

Executive Director's Report (2 PAGES this time!

John Bertucci – April 27, 2010

1. Best News: Thomas Harrigan has been hired as our Programming Director (after 5 weeks of training, Natalie decided she wasn't right for the job). He's been learning fast, helping us identify the weak links that remain in our programming system, and has started an internal calendar to help us monitor and define the programming schedule. This calendar will be adapted to appear on the website eventually.
2. PCA coverage of the Butter & Egg Days parade went well. Zach and Max were able to rebuild our portable switcher and the show required no editing, so it's airing now - on Ch26: Sun 7PM, Fri 2PM, Sat 2PM; and Ch27: Tues, Wed, Thurs 1PM. We partnered with the Petaluma Police Dept. who parked their fancy new command center vehicle next to us for public tours. We drew our electricity from their generator and ran our broadcast on their screens. The PCA Float was also a big success.
3. We provided coverage of a second and equally important Supervisor candidate Forum last week. This one was not covered by a PCA member volunteer (as Zen Destiny did for the Farm Watch Forum) but was broadcast LIVE from City Hall. Since only PCA can operate the camera system there, we billed the organizers for this service, and have established \$25 an hour for such services in the future.
4. I have contacted Summit State Bank and informed them of our decision to transfer our operating and capital expense account there; I have some documents that will require signatures tonight, and will start the process with the deposit of our next Comcast check, which should be here any day now.
5. I did receive an accounting from Comcast regarding these Access Fees; the actual checks now come in a separate mailing from a different Comcast office, and when this one does arrive, it will be considerably lower than usual. We averaged \$56,968.73 per quarter in 2008 and \$55,424.60 per quarter in 2009, yet for the 1st quarter of 2010, the check is for \$50,006.33. It would appear that cable subscriptions are down. Access Fees from AT&T are now averaging about \$2,000 a quarter and I've had to work with the City to formalize these payments as the 1% DIVCA funds designated as Access Fees are paid to the City and redistributed to us, and this has led to some confusion and delays.
6. We've made strides in developing our Web/FaceBook profile. The FB page went up shortly after last Board meeting and quickly attracted over 100 friends. Lorena has taken on staff responsibility to monitor and nurture this new outreach asset, and has prepared an overview of the approach she recommends. Matt has copies to distribute in the Committee reports.
7. Lorena and I are also preparing a new brochure (we gave all the old ones away at B&E parade). Moises Valasquez has again offered to print them for free, and we will finalize our revised brochure with the Outreach Committee. An important question that will require Board input is whether or how we include membership rates as they may need to be increased for next fiscal year. This may be most efficiently resolved in the Budget and P&P review process.
8. One of the first friends to sign onto the PCA FaceBook was Norman Solomon, a local political activist who quickly submitted a major documentary he recently co-authored (Chuck Sher of the Petaluma Progressives sponsored it for PCA broadcast). Norman has also invited me for an interview May 5th to be broadcast on his Point Reyes radio show (KWMMR).
9. I recently visited Michael Eisenmenger, Executive Director of the Marin Community Media Center, which is almost a year old now. It was exciting and I think potentially

productive to see how they've installed themselves in a 3000 sq ft office in downtown San Rafael. Their operation is basically very similar to ours, just on larger scale. Thomas and Max also went down to meet their Programming Director, bringing back some interesting ideas and techniques that will improve our own system...

10. My efforts to engage with and learn from our Access neighbors has also led to an important meeting this coming Friday at the Santa Rosa Community Media Center. Cindy, Tim and I will be meeting with their Board Chair, City Rep, and ED to discuss the upcoming DIVCA transition, funding plans, why and how they restructured themselves as a regional center, and other ways we might work together.
11. I spoke with Ron Everett of the School District, and was informed that the issue of a 2nd School District designate to PCA Board was on their agenda for a meeting last week.
12. I attended the Sonoma County Volunteer Center's bi-annual Non-Profit Day conference last month and got a serious jolt: the Keynote Speaker was Paul Ray who urged all the non-profit EDs and Board members present to jettison any intention to solve their present and imminent problems with solutions that may have worked in the past. We are in an immense cultural transition, creating a "new normal." He described the radical changes that are facing human society - global warming, peak oil, and financial crisis - and his prognosis was simple but staggering: trim your sails, retrench into local networks, and learn to do as much as you can with a lot less. The entire infrastructure of life as we know it is on the verge of collapse, and collapse may be the best thing for us, allowing the necessary changes to happen. You can imagine the dazed look among the conference attendees who broke out for various afternoon seminars; I attended one on innovative strategies for managing change, another on how to build a great Board/ED partnership.
13. I also attended a Human Resources training seminar this month that was informative but rather general in its approach. It was aimed at people new to their HR position and responsible for more than 15 employees (there was a constant push to sell various instructive books and videos). I did, however, pick up some useful ideas and reflexes for avoiding typical problems with HR policies and procedures.
14. Our effort to review and revise our Policies & Procedures document has stalled somewhat since last meeting. The membership subcommittee will be reporting later, but I have not been able to do much on this review since the working documents and plan were prepared and distributed.
15. On the other hand, efforts to develop the Ready by 21/Youth Network FaceBook project have advanced considerably. Working with John Milburn of HC2, we have established a core group of teenagers to administer the FB page and YouTube channel, monitoring input and keeping it full of new material on youth oriented events, achievements, opinions and creative expression, summer job opportunities, etc. Some funding could be applied to this project through an HC2 Grant proposal (discussed in my last report) to underwrite PCA memberships for Petaluma teens. An additional \$10,000 has also been earmarked for us for our continued participation in the youth outreach efforts of HC2. I will alert you when the FB page is up, which could be this week or next; Lorena will be representing PCA as one of the 3 adult supervisors (the others being HC2 and the School District).
16. Plans are also underway for another Phoenix summer class, this time to put 2 students with an adult mentor to shoot and edit short videos for upload to youTube. We're calling this concept: "short & sly pod-shots" and will be requiring a tuition fee this time, part of which will underwrite PCA memberships for each student and pay for their video tape and blank DVDs.
17. I will be reconnecting soon with Martin Jones, the pro-bon consultant who recently signed on to help us frame our transitional messaging, public survey and 2010 Activites Plan. This is a priority for May and will require Board participation. Cindy and Tim have already

volunteered to help me develop next fiscal year's Budget; the Finance Committee will also need to convene soon for this process.

18. Our Lakeville storage unit has essentially been emptied of everything except material left over from our Casa Grande studio installation. Discussion of eventual plans for this equipment and the continued costs for this storage unit (\$230 a month) will probably also require a Board committee.
19. Finally, Francisco Morales has been moved to a care facility in Healdsburg that is much better for his health needs and eventual development, plus much closer for family visits. He is aware, able to move his right arm to wave to visitors, and move his lips to communicate greetings. He's had surgery to permit a larger breathing apparatus, one that will eventually accommodate a voice box.