

# **Petaluma Community Access, Inc.**

## **Annual Report**

### **Fiscal Year 2009/2010**

Prepared by John Bertucci, Executive Director

Approved by the PCA Board of Directors

December 21, 2010

#### Mission Statement

“To promote freedom of expression in a public voice,  
to provide access to communication tools,  
and to foster the use of media.”

# **Petaluma Community Access, Inc.**

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## **Board of Directors**

Cindy Thomas, Chair  
Eric Adams, Vice Chair  
Matt Pearson, Treasurer  
Marcelle Guy, Secretary  
Richard Squaglia  
Moises Valazquez  
Felipe Ramirez  
Kirk Klingbiel  
Tim Williamsen, City Designate  
Dave Rose, School Designate

## **Staff**

John Bertucci, Executive Director  
Thomas Harrigan, Programming Director  
Zach Smith, Production Manager  
Kate Gratto-Bachman, Media Services Supervisor  
Max Piepenbrink, Technical Supervisor

## **Hours**

Monday, Tuesday, Thursday, Friday  
3:00pm - 9:00pm  
Saturday  
11:00am - 3:00pm

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# PCA Annual Report, Fiscal Year 2009/2010

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Financial Statement for June 2009 .....	6 pgs.
Financial Statement for June 2010 .....	6 pgs.

# PCA Annual Report, Fiscal Year 2009/2010

## **Overview**

Fiscal Year 2009/10 was PCA's second full year in its Keller St. offices. Many lingering infrastructure and equipment issues related to the past were carried over into FY09/10 and finally resolved. Consistent and reliable service was maintained, and PCA completed a year long upgrade of its field production and digital editing resources.

The organizational stability struggled for and achieved the previous fiscal year allowed us fiscal year to gradually master the basic demands of the operation, to knit productive links with other Petaluma non-profit organizations, and to continually serve active PCA members and partners with enthusiasm and skill. There were challenges, of course, but convivial access to the modern media resources and broadcast capacity of PCA remained available to all who came into the office to make television.

Although we did not achieve everything we planned for PCA this fiscal year, we didn't lose any ground for trying, strengthening our infrastructure and greatly renovating our image in the community in the process.

## **Operations**

PCA performed well in FY09/10, in complete compliance with its mandated duties. Much attention was given to maximizing efficiency in the structuring of staff workloads and in the formalizing of daily operations into consistent routines and designated duties. Meeting the daily needs and issues of our members, however, always manages to claim a large portion of our attention and this fiscal year was no exception.

Important developments and accomplishments related to PCA operations in the period beginning July 1, 2009 and ending June 30, 2010:

- rebuilt the server system to permit file sharing as the mode of transfer of broadcast content to the servers in City Hall;
- revised the basic forms for Member Producer use, each form translated into Spanish versions;
- improved the processing of submitted DVDs, linking the database and DVD archive;
- redesigned our website and brochure to renew our public relations outreach efforts;
- established an online broadcast schedule;
- revised the Employee Handbook/personnel policies;
- assigned staff responsibility for primary obligations, such as - member needs, City Hall relations, local event coverage, and development of assets and infrastructure;
- in conjunction with the annual audit, established a current inventory list;
- amended Keller St. lease to include additional space for programming and E.D. work, relieving unproductive congestion in main office;
- moved our operating account from Bank of America to Summit Bank, in keeping with the Board's directive to "Go Local."

There was considerable staff turnover in the year under review, and this fact was decisive in setting the pace of our efforts towards long-term goals. In August, our Programming Director suffered a series of strokes and never returned to work; the following month, our Office Manager resigned. Two interns who had worked that summer were made Access Assistants, and performance was maintained without disruption to member services during an extended hiring process. The consistency of our broadcast schedule was impacted; however, the imposed break in routine allowed us to immediately reconfigure our server equipment, the first step in effectively modifying our programming process as planned.

## Resources

A priority objective as PCA entered FY09/10 was to fully optimize and reinforce our media production assets. This objective was accomplished over the duration of the year, such that PCA is now able to make available for public use:

- **cameras** - 8 Sony HD Camcorders, 2 Canon Camcorders, 2 older Sony cameras ;
- **field production kits** - 8 tripods, 2 mini tripods, 6 shotgun, 6 lavalier and 5 handheld microphones, 5 audio mixers, 2 lighting kits, mic stands and cables;
- **editing stations** - 5 iMacs with Final Cut Pro digital editing programs, 8 headsets, 4 playback decks and 24 portable hard drives ;
- **dubbing rack and conversion systems** - allows members to copy programs and files to and from miniDV, DVCAM, VHS, Beta Cam, DVD, Final Cut Pro/digital, MPEG2;
- **portable switcher** - a mobile unit for multi-camera field productions.

Maintaining and expanding PCA's check-out production equipment to meet the evolving needs of our Member Producers remains a constant priority. PCA is also responsible for critical equipment in City Hall where both our cable and internet broadcast servers, and the camera controls for the recording of government meetings, are housed. These assets were also upgraded.

PCA started FY09/10 with a total of \$108,716 in the Capital Expense Fund that the City of Petaluma holds for it, and closed the year with a total of \$134,365 - roughly \$114K in the fund held by the City, and \$20K in a Capital Expense Account at Summit Bank. The increased balance reflects the costs of purchases made in the upgrade of our check-out equipment offset by the annual Comcast grant, plus funds obtained in the sale of the mobile production trailer, truck, and various other unused assets.

Comcast's fourth and final Capital Expense Fund grant of \$30,000 was received in this fiscal year. There are no further provisions in place for contracted replenishment of this fund. In FY09/10, the PCA Board of Directors began developing strategies to meet this challenge, and the anticipated budgetary impacts of the approaching transition in PEG funding...

- from the mandatory and optional monthly fee structure that had financed PCA for 12 years under various City Franchise Agreements with various cable providers,
- to State Franchise funding provisions in force under DIVCA (Digital Infrastructure and Video Competition Act) and effective August 19, 2010, whereby PEG fees would be designated by City ordinance as a certain percentage of revenues returned.

Given the potential impacts and risks attached to this transition in funding streams, a number of alternative revenue generating strategies were initiated by the Board and Executive Director:

- **membership drives** - expanding our member base will not have a large financial impact, but visibly increases the value of the organization;
- **raising rates for services** - no large financial impact here either, but PCA fees for membership and various services are lower than other regional access stations;
- **grants** - PCA needs to develop its capacity to generate numerous grant proposals and partner with other local non-profit organizations in grant worthy projects;
- **business sponsorships** - an underwriting program whereby local businesses can sponsor a segment of PCA airtime.

## **Broadcast Capacity**

The televised signal that PCA broadcasts 24/7 on three cable channels via Comcast, and three internet channels via AT&T U-verse, was stable throughout FY09/10. No serious technical problems disrupted our capacity to broadcast for an unacceptable duration.

An overview of PCA's three channels:

### **Public Access - PCA Channel 26**

Public channel programming includes member produced and locally sponsored programming. Most of PCA's resources are oriented towards facilitating the production of locally produced programming for this channel. Station identification and public service announcements, and the Community Bulletin Board, appear between scheduled programs (on all three channels).

### **Educational Access - PCA Channel 27**

Educational channel programming includes Petaluma School Board meetings, high school graduations, the PCA Radio project and PCA Board meetings. Educational documentaries, local community events such as parades or town-hall meetings and rebroadcasts of satellite programming are also presented on Channel 27.

### **Government Access - PCA Channel 28**

Government channel programming includes LIVE cablecast and taped repeats of all regular and special meetings of the local Government: the City Council, Airport Commission, Planning Commission, Recreation, Music and Parks Commission, the Transit Advisory and the Technology and Telecommunications Advisory Commissions, as well as taped Sonoma County Board of Supervisors meetings.

The PCA website has steadily evolved into an important vehicle for making organizational documents and information available to the public; it should also be recognized and treated as a Broadcast Capacity asset. Long-term organizational developments and future social networking technologies may someday call for the eventual web streaming of PCA programs; the PCA website presently offers staff and members the ability to post a link to any program already hosted online.

PCA did not possess the ability to produce and analyze complete broadcasting data at the beginning of FY09/10. An effort made in the 2010/11 Activities Plan, to calculate the percentages of local to non-local programming based solely on the DVD submission forms proved inadequate, as it left out all the repeat broadcasts our programs enjoy.

A major breakthrough in this domain, however, was accomplished in June 2010, with the creation of an online program schedule. Viewers can now visit our website to access the current, past and upcoming schedule of programs broadcast on PCA. This online function, linked with submission processing and programming commands, automatically generates a valuable database, that we can eventually mine and make available for analysis in future Annual Reports. At present, we still need to devise the systems to filter this data flow into searchable files.

## Educational Programs

Providing training on the equipment PCA provides to Member Producers is one of the core mandates of our mission. Use of the cameras and field production kit requires an orientation training prior to use, usually offered by appointment. In FY09/10, a number of progressive educational programs were initiated:

- **class cycles** - 4 three-week cycles of classes in Final Cut Pro were offered free to members, training approximately two dozen eventual producers;
- **individual mentoring** - all of our Member Producers can request specific training at any time, from the staff member best suited to offer that training;
- **member screenings** - a series offering producers a chance to solicit feedback for works in progress, or to share and discuss examples of completed programs;
- **youth media workshops** -in partnership with the Phoenix Theater, a four-week summer class taught 8 young producers how to make "The Blatant Adventures of Petaluma, Episode 1," which premiered at the Phoenix Theater August 13, 2009;
- **social networking** - in partnership with the Youth Council, PCA assisted in the creation of a youth-driven Face Book "kiosk" for sharing information and promoting leadership, called "Teens for Teens";
- **producer internships** - PCA is often able to deploy students from local colleges and universities to assist local event organizers or organizations in their media projects

Providing media support to the students in the Petaluma School District is also a required function of PCA. Efforts to engage with teachers and administrators to develop collaborative programs were not exceptionally fruitful in FY09/10. However, PCA's annual coverage of four different high school graduations is a very popular program, generating important visibility among those who attend the events and numerous sales of the DVD copy.

Partnerships with local non-profit organizations concerned with youth issues proved to be the most effective way to engage young people in media production at PCA. The summer class project with the Phoenix was carried over to the current fiscal year, as was the development of a program of advanced classes in media production and digital editing, to be offered to the general public for a fee that would include the price of their membership.

## **Outside Services**

The primary outside service that PCA provides is to the City of Petaluma in recording and broadcasting government meetings. Providing this service is a contractual obligation, demanding exceptionally reliable performance as it generates, via the Granicus system of online access, the document of record for these City meetings. PCA delivered an accumulated 239 hours of meeting coverage to the City in FY09/10.

PCA's relationship with the City warrants exceptional attention; assuring professional meeting coverage, punctually billing for such services, as well as transacting regular Capital Expense reimbursements, demands numerous staff hours of both parties. PCA's desire to fully meet the demand was made clear in the previous fiscal year; in FY09/10, PCA demonstrated its capacity to confidently perform its City related duties.

PCA also provides production service to the Petaluma School District, recording and broadcasting their monthly Board meetings. In FY09/10, PCA delivered an accumulated 31 hours of meeting coverage to the School District.

As a matter of current policy, PCA does not hire itself out for production services; we inform and invite our members and interns to volunteer their services to satisfy the many requests for local event coverage we receive. One exception exists: the election candidate and ballot measure forums organized by the League of Women Voters and presented in the Petaluma City Council chambers. Since PCA staff is required to operate the cameras and equipment installed at City Hall, a fee is requested for this outside service.

## **Membership**

There were 117 active PCA members at the end of FY09/10. The actual number constantly fluctuates between 110 and 150, as members come and go according to their media access needs. Of this number, there are usually about 25 members actively producing programs with PCA resources in a given month.

Efforts to expand the membership base and generate more locally produced content are a primary concern at PCA, in conjunction with a corresponding expansion of the operational infrastructure to guarantee that everyone gets the support and attention they need. At this point in time, the immediate imperative is to send satisfied, media empowered Member Producers back into the community to extol the creative opportunities available at PCA, confirming the image under which all future fundraising and growth strategies will advance.

## **Board of Directors**

The PCA Board of Directors provided steady guidance throughout this fiscal year, and Board meetings were scheduled, noticed, attended and recorded with appropriate diligence. There were eight Directors seated on the Board in June 2009, and eight when the year ended in June 2010. This number was augmented in October 2009 with two appointments; both appointees, however, resigned after only a few months.



Board Chair Cindy Thomas was exceptionally generous in the time she devoted to regular meetings with the Executive Director, a dialogue that contributed greatly to the steady and dynamic course charted by PCA. All promising avenues for growth and improvement were explored and a number of unanticipated problems resolved over the course of FY09/10.

With its growing organizational and procedural maturity, PCA Board, staff and members were able this fiscal year to initiate a comprehensive and long-overdue revision of its core document, the PCA Policies & Procedures. The Member Advisory Committee devoted six months to an initial review, delivering their recommendations in July 2010; the Board's subsequent engagement in the revision process will figure in next year's Annual Report.

### **Fiscal Year 2009/2010**

PCA displayed encouraging stability in its fiduciary performance for FY09/10. The PEG fees upon which the organization lives and breathes were perfectly adequate for the scale of operation at the time. Projected budgetary provisions proved effective throughout the year, and a surplus of \$37,675 was carried over to the current budget.

The exact details are available in the two Financial Statements attached to this report.

#### **Attached Documents:**

Financial Statement for June 2009 .....	6 pgs.
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