

## Executive Director's Annual Report: Jim Mullane

### WayCAM Annual Meeting: November 2013

For the time period: September 2012 to August 2013

#### WayCAM Broadcasts: (PEG) Public, Educational & Government Programs on all 3 of our channels.

- **Verizon Subscribers Channels:**
  - 37 = Educational & Public Programs
  - 38 = Government Programs
  - 39 = Wayland Community Bulletin Board (non-profit organizations PSA's & Town Announcements)
- **Comcast Subscriber Channels:**
  - 8 = Educational & Public Programs
  - 9 = Government Programs
  - 99 = Wayland Community Bulletin Board (non-profit organizations PSA's & Town Announcements)

#### WayCAM Productions: (September 2011 to August 2013)

- 634 PEG programs were produced this year. We increased our productions by 50 programs as compared to last year.
  - 699 production hours were logged in this year. We had an increase of 66 hours from the previous year.
  - 45 programs on average were produced per month. This is up by 4.5 programs from the previous year.
- Breakdown of Productions:**
- **Public programs** = 216 (last year 201)  
Production Hours = 218 (last year 193)
  - **Education programs** = 175 (last year 183)  
Production Hours = 161 (last year 177)
  - **Government programs** = 143 (last year 100)  
Production Hours = 320 (last year 266)

#### Social Media:

- **Facebook Account:** [www.facebook.com/WayCAM](http://www.facebook.com/WayCAM)  
We currently have 147 likes and 11,565 posts that were viewed this year.
- **Sports Coverage Facebook account:** [www.facebook.com/whswarriorstv](http://www.facebook.com/whswarriorstv).  
We currently have we have 130 likes and 17,531 posts that were views this year.
- **Twitter account:** Up-to-date coverage of WayCAM events [www.twitter.com/waycam\\_tv](http://www.twitter.com/waycam_tv)
- **Web site:** [www.waycam.tv](http://www.waycam.tv). Check out our website and see how you can learn more about WayCAM and view our community programming information in its entirety.
- **Video On Demand (VOD):** [www.waycamtv.pegcentral.com](http://www.waycamtv.pegcentral.com) Currently houses 716 programs.  
**Top 10 Viewed Programs:** 1) 610 views: BOS 8/26/13; 2) 99 views: Ask the Candidates; 3) 71 views: LOWV Candidates Night; 4) Tied with 71 views: High School Joyce Papers & BOS 7/22/13; 5) 49 views: Pegasus Play, Dance & Slideshow Session II; 6) High School Varsity Boys Basketball 2/26/13 40; 7) High School Graduation June 2013; 8) Tied with 35 views: WPKN Section II & SCM 6/3/13; 9) Tied with 34 views: BOS 6/5/13 & SCM 8/11/13; 10) 33 views: PSA by the Wayland's 375<sup>th</sup> Committee;

**Production Mini-Studios:** Studios can tape a program and or send out a live signal to our channels.

- 1) **Raytheon Room**, Wayland Free Public Library (RR) – tape programs / live signal  
One robotic camera system: One-person operation
- 2) **Board of Selectmen Room**, Town Building (BOSR) - tape program & live signal  
Two-camera & graphics system for executive sessions: Unmanned system

**\*New systems / New Upgrade to studio systems that have been installed this past year.**

- 3) **Small Conference Room**, Town Building (CR) - tape program  
One camera system: Unmanned system
- 4) **Large Hearing Room, Town Building (LHR)** - tape program & live signal  
Four robotic camera system, **\*with new graphics for program productions:** One-person operation
- 5) **School Committee Meeting Room**, Town Building (SCMR) - tape program  
One camera system, **\*with new power point screen capabilities and new graphics for executive sessions:** Unmanned system
- 6) **Field House**, Wayland High School (FH) - tape program & live program.  
Five robotic camera system, with graphics for program productions:  
One to three person operation
- 7) **Roof Top Camera:** (RTC) gives live updates of what's happening on the HS Football Field.  
One camera system: Unmanned system

**\*\*New Live feeds have been installed to these studios this past year.**

- 8) **\*\*Planning Board Room**, Town Building (PBR) - tape program & live programs.  
One camera system, **\* with new graphics for executive session:** Unmanned system
- 9) **\*\*Senior Center Room**, Town Building (SCR) – taped program & live programs.  
Three-camera system, **\* with new graphics for executive session:** One-person operation

**WHS Live Feeds:** Live feeds location in the High School, allows a producer to set up a production to record and or send out live to our viewers.

Locations: North Building – Theater & Commons

South Building - Lecture Hall & Video Control Room

**WayCAM's Upgrades:**

- **Staffing:** WayCAM is listening to our community's requests. Due to the increase in requests we've received to cover the many different government meetings at the Town Building, we decided to hire a part time contract person to cover these meetings that our volunteers could not cover.
- **Government Channel:** WayCAM now labels all Government programs, with meeting titles and dates, so that you are aware of what you're watching. We also have added a separate Government Bulletin Board with Dept. contact information and other postings related to Town Government.
- **WayCAM Video on Demand:** WayCAM has increased the storage capability so we can house Government meetings that were recorded for a full calendar year. WayCAM keeps all its masters on DVD for purchase if needed.
- **HD Portable Studio:** WayCAM purchased this past year the Tricaster 455 portable HD studio. This will allow you to record a multiple camera shoot all in HD on location.
- **Control Room:** We redesigned our control room for a more friendly working area. Our Control room contains the following equipment: Tricaster 850 switcher that allows you to create over 8 virtual sets with

green screen for your cable program. Four camera feeds, 3 HD manned cameras, 1 robotic camera feed, 1 Skype computer feed, 3 sky cam feeds showing the control room, the learning center, or the roof top camera, 1 input for roll in decks (DVD, VHS tape, or digital tape) and 1 feed for the Field house. We have a Presonus 16 input digital audio board, a light board, a Mac Computer with Final cut 7 & X to record and edit your programs, plus the controller for the teleprompter. Your viewing screens for preview and program are two 45inch LCD Televisions.

### **WayCAM's Successes:**

- **Studio Productions:** Producers this year have only produced their programs using our full production green screen walls and floor with the virtual sets that we carry. Of course our studio still contains more traditional sets to choose from. We have our 3 background curtains, pink, black and blue for those of you who like the more traditional look. If you're a new producer this year, you can make your decision of which set you'll choose. The studio also houses our 3 manned JVC HD Cameras, 1 Robotic Camera mounted on the wall, 2 Teleprompters, a 45inch LCD Monitor, and our light grid with 8 LCD lights.
- **WayCAM Scholarships:** We continue to fund our scholarship program with WayCAM membership money & income from dubbing fees. WayCAM gave out two \$500.00 checks, to two deserving students pursuing a career in the media field. Congratulations to WHS Graduates Jonathan A. von Merring and Jacob B. Sussman for winning the WayCAM scholarships this year.
- **Emergency Broadcasting System:** WayCAM continues to work with the Police & Fire Department, through Peg Central, which allows the Police & Fire Departments to interrupt the programming on Verizon's Channels 37 & 38 and Comcast's Channel 8 & 9, to pass on information to the public in the case of an emergency. (This past year it was used for Storm Warnings and Road Closings.)
- **WayCAM Promos:** We continue to try to educate our members by creative ways to get information to you. This past year we started to send out promos letting you know what's going on at WayCAM. We've highlighted class offerings, Sport events, Government meetings, streaming events and general information on what's going on at the station. We aim to keep you in the loop on what's happening at your local community access station
- **High School Classes:** Wayland High School classes, Television Production 1, Television Production 2, and Honors Script to Screen are collaborations between the HS Media Department and the Theater Department. Honors Script to Screen created 3 movies this past year. Student Volunteers at WayCAM worked on 205 programs this past year and filled 270 crew positions. These programs were for all three of our stations, Public, Education and Government Programs.
- **Community Outreach:** We've taught over 30 classes this year and have gained new programs as well as new volunteers. We're continuing our classes this fall with a new class offering starting in November of this year. These classes will isolate exactly what members/volunteers would like to learn. There are a total of 12 classes that will be offered compared to our 4 classes offered last year.
- **Youth Programs:** WayCAM continues our relationship with school age programs such as, Before & After School Education (BASE), Pegasus Summer Programs, Tiger Cubs, Daisies, the Girl & Boys Scouts and WayCo Softball Summer Games.