

Executive Director's Annual Report
for WayCAM Annual Meeting, November 28, 2012
For the time period: September 2011 to August 2012

- **WayCAM Broadcasts (PEG) Public, Educational and 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)

- **Production Studios:** WayCAM produces programs at several mini-studios outside of our main studio attached to the Wayland High School's Field House. The Studio locations can either tape a program or send out a live signal to our main studio, or both.
 - 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: Unmanned system
 - 3) **Large Hearing Room, Town Building (LHR)** - tape program & live signal
Four robotic camera system: One-person operation
 - 4) **School Committee Meeting Room**, Town Building (SCMR) - tape program
One camera system: One-person operation

***New Live feeds have been installed to the studio this past year.**

 - 5) ***Field House**, Wayland High School (FH) - tape program & live program.
Five robotic camera system: One to three person operation
 - 6) ***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 scheduled to be installed to the studio later this year.**

 - 7) ****Planning Board Room**, Town Building (PBR) - tape program (live programs).
One camera system: Unmanned system
 - 8) ****Senior Center Room**, Town Building (SCR) – taped program (live programs).
Three-camera system: One-person operation

- **WayCAM's Upgrades & Successes:**
 - 1) **New Studio Location & Equipment Upgrade:** After a year of planning and multiple designs our studio is finally finished. WayCAM was able to move into our brand new facility on December 22nd 2011. The new studio includes over \$250,000.00 of new equipment for all our members/volunteers to take advantage of.
 - A) **Full-time Production Coordinator:** With the brand new studio and the increasing workflow here at WayCAM. Our board decided that we needed to hire a full-time Production Coordinator. Mark Foreman went to WHS and took all the TV Production Class at WHS, as well as becoming a volunteer at WayCAM. He went to College at the University of Massachusetts, Amherst to study Communications. After he graduated he came back to Wayland and was looking for a job. He

contacted me and the timing couldn't have been more perfect. I hired Mark Foreman as our new Production Coordinator and welcomed him to the WayCAM Family.

- B) **Reception Area:** Entering our facility you'll walk directly into a reception area where you'll sign in, pick up or drop off equipment or just stop by to see what's going on in the studio.
 - C) **Learning Center (15 x 15):** This consists of our editing area, which has 3 Mac Computers with Final Cut Pro 7 & X software. You will learn how to edit your production that you created on our 45inch LCD screen from one of our instructors. This screen allows us to teach multiple people in our classes on the editing software all at the same time. It also allows us to monitor all our channels that are being broadcast on Comcast & Verizon.
 - D) **Control Room (15 x 22):** This houses all our brand new equipment that gives your program the chance to be the best it can be. We have the Tricaster 850 switcher that allows you to create over 8 virtual sets with green screen for your cable program. We have 3 manned HD camera feeds, 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 role in decks (DVD, VHS tape, or digital tape). We also have a feed from the studio in the Field house you could use if there was an event going on. The control room has a digital audio board, a light board, a Mac Computer with Final cut 7 & X to record and edit your programs, and a controller for the teleprompter. The room also has two 45inch LCD Televisions to view all your controls and inputs.
 - E) **Studio (26 x 32):** This studio houses our 3 manned HD Cameras, 1 Robotic Camera mounted on the wall, 2 teleprompters, a 45inch LCD Monitor, our light grid with 8 LCD lights, our 3 background curtains, pink, black and blue and our full production green walls and floor.
 - F) **Equipment Room (8 x 10):** Including our 5 new HD FX 100 Cameras, tripods, sound equipment, LCD lights, intercom system, green screen, and our 2 portable studios in a box.
- 2) **Social Media:** WayCAM now has 2 Facebook accounts, our general account at facebook.com/WayCAM and our Sports Coverage at facebook.com/whswarriorstv. We currently have 117 likes and Post Views are 11,058. We also have a twitter account which gives you up-to-date coverage of sporting events @waycam_tv
 - 3) **Web site:** Check out our brand new website and see how you can learn more about WayCAM and view our community programming information in its entirety, please take a look at our site at: www.waycam.tv.
 - 4) **WHS Live Feeds:** Live feeds have been installed to several locations in the High School. This will allow a producer to set up a production, record it and send it out live to our viewers.
Locations: North Building – Theater & Commons
South Building - Lecture Hall & Video Control Room
 - 5) **Government Channel:** WayCAM now labels all Government programs, with meeting tiles 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.
 - 6) **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.)
 - 7) **Summer Internship:** Our internship program for High School or College students interested in the field of Communication over each summer. This summer was very successful, we had a total of 4 interns who participated this year. Two internships were paid positions from sponsorships; if you're interested in donating money for our children's education you can contact us at WayCAM.

- **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 Evan Barber and Riley Starr for winning the WayCAM scholarship this year.
- **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 228 programs compared to 133 programs last year. The students filled 480 crew positions for all three genres of programming, Public, Education and Government Programs.
- **Community Outreach:** I've created 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, and WayCo Softball Summer Games.
- **Productions:** We produced 484 PEG Programs spanning from Sept. 2011 to Aug. 2012.
 This averaged 40 programs a month.
 Public programs = 201
 Production Hours = 193
 Education programs = 183
 Production Hours = 177
 Government programs = 100
 Production Hours = 266
Video On Demand (VOD): Currently houses 500 programs.