**2021 Annual Report:   September 2020 - August 2021**

Despite pandemic-related uncertainties, WayCAM very successfully served the community’s needs. Through on-demand programming, live productions, zoom productions, and social media accounts, community members have been able to access WayCAM’s Public, Educational, and Government (PEG) programming. Methods employed have been based on communications from local government, with the community’s health being of utmost importance. WayCAM’s staff has once again provided reliable, timely service to the Wayland community and demonstrated its ability to pivot approaches as needed.

**New Record for Public, Educational, and Government (PEG Programs).** WayCAM broke all past years’ production records with 1,091 programs, 183 over last year. Production hours were 683 more than last year at 9,868 hours. Government programs’ total was 554 (131 increase) and PEG programs on-demand had 42,513 plays, an increase of 17,838 programs.

**WayCAM Website.** WayCAM continues to break its previous year’s record of website users. There were 78,045 visits to the site, an increase of 33,583 views. This marks the 3rd consecutive year with huge increases, showing the community’s heavy reliance on community access TV during the pandemic.

**Community Communication and Innovation.** Over the past few years, WayCAM has been producing a library of informational videos that highlight all aspects of the WayCAM studio. In the past year, additional videos have been produced, educating viewers about studio equipment, set ups, and production classes available to members. <https://www.waycam.tv/informationalvideos>. To continue bringing high school performances to the Wayland community, WayCAM collaborated with the theater and music departments to create virtual productions. These included the Wayland Band Fest, a Virtual String Jamboree, and the Winter Play featured in a Drive-In movie, among others. Television Production classes actually broke a record with 27 productions. The Honors Script-to-Screen class completed a two-year project, a documentary to be featured at the spring Film Festival. The students took on the challenge of documenting how Wayland High School students were affected by pandemic challenges: remote learning and reduced athletic, cultural, and social activities.

**Equipment Upgrades.** WayCAM installed a new switcher at the studio, which can meet production demands. WayCAM can record any camera system on the high school campus, including the field house, theater, and turf field studio.

**WayCAM Scholarship.** Wayland High School senior Ethan Tse received WayCAM’s annual scholarship. He will be studying film at Boston University, building on all of the knowledge he has gained through participation in television production studies at the high school.

Wayland Community Access and Media, Inc., (WayCAM) is the independent, non-profit corporationthat oversees Wayland's local access station and broadcasts on Comcast Channels 8, 9, 99 and Verizon Channels 37, 38, 39. WayCAM has been fortunate to retain its leadership staff through these uncertain times, benefitting from Executive Director Jim Mullane’s management skills. Production Manager Mark Foreman, another long-term employee, brings excellent technical skills and skilled project management to WayCAM. They receive excellent support from Production Assistant Ryan Keveaney, a part-time employee, often visible at government meetings and community events.

Respectfully submitted,

Connie Burgess, Secretary/Clerk, WayCAM Board of Directors September 20, 2021