

Petaluma Community Access, Inc.

Annual Report

Fiscal Year 2011/12

Prepared by John Bertucci, Executive Director

December 14, 2012



Mission Statement

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

PCA Annual Report - FY11/12

Board of Directors

Cindy Thomas, Chair
Eric Adams, Vice Chair
Matt Pearson, Treasurer
Jason Davies, Secretary
Neal Fishman
Rachel Moran
George Utrilla
Tim Williamsen, City Designate

Staff

John Bertucci, Executive Director
Zach Smith, Station Manager
Thomas Harrigan, Programming Director
Adonay Martinez, Membership Coordinator
Caitlin Wicks, Outreach Coordinator

Hours

Monday, Tuesday, Thursday, Friday
2:00pm - 8:00pm
Saturday
11:00am - 3:00pm

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PCA Annual Report - FY11/12

Table of Contents

Operations	3
Finances	4
Membership	5
Broadcast Capacity	5
PCA Programming	5
Closing Remarks	6

Attached Documents:

PCA Financials for June 2011	3 pgs.
PCA Financials for June 2012	3 pgs.

Operations

PCA's fourth year at the Keller Street facility was the most stable and productive in recent PCA history. Much attention had already been devoted to improving the services we offered, and formalizing the duties necessary to consistently deliver them. In all decisions related to PCA's operational growth, we have always concentrated on increasing our effectiveness in meeting the needs of those who walk in the door, PCA's Producer members.

Our attention in Fiscal Year 2011/12 was specifically directed at rethinking and reinforcing PCA staff structure. We started the year with an open staff position, one that we have had trouble filling: the person dedicated to managing member relations and front desk check-out procedures. With a strong core staff able to share these duties for an extra month, we took the time to carefully revise and maximize this job description. In August, we hired Adonay Martinez to fill the newly formulated bi-lingual Membership Coordinator position and his continued contribution underscores the invigorating period of coordinated staff performance that PCA enjoyed this fiscal year.

Two facts distinguish this welcome operational stability: it allowed the Executive Director to take a 2-week vacation for the first time since his hire in 2008; and it permitted a greater focus of resources on promotional outreach. This focus took shape in a concerted effort to enhance our profile in community events like the Butter & Egg Days parade, Rivertown Revival and our Annual Member's Meeting. It urged us to develop projects like our "win an iPad" drawing and a viewer's choice competition, the Lumanarian Awards.

PCA Annual Report - FY11/12

Responsive to our members and public, PCA under Station Manager Zach Smith maintained reliable technical and procedural activity throughout this fiscal year, continually delivering consistent service to our many partners: Petaluma City Hall, local non-profit organizations, businesses, those who want to "make television" and those who watch it. The only group that PCA may be said to have failed to adequately address, the students in our local schools, remains a priority.

Finances

The Annual Budget approved for FY11/12 carefully incorporated the reduced PEG fees revenue stream from cable providers that began the prior year under DIVCA. As usual, the bulk of our financial resources goes to staff payroll, a strategic concentration based on the primary public service component of our mission. This bulk, however, has shrunk by about 15%, so we were somewhat constrained in the growth department this fiscal year.

For instance, a plan to expand our rental space into the office next door was extensively developed but finally abandoned as too risky. Our economic motto has always been: "do the best you can with what you've got;" and PCA has always adapted itself accordingly, as the above-mentioned staff restructuring indicates.

The attached financial statements for June 2011 and June 2012 confirm the continued financial viability of the organization. We closed this fiscal year with a budgeted carryover of \$17,362, and an operational bank account balance of \$101,110. The extra caution applied to our projected budget proved effective; PEG fees maintained a slight but steady trend upwards, operational costs did not exceed expectations and our reserves stayed healthy.

The Capital Expense fund that the City administers for PCA was not overly used in FY11/12. Capital improvement costs are initially paid out of our operational account, requiring justified reimbursements from the fund; reimbursements totaling \$12,942 were claimed during this year. This is a crucial consideration as PCA's Capital Expense fund presently has no replenishment plan, and we anticipate some important capital purchases in the near future. The balance in this fund at the end of FY11/12 was \$86,406 (no further sums have been withdrawn to date).

Various capital improvements discussed and researched in FY11/12 include: replacing our broadcast servers; applying for a Low power FM license; augmenting our member production and editing equipment; upgrading the office network and eventually obtaining and out-fitting a modest production studio.

Having significantly anchored a strong staff in FY11/12, PCA entered the current fiscal year very well positioned to accomplish many of these desired improvements with financial confidence. For example, with careful financial rebalancing, we have accomplished the desired expansion our office space, and our Business Sponsorship program has been updated and renewed to develop an additional revenue stream.

PCA Annual Report - FY11/12

Membership

The Activities Plan for FY11/12 specifically called for efforts to revamp the PCA membership levels and fees, and we coupled this with an energetic campaign to increase membership. This effort inspired great participation from the PCA Board, and though the increase isn't huge, the collective effort brought a welcome boost to PCA's public profile, and morale.

Membership lists are compiled for Board elections each September and these tallies permit an annual comparison of PCA's constantly fluctuating total membership:

<u>FY10/11</u>	<u>FY11/12</u>
113 voting members	116 voting members
130 total members	137 total members

Note: the different counts arise because family and organizational memberships can enroll multiple users but retain only one vote.

In FY10/11, PCA began offering free memberships to student interns, providing local youth with valuable media training and increasing programming content for our broadcasts. This program has developed, bringing us a half dozen interns and roughly 80 to 100 hours of operational support this year. Finding the required staff time to formalize a stronger intern program is the only impediment to systematically developing and accruing greater social capital of this nature (an organizational goal for the current year).

Broadcast Capacity

The uninterrupted television signal that PCA broadcasts via Comcast cable channels 26, 27, 28, and via AT&T U-verse internet channel 99, remained stable throughout FY11/12. Other than the inconvenience attached to fact that our broadcast servers are situated off-site, no serious technical problems disrupted our capacity to broadcast.

The PCA website www.pca.tv and our general online presence remains an essential sector of the public access broadcast spectrum that PCA administers. Social networking opportunities like Facebook, Twitter and our YouTube channel for on-demand viewing became a critical frontier to explore and we will continue to explore new ways to engage our members and viewers on multiple communication platforms.

PCA Programming

Arranging the broadcast of the many locally produced or regionally submitted programs scheduled weekly for viewing on PCA is a constant and demanding function. Supervising a consistent broadcast signal, rapidly correcting technical issues, and injecting clarity and continuity to the disparate range of programs airing on our channels is the duty of PCA's Programming Director, Thomas Harrigan, who joined us in March 2010. The exceptional smoothness and reliability of PCA programming in this fiscal year is his work, consistently delivering the best programming grid possible each week.

PCA Annual Report - FY11/12

The following comparative chart displays the relative quantity of new content that PCA received and broadcast on each of our channels in FY11/12:

Channel 26	FY10/11	FY11/12
	714 programs 655 hours	593 programs 490 hours
Channel 27	FY10/11	FY11/12
	246 programs 179 hours	249 programs 213 hours
Channel 28	FY10/11	FY11/12
	[incomplete]	143 programs 352 hours
Totals	FY10/11	FY11/12
	[incomplete]	985 programs 1055 hours

Judging from the decrease from 714 to 593 programs submitted for broadcast on channel 26, an effort to stimulate greater local production is an obvious priority in the current fiscal year. This effort could frame the rally cry in a vigorous campaign to increase community participation in the amazing media opportunities PCA has to offer. We will also work to generate more content by renewing our outreach to local schools and senior groups.

Closing Remarks

At this point in the current fiscal year, it is clear that PCA continues to enjoy fiduciary and organizational stability. Attentive Board policy work and the calm and efficient execution of it by a strong core staff have paid their dividends.

PCA is presently addressing many of the operational improvements identified in Fiscal Year 2011/12. We remain enthusiastic about our progress and committed to our organizational mission: to provide non-discriminatory public access to the latest technology and evolving skills of modern media communication.

Attached Documents:

Profit & Loss Financials for June 2011

Profit & Loss Financials for June 2012