creation of a welcoming and thriving community access studio for Wayland's residents.

Respectfully submitted,

Connie Burgess
Secretary/Clerk BOD