

Executive Director's Report

John Bertucci – September 15, 2009

1. Top News: Joe Peer has attracted a potential buyer interested in the Mobile Production trailer. This person is not, however, interested in any of the equipment installed in it. Since the trailer is probably the hardest item to move, its sale would “unlock” a short list of practically brand new items that should appeal to a much wider market. Fingers crossed...
2. Sad News continues: Francisco remains in a coma, and the doctor's prognosis does not suggest much chance of recovery. A Medical Trust Fund has been opened at B of A for those wishing to help Francisco's family in this difficult moment: the account number is 0043566575.
3. Also in the “regrettable events” dept: Rachel Moran will be leaving PCA, effective end of Sept. Staff changes are thus urgently upon us, on two fronts, and I've hired two new access assistants to temporarily fill our most pressing needs: Max Piepenbrink has already begun performing our programming duties, and Kate Gratto-Bachman is training on front desk duties; both can also cover City, School and Board meetings. We've posted the Office Coordinator position and are getting resumes; we'll post the Programming Director position as soon as Rachel's position is filled. Rachel has offered to continue as “on-call” staff, and perhaps to work a few hours each week on the PCA website she has so successfully established. Max has done a remarkable job in learning and improving our programming procedures; we should soon be able to review and restructure the way we schedule, broadcast and promote content on all 3 stations.
4. PCA is proud to welcome a new intern from SSU, James Lassus. His 180 hours will be put to good use: producing and editing local non-profit PSAs and PCA productions. We also want to welcome a new member, Cheryl Mathison, who has made a stunning PSA for her organization, the North Bay Rowing Club. Watch for it...
5. I'll be attending a full-day seminar at SRJC on grant writing Oct 10. Jude Mion, past Treasurer of PCA will be joining me, and has offered to help us with our grant-writing needs. I've also started work with Amber Faur and genevieve Havemeyer-King of the Phoenix on a grant proposal to do more classes like the one this summer. And I spoke recently with a professional grant writer offering his skills for free to a Petaluma non-profit; Pat Landrum sent out his offer to those of us on the non-profit Alliance list, and he was completely overwhelmed with calls. While his free offer has been withdrawn, he certainly could be hired to help us with a specific grant opportunity.
6. The National Gallery art series DVDs have arrived, as have the Copperfield's author appearance DVDs. We want to promote the broadcasts of these two series, as soon as we've processed the material and set up their schedule, so they won't be on the air for a few weeks. We're also hoping to edit a “making of” video of the Phoenix summer class project and will work to make our broadcast of it, and the original movie, an important Viewing Event. The deluxe DVD version (on sale now) includes a slide show of the red-carpet Premiere.
7. Related to the sale of truck & trailer assets: we sent 25 boxes of old city meeting VHS tapes, some dating back to 1996, to Goodwill eWaste. There remain in our storage unit about 15 boxes of old paper files that can probably go out as well. Does the Board want to review them first? All files that were in the Casa Grande ED's office have been retained, although they are far from organized; each ED had their own ad hoc filing system so there's a lot of redundancy and disorder in these retained files, dating back to 2004.
8. Jonathan Knox of PHS has not yet responded to my renewed efforts to discuss the

possible sale/donation of our old studio equipment, the last big pile of unused assets in storage.

9. Thanks to Diane, Marcelle, Rachel and Kate for helping put together the election ballot packet, and get them ready to mail. And the recent Woolsey Town Hall meeting was a major local event that generated a lot of calls asking when we'd be airing it. Thanks to Zen Destiny (who covered it) and James Lassus (who prepared it), it's on the air now!