

Please take 5 minutes
to help



The Town of Wayland is now in negotiations to renew the cable TV contract with Comcast Corporation (Xfinity). Please take this brief survey to help improve negotiations.

WayCAM is Wayland's award-winning, Public Access Station, an independent, non-profit, 501c(3) corporation (not part of Wayland Town Government). It has its own Board of Directors and it is funded through fees from Cable subscribers, not Town taxes.

Read WayCAM background here, or skip directly to the survey below:

WayCAM and its staff have a reputation of providing excellent cable access services since 1985. Over the past decade (via 2010 Contract funds), WayCAM has been successful in expanding delivery of original programming for all three sectors of its audience (Public – Education – Government). These efforts have been highly successful but renewed funding is necessary to continue that success.

- WayCAM's studio is attached to Wayland High School: four employees with paid benefits.
- In 2011 WayCAM invested in building a new studio with new equipment. This brought in new community and student volunteers.
- They have been able to achieve their goals, by making wise decisions and investments that paid off over the past 10 years.
- With its funding, WayCAM has built an additional 12 High-Definition, in-town Satellite Studios, nine capable of live broadcasting.
- They have a very successful school program with four high school classes: 50 – 60 students being taught and utilizing the studio daily.
- They offer student programs for the Middle School and Elementary students as well.
- WayCAM students have received numerous national creativity awards, many going into careers in TV, film and video.

Please participate in this short survey:

March 12, 2020

Dear Wayland Residents and Wayland Business Owners:

The Town of Wayland is in the midst of license renewal talks with Comcast. The current license runs out in September. Please help WayCAM convey to Comcast, just how important Public Access TV is to the adults, children and businesses of Wayland.

Public Access educates our citizens about their town government. Public Access brings to you, the people of Wayland the resources to learn TV production just like the students do, and produce your own TV show; get behind the cameras, in front of the cameras, have some fun and acquire new skills.

WayCAM currently provides a vast amount of programming:

- WayCAM has been successful in expanding delivery of original programming for all three sectors of its audience (Public – Education – Government).
- WayCAM has increased its programming nearly 100% since 2010, creating a total of 898 programs in 2019, up from 469 in 2010.
- They have been able to achieve their goals, by making wise decisions and investments that paid off over the past 10 years.
- With its funding, WayCAM has built an additional 12 High-Definition, in-town Satellite Studios, nine capable of live broadcasting.
- They have a very successful school program with four high school classes: 50 – 60 students being taught and utilizing the studio daily.
- They offer student programs for the Middle School and Elementary students as well.
- WayCAM students have received numerous national creativity awards, many going into careers in TV, film and video.

We want to continue providing the high level of performance that the Town has learned to expect from WayCAM.

There are 3 ways you can help WayCAM achieve our goals and we hope you can do at least 2 out of 3:

1. **Sign the petition that's being circulated;**
2. **Attend and speak at the Public Hearing at Town Building on Thurs., Apr. 1 at 7pm;**
3. **Write a letter:**
 - a. about why "Public Access" is critical to you as a resident or business owner of Wayland;
 - b. what value the Public Access" programming delivers to the community.
 - c. what you would like to see WayCAM able to do in the future.

Your children can participate, too! Your Pegasus, Middle School, High School students might be even more involved in WayCAM Public Access TV than you are, and want to see it get better. They can sign the petition, they can attend the hearing and make comment, and they can write letters!

It's important that the letters follow the above guidelines, but *NOT* be focused on "Save Public Access." It is not about that.

Simply state how valuable Public Access is and how it could be even more valuable. Your message doesn't need to be long! Write about what you believe Public Access provides, and how it could be improved for the future.

Letters should be sent to: Board of Selectmen, 41 Cochituate Road, Wayland, MA 01778; or emailed to: selectmen@wayland.ma.us - **and be received by March 31st.**

We're counting on you to convey WayCAM's value so we can negotiate the best financial support possible.

Thank you,

Alan Mandl
President, and Chair-WayCAM Board of Directors

Public Hearings Seeking Residents' Views and Comments

**Renewal of Comcast Cable Television License Wednesday, March 10, 2010, 7pm;
and Thursday, April 1, 2010, 7pm – Town Building, Large Hearing Room**

The Town's license to Comcast to provide cable television service to residents will expire in September 2020. (The present license became effective in 2010.) Comcast has notified the Town that it wishes to renew its license and discussions between the Town and Comcast have begun.

Cable licenses are critical to provide the financial and other support for locally-produced cable programming, furnished in Wayland by Wayland Cable Access and Media, Inc., or "WayCAM." WayCAM programs are available to both Comcast subscribers (Channels 8, 9, and 99), and Verizon subscribers (Channels 37, 38 and 39).

The public hearings afford Town residents the opportunity to provide their views to the Selectmen on WayCAM's current programming and operations as well as expectations for future directions of locally-produced P-E-G (Public, Educational and Government) programming.

In connection with the license renewal process, the Board of Selectmen is required to hold public hearings to consider the level of support the Town needs for locally produced programming in these three areas.

Wednesday, March 10, at 7pm - a public hearing on Educational and Government Access programming.

Thursday, April 1, at 7pm - a public hearing on Public Access programming and other public policy issues.

Members of the public are urged to attend and offer their views.

Quality, not just Quantity. With the Town's issuance of licenses to its two cable providers, additional funding became available. This resulted in increased effectiveness in all three PEG areas.

898 programs produced in 2019:

27% (244) classed as "Public" - including Community Specials, School Sports, Library Programs and "Talking Heads" (opinions, information and discussions).

33% (294) fall under "Education" - including School and High School Building Committee meetings, High School Productions and School Specials.

40% (360) are under "Government" and include Town Board Meetings and Hearings, Town Meetings and Community Information (federal, state and local government and community affairs).

Substantial involvement with Wayland students from the High and the Middle School, who participate, both in the classroom and as volunteers, by producing many programs and staffing others. WayCAM would like to enlarge its scope of programs by adding more from and about the Town - the Wayland community, its organizations, businesses and Town departments, thus bringing an even wider spectrum of programming to the Town.

If you cannot attend, please send your views on WayCAM's value...

by mail sent to the Selectmen at the Town Building, 41 Cochituate Road, Wayland, MA 01778;
or by email to selectmen@wayland.ma.us.