

# Petaluma Community Access, Inc.

## Annual Report Fiscal Year 2012/13

John Bertucci, Executive Director

October 15, 2013



### 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 - FY12/13

## **Board of Directors**

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

## **Staff**

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

## **Hours**

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

## **Location**

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Petaluma, CA 94952

## **Mailing address**

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Petaluma, CA 94953-2806

## **Phone & Fax**

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## **Email & Web Address**

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## **Operations**

Fiscal Year 2012/13 stands out as the most consolidated and dynamic of PCA's five years at the Keller Street facility. Two employees left us but were replaced without any negative impact on our functioning momentum; in fact, the quality of our collective performance increased. Member services remained productive, friendly and reliable, and a number of operational procedures were improved as the new employees appropriated their positions. PCA's on-going growth, our evolving effectiveness in meeting the needs of those who walk in the door, depends on a tightly knit team operating with initiative and camaraderie.

With diligence, confident planning and personal investment, Station Manager Zach Smith anchored the core operational functions of PCA, always moving us forward without haste or waste. Programming Director Thomas Harrigan assured uninterrupted television broadcast on our three cable and internet channels, efficiently processing the diverse range of videos submitted to the PCA viewing schedule. Caitlin Wicks was hired as PCA's Outreach Coordinator in November 2012, bringing remarkable creativity and professionalism to boost our impact and engagement in the community. Membership Coordinator Mario Morquecho took charge of the front desk in May this year, embracing his duties with great spirit, always ready to help our member producers, and those with whom he works.

Perhaps the most striking development in PCA operations FY12/13 was our success in a new series of training classes, one of which was prompted by a market-based shift to the latest video editing program: Final Cut Pro 10. We adopted a guest instructor model to offer classes, including a three session basic training on FCP10 for which we had the good fortune to engage Dan Villalva, an experienced public access professional. Between January and June, PCA provided access to expertise in the latest video editing technology to 26 member

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producers. The contracted extension of our skill base allowed regular staff to support, promote and administer a very effective and stable program, and exemplifies the flexible coordination achieved by the integrated staff we have assembled.

A final note on the operational stability that PCA confirmed this year: bi-weekly staff meetings became weekly and employee investment increased in measure, maximizing our ability to serve the public and develop our resources in the process.

### **Finances**

Over the last two years, PCA has devoted considerable attention to navigating without calamity the reduced PEG fees revenue stream under DIVCA. Frugality ruled, Capital Expenses were kept to a minimum and carryover funds between fiscal years grew. Staff payroll remains the priority expense in PCA's operating budget and, while constrained at our scale, it has balanced out well so far. In the fall of 2012, PCA determined itself finally sturdy and secure enough to initiate plans to grow, and grow we did.

In the first half of Fiscal Year 2012/13, we expanded our rental space into the office next door, accomplishing an objective developed the prior fiscal year, but ultimately put on hold. In the second half, we made substantial Capital Expense purchases to equip the small TV production studio we have always wanted to offer our members, now made possible with our expanded office space. Staff were awarded raises with the new fiscal year, and the PCA Studio will be ready for public use in September.

Various residual concerns related to the financial structure in place to operate PCA under DIVCA were addressed in meetings with the Petaluma City Manager and staff during this fiscal year. That PCA performs a vital and valued service to the city under the existing agreement was solidly affirmed, and continued support from the City assured. For example, this past year, City Manager John Brown promptly accorded and integrated a requested modification of our 5-year agreement, allowing PCA to balance its obligation for fully audited annual financial statements with periodic annual financial reviews, thereby reducing that budget line by \$12,900 over five years.

The attached financial statements for June 2011 and June 2012 confirm the continued financial viability of the organization. We closed this fiscal year with an operational bank account balance of \$107,267, and a budgeted carryover of \$30,370. We experienced unanticipated overages in specific budget lines as our office expansion, guest instructor program, studio build-out and augmented outreach efforts got under way, but the overall balance averaged well and closed quite healthy. The consequent reorientation of regular annual expenses has been accounted for in PCA's current operating budget.

The Capital Expense fund administered by the City for PCA was \$86,406 at the end of FY11/12. Capital improvement costs of \$27,388 were reimbursed from this fund in Fiscal Year 2012/13, leaving a balance of \$59,018 for the future. PCA's Capital Expense fund has no replenishment plan; sums withdrawn from this fund and reimbursed by the City are now being deposited in an unrestricted reserve account at Summit State Bank.

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## Membership

Membership tallies permit an annual comparison of PCA's total membership, a total number that constantly fluctuates as new members join and existing members decline to renew. PCA offers a number of membership levels, but there two basic types: those who become members simply to support PCA, enjoy member events and vote in our annual elections, and those who also want to use our equipment to produce media.

<u>FY10/11</u>	<u>FY11/12</u>	<u>FY12/13</u>
113 producers	116 producers	135 producers
17 supporters	21 supporters	22 supporters
130 total members	137 total members	157 total members

This graph demonstrates a healthy growth pattern. While continued growth is certainly desired, there is point where too many producing members would begin to challenge the staff and equipment resources at PCA's disposal. A vigorous campaign to boost the number of supporting members, however, carries no such risk and should be initiated.

## PCA Programming

PCA broadcast an uninterrupted television signal via Comcast cable channels 26, 27, 28, and via AT&T U-verse internet channel 99 throughout Fiscal Year 2011/12. Other than the inconvenience attached to the fact that our broadcast servers are situated off-site, no serious technical problems disrupted our capacity to broadcast.

As a PEG Access station, PCA operates 3 channels: Public, Educational and Government. A comparison of content submitted for broadcast on each channels demonstrates a steady and respectable proportion of new programming received and processed. Older programs are sometimes broadcast, and all programs are repeated as necessary to fill out the remaining schedule.

<u>FY11/12</u>	<u>programs submitted</u>	<u>hours submitted</u>	<u>hours scheduled</u>
Channel 26	595 programs	489 hours	8,394 hours
Channel 27	249 programs	212 hours	7,278 hours
Channel 28	97 programs	286 hours	8,167 hours
Totals	941 programs	987 hours	23,839 hours

  

<u>FY12/13</u>	<u>programs submitted</u>	<u>hours submitted</u>	<u>hours scheduled</u>
Channel 26	510 programs	399 hours	7,755 hours
Channel 27	148 programs	129 hours	8,046 hours
Channel 28	111 programs	247 hours	8,254 hours
Totals	769 programs	775 hours	24,055 hours

It's very interesting to note here that content submissions have dropped this fiscal year, while memberships have risen. This could be attributable to the success of our class programs, which require membership, and our activities which often motivate new memberships. Worth watching this trend and monitoring more closely those checking out our equipment, to assure that they are submitting the programs they produce with it.

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This fiscal year also saw an important increase in programming efficiency when PCA adopted a new weekly rhythm, scheduling four 24 hour cycles of programs for broadcast, and duplicating three of them per week.

- 1) Monday schedule repeats on Thursday
- 2) Tuesday schedule repeats on Friday
- 3) Wednesday repeats on Saturday
- 4) Sunday schedule is not repeated

### **Outreach**

The PCA website [www.pca.tv](http://www.pca.tv) remains an essential sector of the broadcast spectrum that PCA administers, and includes a link to our YouTube channel to permit selective online viewing of our programming. PCA social networks on Facebook, Twitter, sends out a weekly email programming guide, maintains a vibrant on-air bulletin board, and is always looking for new opportunities to engage our members and viewers.

One exciting new opportunity for member engagement was launched this year: monthly screening of PBS documentaries. These screenings are open to the general public, with priority seating reserved for PCA members, and have filled our new member lounge to capacity. This space is also available to members and staff to host community screenings of their work in progress, or a favorite DVD from their own collection.

Our intern program also grew stronger this fiscal year, attracting six talented young students from local colleges and universities. Besides bringing welcome support to staff in basic operational chores and broadening our ability to produce promotional videos for PCA and local groups, these young videographers gained useful training and collaborative experience.

### **Closing Remarks**

The PCA Board of Directors and staff are enthusiastic about our progress and committed to our organizational mission: to provide non-discriminatory public access to the latest technology and developing skills of modern media communication.

Fiscal Year 2012/13 brought a 'new media resource' to Petaluma as PCA took an important leap into expanded office space, media resources, social interactions and coordinated staff time. Our fiduciary and organizational vigor is fully invested in fulfilling the promise our continued development has made possible.

### **Attached Documents:**

Profit & Loss Budget performance for June 2012

Profit & Loss Budget performance for June 2013