

Executive Director's Report

John Bertucci – July 20, 2010

1. Best News: our programming grid is in the best shape it's been in for quite some time, and we've had compliments to that effect from a number of viewers. Thomas has done an impressive job mastering the file transfer, processing and scheduling chores. Best of all, he has shown great initiative in seeking out interesting and often amusing archival material for us to broadcast, soliciting works from local independent filmmakers and public service agencies, and lining it all up for your viewing pleasure.
2. The availability of a weekly broadcast schedule is another recent programming breakthrough that deserves some applause. Thomas and Max have set up a system that allows the schedule that is programmed on our servers to be cut & paste into a Google calendar for in-house staff reference, with an "agenda" version of this calendar linked to the website for public reference. Maintaining a weekly calendar with individual entries for each program can be an incredibly time consuming process, but this system is relatively easy to manage and update regularly. Bravo!
3. We organized a project for covering the Sonoma Marin Fair, inspired by a video that John Merrill made of the Butter & Egg Day Parade – each participating producer took a camera to the fair and roamed around looking for good shots, sort of like a "treasure hunt," to create a half-hour of basically unedited material (nothing was changed in the order of the shots, and what didn't work was simply removed). Kate prepared a charming little title sequence and these shows should start airing in a week or two. I hope to reunite the participants so we can look at the results and discuss the experience.
4. Efforts to expand and reorganize our member editing facility have been temporarily stalled due to a problem with our new bank and credit card. As soon as this situation is cleared up, we will be purchasing a fifth computer for member use and upgrading our Final Cut Pro programs. We will then rearrange the editing stations to permit larger and more efficient classes to be held.
5. We are developing an exciting new structure for our training program. Thomas is with us tonight to describe the plan we are developing for this new resource and potential revenue stream for PCA.
6. The 2nd annual Phoenix Summer Class begins next week. "The Blatant Adventures of Petaluma 2" will guide local teenagers in the production of short YouTube style videos - and another premiere night set for August 12th. Zach and Kate will be assisting as mentors as these creative teams go into action.
7. Drafting a revised Policies & Procedures document will be my top priority for August, as soon as the Phoenix Summer Class is over, and this revised document will then go to the Board subcommittee for further work. Hopefully, we can have a version ready for member review at the Annual members meeting in September (there's a lot to revise so this target date may be overly optimistic).
8. The Business Sponsorship brochure and price rate sheet that Lorena & Eric have been working on is just about ready for printing. I've started testing the waters for potential local participation and will be making a visual presentation to the Petaluma Downtown Association on August 20th, a partnership that has already generated the "Giant Steps Charity Classic" PSA currently airing on PCA.
9. The next Western Region Alliance of Community Media (ACM) conference is scheduled for October 14 – 16, to be hosted by the Sparks Nevada Access Center. Marcelle and I attended last year's event. It would be great if we could organize a large contingent of PCA staff, Board and member producers to attend this year – it's a very friendly and informative opportunity to connect with our regional counterparts. Please let me know if you'd be interested in making the trip with us and we'll try to plan the most economical way to make this group adventure happen.
10. The 2010 WAVE awards are an exciting part of this conference and I'd highly recommend submitting your PCA productions. Submissions must be received by August 14th, and the entry form is available online: west.alliancecm.org (we can help you fill it out).
11. Finally, I want to thank the Board for organizing a staff pool party set for August 14th – a good splash is guaranteed!