

Executive Director's Report

John Bertucci – November 17, 2009

1. Top News: we're planning a holiday party for Thursday December 17th from 4 to 8 pm. Invitations to our 2009 Holiday Mixer will be sent to members, local non-profits and City Council members; there will also be a notice broadcast on the bulletin board. We are arranging to have wine tasting, special sweets and refreshments, videos, music and door prizes, i.e., gift memberships that lucky winners can give to someone, or to themselves (part of a campaign to advertise PCA memberships as a great Christmas gift idea). Volunteers from the Board to help with the event are welcome, and we can discuss the details in the Outreach Committee report later tonight.
2. The first fruits of our new programming project are on the air. The National Gallery Art Series started this week on channel 27 - airing at 8:00pm on Sundays & Wednesdays, and at noon on Mondays and Fridays. Kate has prepared a nifty little title bumper to precede each broadcast in the series We're premiering "The Blatant Adventures of Petaluma," the class project we did with the Phoenix Theater this summer, on channel 26 over the Thanksgiving weekend; there's also a "making of" documentary that member Cheryl Mathison is preparing to accompany this broadcast. I made a short photomontage to honor Francisco that is airing now. And "Dusty Gems" will be a series of old PCA shows (VHS copies recovered from storage) that should be ready for prime time in mid-December. We also want to announce new shows submitted by members with promos and bulletins in their first month of broadcast. The website will highlight all of the above "programming events."
3. Parallel to this effort is a plan to renew our station identification spots, creating new bumpers to promote PCA. And PSAs - when we get a few more made, for local non-profits as well as for PCA, we'll approach the local cinema to see if we can have them projected before screenings.
4. PCA has begun offering a new cycle of classes. Zach recently began offering a two week course on how to upload videos to YouTube, creating links that we can post on our website. I continue to give advanced editing instruction by appointment, currently working with Jan White on her show about the song writing competition she organized and recorded. The next level of our educational program will be to invite media professionals and Spanish-speaking guest instructors.
5. PCA covered the Veteran's Day parade last week, fielding our staff to operate two cameras on Kentucky Street. Max has taken on the editing chores. I also covered a charming annual Vet's Day event at Liberty School that should be on the air next week.
6. A really important development over the past month has been the way staff spirit and infrastructure has come together. We've defined new work schedules, clarified responsibilities, and created a form to monitor progress on the many projects we have undertaken (inventory, equipment upgrades, office remodeling, etc.) The way the present team has quickly gelled around this new clarity, and the attention to detail and cheerful pride each has shown in their recent work, has been impressive.
7. PCA will be closed for Thanksgiving holiday next Thursday & Friday; and we are planning to be closed, except for appointments, between Christmas and New Year's Day. This pause in our normal daily regime will permit some focused attention to be devoted to the comprehensive equipment inventory we need to complete for the next Audit.
8. We have received our Comcast check for first quarter of 09/10 fiscal year, totaling \$55,347. We also received \$2,008 in AT&T U-verse franchise fees for the previous quarter.
9. We are deeply honored to thank Cindy Thomas again, for another substantial Kaiser

employee donation, to be augmented by her employer for a total amount of \$680!

10. Finally, I've prepared Board Binders for our two new Directors, and have replacement pages for the first part of the Introduction should those who already have Binders want to update theirs too.