



Petaluma Community Access **Access Activities Plan and Budget for Fiscal Year 2011-2012**

The PCA Mission Statement:
To promote freedom of expression in a public voice,
provide access to communication tools, and
foster the use of media.

The contract between PCA and the City of Petaluma requires that an Access Activities Plan and Budget be created each Fiscal Year beginning July 1 to establish goals and describe the method of reaching them.

Staff & Board of Directors

As an independent, non-profit organization incorporated in 1995, as a 501(c) (3) corporation in the State of California, Petaluma Community Access is governed by a Board of Directors.

The current composition of the PCA Board:

Cindy Thomas <i>Chair</i>	Elected, September 2008 (3 year term)
Eric Adams <i>Vice-chair</i>	Elected, September 2009 (3 year term)
Marcelle Guy <i>Secretary</i>	Elected, September 2010 (3 year term)
Matt Pearson <i>Treasurer</i>	Appointed, October 2010 (1 year term)
Richard Squaglia	Elected, September 2008 (3 year term)
Kirk Klingbiel	Appointed, October 2010 (1 year term)
Ray Johnson	Appointed, January 2011 (1 year term)
Jason Davies	Appointed, February 2011 (1 year term)
Tim Williamsen	City of Petaluma Designate

PCA is currently staffed by five employees:

John Bertucci	Executive Director (<i>Salaried Full-time</i>)
Zach Smith	Station Manager (<i>Regular Part-time</i>)
Thomas Harrigan	Programming Director (<i>Regular Part-time</i>)
Kate Gratto-Bachman	Media Services Supervisor (<i>Regular Part-time</i>)
Tom Hansen	Technical Specialist (<i>Temporary Part-time</i>)

Opening Note

The PCA Activities Plan submitted last year was the first part of a two year plan. The general overview presented in that document remains consistent with the current situation as we enter this new fiscal year. The ten Goals & Priorities previously outlined have been retained and updated below to identify our progress and define our approach to strategic areas requiring renewed effort.

Factors for the Future

The dominant factor informing our plans for the upcoming year is the recent transition in our primary funding stream of returned revenue from the cable providers under the “Digital Infrastructure and Video Competition Act” (DIVCA). Accordingly, the City of Petaluma passed a municipal ordinance in January of 2011 that set 1.24% as the percentage of franchisee revenues to be returned by Comcast and AT&T to PCA as PEG Fees. Set at a level consistent with our operation in 2006, this nevertheless represents a 12% decrease in the operational revenue that we enjoyed in 2010. While this loss has not required a reduction in staff or disruption of services, it does constrain our ability to expand and develop new services.

Already, this shift in our funding status has undermined our desire to take advantage of an opportunity to expand the office space at our present location and install a modest production studio for our members’ use. Having received PEG Fees under DIVCA for only two quarters, we do not have sufficient data to make a confident prediction of our primary income in the future. PCA will thus need to maintain its current stability and activity without extravagance, and carefully monitor our income levels and budgetary expectations as this new system evolves.

We also received in the last fiscal year, the final annual capital grant of \$30,000 as stipulated in the City’s previous, pre-DIVCA, franchise agreement with Comcast. The current balance in the Capital Expense Fund account that the City of Petaluma administers for PCA is \$98,987. The lack of any assured arrangement for replenishing this fund likewise limits our options for potential growth or greater diversification.

Consolidating the Infrastructure

A strategy of caution and frugality is not synonymous with decline; much important work can still be accomplished within a reduced budget. In this case, consolidating the operational infrastructure of PCA becomes the primary goal for our fiscal year 2011/12. Establishing a resilient staff structure, building a dynamic Board culture, completing our Policies and Procedures revision, and renewing our member orientation process and articulating it in an updated Member’s Handbook - these urgent operational tasks will be addressed with determination and initiative in the coming year. Specific plans for such efforts are described below.

Maintaining and maximizing the effectiveness of the services we have been providing the community will also continue without interruption or diminished attention. As stated in last year’s Activities Plan, reaffirming the basic tenets of our Mission Statement and then fulfilling them in the most economical manner is the best approach to negotiating the challenges ahead of us. Providing access to modern communication tools, creative media skills and local programming vital to Petaluma is what we do; the scale of our performance may be contingent on the resources available to us, but the intent and enthusiastic pursuit of our mission remains firm.

Goals & Priorities for Fiscal Year 2011/12

1) Staffing

Consolidating the PCA staff structure is an imperative goal for the coming year. Since it moved to the Keller St. location, PCA has evolved largely by meeting organizational challenges with the staff at hand and defining their roles accordingly. Recent stability, achieved with a reduced but engaged core staff of five, makes this an opportune moment to revise the job descriptions for a full staff of seven, clarifying the integrated workload and formalizing the expectations for each position. There are currently two open positions at PCA: a Membership Coordinator to anchor the Front Desk duties, and a Technical Specialist to replace Max Piepenbrink who left us in June; both positions should be filled by the end of the summer.

2) Facilities

As mentioned above, an attractive plan to expand and consolidate our operation by vacating the upstairs office and doubling our space downstairs had to be declined due to eventual budgetary constraints. We are currently exploring more modest ways to expand our resources for greater public access, such as purchasing editing laptops and portable hard drives for member to use at home, and developing online video distribution opportunities. PCA is no longer the place to go for classic studio TV productions; we're a hub of local digital media opportunities, more aligned to the YouTube model.

3) Membership

New and enthusiastic members continue to join PCA but the anticipated increase in our member base has not arrived. In April, PCA launched the 2011 Membership Drive with a \$10 discount on all new and renewed memberships that expires September 15th. With timely press coverage and outreach at local events, this Drive may yet succeed. Another challenge to master in the next few months concerns the number of votes returned in our annual election; a member base actively invested in selecting their Board of Directors is vital to the fullest functioning of the organization.

4) Equipment/Checkout

PCA media equipment has been maintained in excellent condition and has been sufficient to meet the existing needs of our Member Producers. While there is no immediate need to acquire more cameras, our lighting and sound resources will be augmented this year. The portable studio was rebuilt and field-tested in our coverage of this year's parade and high school graduations; it should soon be secure enough to permit member use. Updating all of our usage forms and procedures and revising our Member Handbook are also planned this year.

5) Training Programs

An experiment in offering advanced classes to a broader public via the seasonal Activities Guide put out by the Petaluma Recreation Services did not deliver the hoped for return in new memberships or additional income, and will be discontinued. We will continue to offer advanced classes for a fee but will process enrollments at our facility where these classes are taught. Basic training and orientation will continue to be offered free to members, and the updated PCA Member's Handbook will specify the different training programs PCA offers.

6) Programming

The PCA broadcast is perhaps more consistent and coherent than it's ever been. We have, by definition, little control of the content we offer viewers; "first come first served" is how our Policies define the process of putting something on PCA. Great effort, however, has been devoted to developing PCA's first

functioning online schedule of programs to guide viewers, preparing station identification interstitials that reinforce PCA's neutral on-air identity, and developing productive partnerships with local groups, nonprofit organizations and event organizers. In our classes, daily mentoring relations and collaborative projects, PCA constantly strives to enhance the quality of the video content we have to offer.

7) Business Sponsorship

With the appointment of Ray Johnson to the PCA Board in January of this year, PCA gained an energetic focus in the Business Sponsorship program that we began developing last year (whereby a business can underwrite designated blocks of our broadcast for designated on-air recognition of their community support). The program structure and brochure were carefully revised and a sponsorship of \$2,000 was obtained from Summit State Bank. An ambitious goal was set for this fiscal year: to raise \$10,000 from 4 to 8 local businesses. PCA's continued daily functioning is not contingent on our success in achieving this goal, but our quotient for growth is.

8) Educational Outreach

We were not successful in completing last year's goal of greater collaboration with Petaluma City Schools, teachers and students. Outreach efforts to educate the broadest range of the whole community, however, remain a high priority. Thomas Harrigan, PCA's programming Director, has made an impressive selection of informative content available on our Educational Access channel 27, but educating the public as to how Public Access actually works is another, equally important aspect of our current Outreach campaign. By simply and consistently communicating the operational motto of PCA: "you shoot it, we'll show it," we help people notice, appreciate and contribute to the growing value of PCA.

9) Policies & Procedures

Our goal to review the original 1996 Policies & Procedures produced a fully revised and Board approved Policies document. Revision of the Procedures document remains a top priority in the coming year. An important distinction prompted us to treat them as separate documents: defining PCA Policies is a Board function, requiring Board approval, whereas PCA staff has authority to define and modify the Procedures as required to best implement the Board approved policies.

10) Non-Profit Partnerships

PCA has had great success in reaching out to and actively engaging with numerous local nonprofit organizations to produce many hours of community video content for PCA broadcast (Petaluma Historical Museum, Petaluma Arts Center, Phoenix Theater, etc.). PCA was also the designated media partner in a 5-year, \$625,000 Drug Free Communities grant recently awarded to Healthy Communities Consortium; considerable meeting and consulting time has been provided to assist them in administering their grant. PCA's dedicated partnership initiative has also grown to include downtown businesses, with PCA contributing extensively to the Downtown Association's working group on Marketing Petaluma, and the Petaluma's Visitor's Guide. Our support of the "West Side Stories" project at the Pelican Art Gallery has measurably benefitted all of the partners involved, not least PCA in the great monthly series it receives for regular broadcast. All of which will continue with new groups and local organizations.

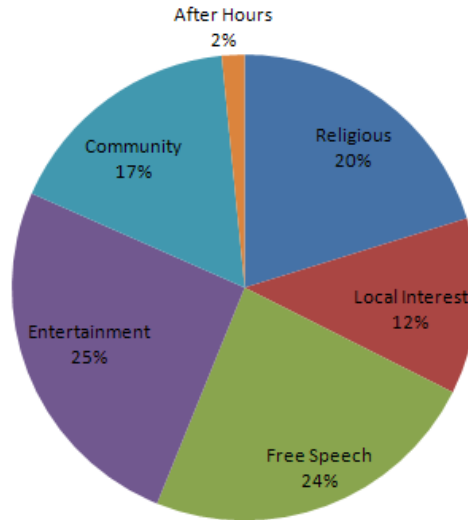
Programming Statistics

Petaluma Community Access broadcasts television content on 3 channels, 24 hours a day, seven days a week. All of the programs that we broadcast are repeated numerous times and whenever any gaps fall in our programmed broadcast schedule, an automated Bulletin Board is activated to display announcements and information of interest to the community.

A review of 2010/11 programming records reveals the relative distribution of content broadcast on PCA channels:

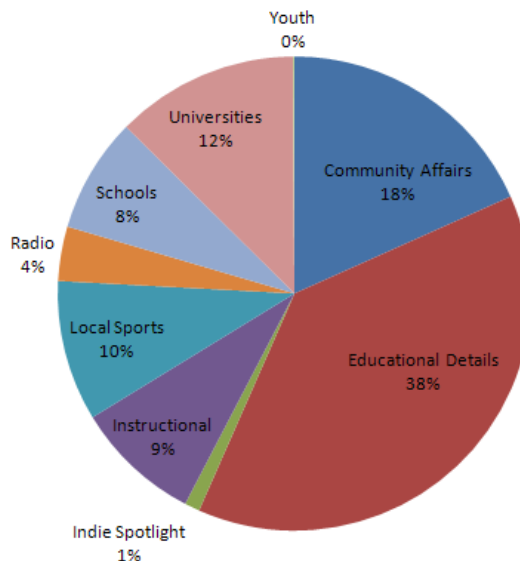
Programming Distribution Channel 26, 2010 - 2011

Type	Hours
Religious	1560.85
Local Interest	948.13
Free Speech	1833.6
Entertainment	1973.63
Community	1298.73
After Hours	121.78
Total:	7736.73



Programming Distribution Channel 27, 2010 - 2011

Type	Hours
Community Affairs	1341.72
Educational Details	2810.02
Indie Spotlight	75.85
Instructional	632.02
Local Sports	703.75
Radio	272
Schools	575.83
Universities	915.47
Youth	8
Total:	7334.65



The following data reflects the number of videos submitted for broadcast, regardless of their length; most interesting is the roughly 10% drop in submissions to channel 26 from January to June 2010 to 2011 in relation to the 45% jump in submissions for the same period on channel 27:

Channel 26 Submissions:	
Jan to June, 2010	306
<u>July to Dec, 2010</u>	<u>419</u> (includes 150 inventoried MidNight Movies)
Total for 2010	725 submissions
Jan to June, 2011	277
Channel 27 Submissions:	
Jan to June, 2010	144
<u>July to Dec, 2010</u>	<u>160</u>
Total for 2010	304 submissions
Jan to June, 2011	259

Projected Budget for FY 11/12

Attached.