

Executive Director's Report

John Bertucci – August 18, 2009

1. Top News: the Phoenix summer class video project was a huge success. "The Blatant Adventures of Petaluma – Episode 1: Piece of Cake" garnered some great press, the kids were amazing in their creative and punctual participation, and the partnership with the Phoenix staff went very smoothly, promising for great future endeavors. The Gala Premiere was well attended and thoroughly enjoyed, and photos of the red carpet arrival of the limousine are visible at <www.petaluma360.com>. We'll be holding off on the Channel 26 broadcast of this 18 minute film until late September, to give us time to publicize and build excitement for it's presentation.
2. Sad News: our Programming Director, Francisco Morales, is in the hospital. He suffered a pair of mini-stroke this past weekend and is currently at Kaiser Hospital, San Rafael for tests and observation. He has been able to talk and should be home later this week, but his long-term recovery plan is not yet clear. Unfortunately, we were about 2 weeks away from organizing a training program for back-up support. The interns who were in line for this training will now have to jump into duty while they learn - with guidance from Zach, Helder, and when absolutely necessary by Francisco (communicating via Helder). The effects of the disruption in our programming procedures will probably be noticeable next week, as Francisco had completed his programming schedule for this week before his illness struck. This week has been traumatic for staff and members, but has renewed our appreciation of Francisco as a vital part of PCA..
3. We have installed our 4 new iMac editing stations and have rearranged the office to accommodate more "TV station" type work. We have not, however, lost the "classroom" environment for introducing PCA Members to Final Cut Pro video editing. Space is limited but functional, and is no longer conducive to work on large, ambitious video productions; it serves more as a launch pad site for a steady stream of new students.
4. In consultation with Eric concerning the eventual sale of PCA assets attached to the Mobile Production Trailer and Truck, I have met with Joe Peer who has agreed to take on the task of assuring the inventory, advertising, and negotiations for these sales. I've prepared a draft of a contract to set the terms and understandings involved in his taking on this project.
5. Joe Peer is also on line for the production of another PSA featuring his Chaplinesque character, and this one will be for the benefit of PCA. The precise outreach message that will drive this PSA is still being formulated by the fundraising committee. As currently envisioned, it will not be an overt plea for donations, but rather will be produced as part of an increased awareness campaign to position PCA as a vibrant, irreplaceable part of Petaluma.
6. Our license agreement for the Art programming that I mentioned last month has been processed and the DVDs should be arriving shortly. This content deserves a regular series presentation and, like the broadcast of the Phoenix class project, will profit from similar on-air promotion before we start programming them. I brought the National Gallery of Art "Extensions Program" catalogue for your perusal.
7. The long anticipated upgrade of our programming procedures and scheduling grid is finally within our reach. With the emergency restructuring of the procedures in Francisco's absence, combined with the redesign of our Keller St. "TV station" workspace, we have an excellent opportunity to improve and enhance the processing and scheduling of our broadcasting grid. As soon as we master the technical component, we'll convene a Member's "round table" to develop the basic guidelines and strategies for a more dynamic and coherent viewing pattern.

8. In closing, I'd like to offer a useful image: a glass that is half empty, and half full. This image may help us grasp the inescapable fact that PCA can't do (or be) everything we think it should; we should acknowledge, however, that what it can do is currently being done reasonably well. If we keep our eyes and energy focused on the half full part of the equation, I think we'll create a more productive atmosphere for our continued and shared efforts to make good television...