

Executive Director's Report

John Bertucci – October 20, 2009

1. Top News: We have hired Lorena Gomez-Barris as our new Office Manager and she has taken on the position with great verve. As soon as she's mastered front desk duties, she'll be assisting me in developing new funding streams. Please come in and welcome her to PCA, we're lucky to have her. She is not only serving our members in Spanish and English, but in French as well !
2. Good News continues: Marcelle Guy brought another Wave award home from the annual Western Region ACM conference in Reno this past weekend. "Born Feral" was a finalist in two categories, winning the award for best Documentary-Profile. I was on hand, and on the edge of my seat, to represent our other two PCA finalists: Peggy Day (Bright Lights) and Joe Peer (Art Center PSA).
3. At the ACM conference, I participated in a workshop presented by Sue Buske and Randy Van Dalsen concerning legislation currently before Congress: HR-3745 is called the Community Access Preservation (CAP) Act and aims to 1) remove unnecessary restrictions on the use of PEG fees; 2) prohibit discriminatory treatment of PEG channels by cable operators; 3) direct the FCC to study & report on negative impacts of recent PEG related legislation; and 4) define all video services delivered over wire as "cable" regardless of the transmission method used. I've brought copies of their information packet for you to review, and will enlist PCA in the ACM campaign.
4. While at the ACM conference, I was able to ask Randy how he thought Comcast might behave when their contract expires with the city: they'll probably continue providing cable service exactly as they have because of their huge investment and existing infrastructure in fiber technology. How the City might approach this possibility should eventually be discussed with City Manager Brown.
5. The previous weekend, I attended a full-day grant writing class at SRJC. The instructor, Ann Singer, has written successful grant proposals for years and shared her comprehensive system for success, with lots of concrete examples and tips. I'm excited to start working with Lorena on this effort.
6. Our 2nd quarter check for In-Kind/Peg Fees from AT&T (U-verse) arrived: \$2,007.58, representing 1.0% of their gross receipts for April, May & June. 1st quarter Fees only amounted to about \$350. We are still awaiting the Comcast check for the same period
7. The project of revising our Programming procedures and Scheduling design has progressed and the improvements should be quite clear to all of our viewers by December. Max, who did camera at last month's meeting, and Kate, who is here tonight, are joining forces to streamline the entire system and enhance our broadcast impact with better station identification and new programs.
8. For instance: the National Gallery art series DVDs are being packaged as twenty shows, each approx. an hour long. We'll put out a press release announcing the start of this series, announcing as well the premiere of the Phoenix Summer class film, various member submissions, and a collection of archival "blasts from the past" - a few dozen rare & interesting VHS tapes saved from recycling as we continue to clear out storage unit.
9. Next to go from storage unit: 10 boxes of old paper, and 5 of fat binders, then the old studio stuff...
10. We've started selling equipment (two small digital cameras that were used for edit capture) and this opens up a possibly interesting avenue for an upcoming open house or holiday party: a garage sale where excess and donated video material can be sold with T-

shirts and DVDs, etc. The buyer for the Trailer is still interested but hasn't yet appropriated the money for it...

11. I have not yet been able to move forward with the preparation of a formal complaint to the Attorney General regarding our pending legal matter: staffing issues have consumed most of my time lately.
12. Francisco is no longer considered in the unconscious, vegetable state. On October 3rd, his birthday, he started responding to the doctor's question, "can you feel this," and has even opened his eyes!