

Executive Director's Report

John Bertucci – February 16, 2009

1. Best News: we have hired Natalie Freitas as our Programming Director. Cindy, Lorena and I interviewed five candidates and Natalie immediately impressed us with the verve, expertise and personal style she could bring to the design of our broadcast grid. She comes to us with strong background in community media production, having worked as Music director and DJ at KRCB 91fm. She's in training now with Max, mastering the technical procedures, but Natalie is already familiar with our programming: one of the first things she enjoyed about moving to Petaluma five years ago, were the old black & white Midnight Movies that she could watch on PCA Channel 26!
2. With Natalie now on staff, in charge of the important and demanding scheduling chores, everyone else will be able to expand the range of their efforts. For instance, Lorena will be able to devote more time to our members and organizational outreach; just last week she participated in a free workshop at the Pelican Art Gallery on social networking tools such as Facebook and YouTube. And Max is finally going to be able to give our website the consistent creative attention it deserves.
3. Also exciting is the news story about PCA that will appear in this week's Argus-Courier. This article was born in a conversation Joe Peer and I had with Chris Sampson at the Holiday Mixer. I was interviewed last week by Lois Pearlman - who later talked to Jan White (and possibly PCA member Brian Bryson as well), and the photographer visited us yesterday. This welcome and timely press coverage should signal to the whole community that PCA is still alive and continues to thrive, working with style and energy to provide Petaluma with user-friendly access to modern media technology, and offering a wide range of locally produced and sponsored programming.
4. I'm also proud to share with you that PCA has been attracting new members at a steady rate, seven since the year started. Daphne Shapiro signed up the Plaza North Shopping Center as a business member, and has already taken her camera training with Zach. She's preparing a series of local portraits called "Meet Your Merchants." And Eric Adams gave the non-profit membership that he won at the Holiday Mixer to Mentor Me Petaluma, a relationship that has developed into a very promising collaboration: we'll be allowing three mentor/mentee pairs to use our cameras and editing facilities to produce television as their personal mentoring projects.
5. "Dusty Gems," our new series of old videos assembled from the PCA archives premieres tonight and Kate's already prepared enough shows to run for the next six months. These videos were salvaged from the mass of unused cassettes boxed (by Diane and Marcelle) when we moved out of the Casa Grande facility. Hopefully, when past producers hear about "Dusty Gems," they'll start bringing in copies of their old shows that weren't in the PCA video cassette library when we moved.
6. I've been participating over the past few months in the Petaluma Youth Network's "Ready by 21" Initiative, and last week met with the Youth Leadership Team to develop one of seven thematic workgroups. It was a very productive meeting, setting in motion an exciting way for PCA to extend its media services: we'll be helping create and administer a local Facebook page dedicated to promoting and celebrating local youth leaders. The concept is still being shaped but already includes a wall for news and comments, links to a YouTube page for short videos reports and creative shorts (which we'll also broadcast). Lorena's recent social networking workshop came right on time, and there's still room for any Board members who want to get involved.
7. I'm also pleased to say that Zach has almost completed a comprehensive inventory of all PCA equipment currently in operation, or in storage. This is a required step for our annual audit, but will also move us closer to eventually reducing our monthly storage costs. With the sale of the trailer and the new storage space on Kentucky Street, the Lakeville storage

unit will soon be only needed for housing our unused studio equipment - which we can then finally deal with.

8. And last, I'd like to put out a call to the Finance Committee to meet with me to review PCA's existing Insurance policies; I believe we spoke this time last year about possibly revising our coverage plans with the current providers, or finding others...