

## WayCAM 2014 Annual Report

November 20, 2014

**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 Coordinator, hired in September, 2012, following graduation from college. Mark is a Wayland resident and former WayCAM student volunteer. Jim and Mark are assisted by a number of volunteers, both residents and students, and one, new, part-time employee, Robbie Bullard, whose main responsibility is providing tech support for Town Building programming shoots.

During 2014 WayCAM reached out to the community with increased numbers of TV/Video training classes for adults who were interested in TV production. This included signing up volunteers through the Council on Aging and the Wayland Business Association. Jim Mullane will continue and expand this effort going forward.

In May 2014, WayCAM awarded one scholarship to graduating WHS senior Jack Case. The annual cash award is funded by membership dues and program duplication fees. That brings our total to twelve scholarships in six years.

2014 was the first year a WHS film production won a national Telly award. Student Caitlin O'Keeffe wrote and directed *Supply and Demand*, which was awarded 2<sup>nd</sup> place (Bronze) for Best Student Picture, from over 14,000 entries in the prestigious 35<sup>th</sup> Annual Telly Awards.

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; Jerry Boos, Treasurer; Connie Burgess, Clerk; Renee Bryant, Recording Secretary; Carl Mikkelsen and Alan Mandl.

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.

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WayCAM's bylaws recognize the importance of new ideas, new leadership and expanding opportunities in order for the organization to grow. The expiration of my third term as a Director on the WayCAM Board must be my last, I have completed 9 years of service to WayCAM, as both a Board member and as President of the Corporation and Chair of the Board. It's been an honor.

Anticipating the conclusion of my service has given me an opportunity to look back at my 9 years on the Board. We experienced many challenges along the way. I was elected to the Board in 2005. At that time the Board played a major part in managing WayCAM, but today we've evolved to what a Board should be, a "policy-making" Board. This is because of the work we all did to support our Executive Director, Jim Mullane, and put in place policies, procedures and guidelines to enable him to take more control of operations, and demonstrate his strong capacity to manage, lead and mentor staff and students.

In 2008 I was elected President and Chair. My responsibilities grew and I took on new challenges. One of my first priorities was to professionalize and strengthen the skillset of our Board, and over the first several years we accomplished that. Today our Board offers expertise in finance, law, education, marketing, computer science, electronics and public television, key components for success.

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Soon I was participating in contract negotiations with Verizon and Comcast. We secured funding for our operations which have put us in a strong financial position to expand our broadcasting studios to 12 locations today, keep ahead of changing technology requirements. We just added live streaming from WHS pressbox to our studio and over three years are transitioning to HiDef cameras and equipment. Today WayCAM provides an excellent employment environment and future for our employees.

In 2010 to 2012, working with the High School Building Committee, Selectmen, Town Administrator, FinCom, Building Department, Planning Board and others, I led the WayCAM Facilities Team in search of a new location for the WayCAM studio; engaged contractors and executed contracts for design and construction of the studio, arranging financing, and overseeing construction; led the Town Meeting initiative that was necessary to procure our new location, and the negotiations with the Town for the lease; and, with my Board and our Executive Director, advised and helped direct the successful growth and expansion of WayCAM's services which today include a dozen broadcast locations across town since our new move in 2012, a robust and growing community outreach, a very popular and challenging educational program across the school district, and strong coverage of town government meetings to keep the community advised and aware.

Nine years in 4 paragraphs. There was so much more to it, and I've enjoyed the trip through time. I expect to remain involved with WayCAM and support the organization in any way that I can. I encourage all Wayland residents to do the same. Like my predecessors and my fellow Board members, I joined to serve and build something better. I believe I leave WayCAM a better organization for my contributions, and I wish those who carry on my best wishes for the future.

Respectfully submitted,



Ken Isaacson  
President, and Chair, Board of Directors  
2008-2014

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