

## WayCAM 2012 Annual Report

November 28, 2012

**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. They are assisted by a number of volunteers, both residents and students.

I am pleased and very proud to report that 2012 has been a very busy and exciting year for WayCAM. During the past year the number of programs on the Wayland Channel has again risen dramatically, from 475 to 549, an average of 45 original programs per month (vs. 39 for the 12 months ending August 31<sup>st</sup> of last year). This is an increase not only in educational and public interest coverage but also in the broadcast of public meetings.

WayCAM's mandate is to broadcast Annual and Special Town Meetings, but we also regularly broadcast Board of Selectmen and School Committee meetings, other Town boards' meetings, as well as activities relating to other topics of general interest to the Town, and numerous public shows produced by community members. WayCAM has expanded our programs in all categories. WayCAM's educational programs give unique technical training to our young people, not only in television production but also in the areas of graphic arts, advertising, electronics and performing arts. Students were involved in 133 productions this year, filling 664 crew positions, including both live and taped shows, in WayCAM's studio courses, and across the district. Programs included commentaries, school sports, school concerts, awards, graduation, original plays, numerous government and public access programs; plus training in studio-, interviewing- and camera-technique for students of the prized WSPN. WayCAM helps to build students' self-esteem and confidence in their own skills, and helps to inspire creativity and imagination as it enriches their school experience.

In May 2012, WayCAM awarded two scholarships to graduating WHS seniors Evan Barber and Riley Starr. The annual cash award is funded by membership dues and program duplication fees. That brings our total to nine scholarships in five years.

WayCAM's Web site, [www.waycam.tv](http://www.waycam.tv), and WayCAM-On-Demand, which enables residents to view programs at their convenience are becoming more popular and visited regularly for a wide variety of program interests. Our On-Demand site maintains a year's worth of WayCAM programs on-line. WayCAM has just completed a Web site redesign, which went live in October, 2012.

During 2012 the Board implemented the majority of the Executive Director's capital equipment plan for the new studio, and approved the hiring of our first full-time employee, and oversaw the completion of the new studio facilities.

In total, over the next 10 years WayCAM will invest upwards of \$650,000 of its income from cable revenues, to support Wayland's growing Community Media Center. This investment has begun, not only in the studio area itself, but also in a new, 5-camera installation and control center integrated into the just renovated Field House to cover Town Meeting and numerous sporting events. The first was held just last month. Other investments are into new field location equipment; establishment of a new 'mini-studio' in the Senior Center, and upgrades to our broadcast equipment in the Selectmen's meeting room, the School Committee conference room, and four locations within the new Wayland High School.

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Continued... WayCAM 2012 Annual Report, November 28, 2012

With the new channels, in combination with the Town's and School Department's new, fiber Municipal Area Network (MAN) to carry our signals, WayCAM will now be able to broadcast live, up to two simultaneous programs, even as we record up to three additional programs. Demand for WayCAM to cover more Town programs continues to increase. Now we will have the technical capability to respond, but will still depend even more on resident volunteers to meet that demand.

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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; Richard Turner, clerk; Susan Koffman, treasurer; Carl Mikkelsen; Erin Dalbec, recording secretary, appointed by the Superintendent of Wayland schools; Jerry Boos and Frank Fuller, appointed by the Selectmen.

With the expiration of her third term as a member of the WayCAM Board, Susan Koffman has completed her service to WayCAM, as both a valued contributing Board member and as treasurer. We thank her for her service.

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.

Respectfully submitted,



Ken Isaacson  
President, and Chair, Board of Directors

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