

Petaluma Community Access, Inc.

Annual Report Fiscal Year 2013/14

John Bertucci, Executive Director
December 16, 2014



Mission Statement

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

PCA Board of Directors

Cindy Thomas, Chair
Kathy Rivas, Vice Chair
Neal Fishman, Treasurer
Marsha Trent, Secretary
Rachel Moran
Mark Jaramillo
Tim Williamsen, City Designate

PCA Annual Report - FY13/14

PCA Staff

John Bertucci, Executive Director
Zach Smith, Technical Specialist
Thomas Harrigan, Programming Director
Chris Fisher, Outreach Coordinator
Nellie Magee, Membership Coordinator
Unfilled position, Equipment Manager

Access Assistants

Eric Hardie - Francisco Carbajal
Nick Johnston - Max Brickey

Public Hours

Monday, Tuesday, Thursday, Friday
2:00pm - 8:00pm
Saturday by appointment

Location

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Mailing address

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Petaluma, CA 94953-2806

Phone & Fax

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staff@pca.tv
www.pca.tv

PCA Annual Report - FY13/14

Table of Contents

Introduction	3
Operations	4
Finances	4
Membership	5
Programming	5
Outreach	5
Conclusion	6

Attached Documents:

PCA Budget performance for June 2013	2 pgs.
PCA Budget performance for June 2014	2 pgs.

Introduction

Writing this in December, six months after the fiscal year under discussion expired, has been a challenge: so much has transpired at PCA in the interim. Given the time passed and the transitional urgency of subsequent operational concerns, detailed annual data on organizational performance was not easily retrievable for this report.

The delay between close of fiscal year and delivery of the Report related to it has always proven a challenge, leading me to propose here that the time and effort annually devoted to it might be better served if delivery requirements for the Annual Report were moved up to occur closer to writing of our Activity Plan. This document is presently prepared in May each year; both documents could be newly designated as due in July, to be submitted to the City as a single document accompanied by the Proposed Budget and relevant Financials.

Consolidating these documents as a single 'annual requirement' would allow the Activity Plan for the upcoming fiscal year to build directly on the Annual Report for the prior fiscal year, while both are fresh in mind. Each Report would this way provide a more efficient and effective accounting of annual performance, referring to specific goals defined in the previous Plan and defining the new Plan accordingly.

PCA Annual Report - FY13/14

Operations

With the exception of the Outreach Coordinator position, Fiscal Year 2013/14 saw little staff turnover. Member services remained productive, friendly and reliable, however public use gradually decreased over the year, by about 20%. PCA's dedication to serve those who walk in the door remained a top priority, but with lower demand, staff was able to concentrate on PCA projects and productions, including initial use of the recently installed TV Studio.

Training classes in Final Cut Pro 10 and HD video cameras were regularly offered, and annual Petaluma Events, Parades & Graduation videos produced with enthusiasm and much fanfare. Government meeting coverage was assured with an improved 'ticket' notification procedure initiated to reinforce steady performance. We did experience one technical issue in the City Hall booth, a bungled repair of the air conditioning unit provoked a temperature rise that eventually disrupted the functioning of our server configuration.

Weekly staff meetings, attention to detail in a relaxed and collegial work culture, and a supportive Board of Directors definitely optimized our ability to serve the public and meet our obligations, promoting the development of our resources in the process.

Finances

Staff payroll remains the primary expense in PCA's modest annual operating budget of approximately \$230,000. The Comcast & ATT PEG Fees (set at 1.24% per DIVCA) that the City collects from the broadcast providers and redistributes to PCA constitute more than 95% of the revenue stream that underwrites our ability to "do the best we can with what we've got."

The attached Budget Performance financial statements for June 2013 and June 2014 confirm the continued financial viability of the organization. We closed this fiscal year with an operational bank account balance of \$97,352, and a budgeted carryover of \$21,361 (\$10,000 of which was transferred into a reserve account that already held \$15,000 deposited as carryover from the previous fiscal year).

The Capital Expense fund administered by the City for PCA was \$59,018 at the end of FY12/13. Capital expenses totaling \$13,222 were reimbursed from this fund in Fiscal Year 2013/14, leaving a balance of \$45,796. PCA also holds a 'temporarily restricted' Capital Expense account at Summit State Bank for funds from the sale of depreciable assets, which totaled \$20,419 at the end of this fiscal year.

PCA Annual Report - FY13/14

Membership

PCA offers two types membership levels: one for those who become simply support PCA, enjoy member events and vote in our annual elections, and another for those who also want to use our equipment to produce video and digital media. Generous discounts are available for low-income, seniors and students, with a special package for schools that want to bring their media classes to PCA.

Membership tallies constantly fluctuate as new members join and existing members decide to not renew. The following breakdown represents the official tally of PCA Members prepared for the annual Board elections in September. However, with no vacancies in elected seats, FY13/14 did not require an election, so the FY13/14 tallies are based on election documents generated in September 2014.

<u>FY10/11</u>	<u>FY11/12</u>	<u>FY12/13</u>	<u>FY13/14</u>
113 producers	116 producers	135 producers	112 producers
<u>17 supporters</u>	<u>21 supporters</u>	<u>22 supporters</u>	<u>8 supporters</u>
130 total members	137 total members	157 total members	120 total members

Issues with staffing our Outreach department seriously compromised our ability to mount a planned campaign to boost new memberships, with one notable exception, a competitive internship program that attracted some incredibly talented young people to PCA for a large part of this year.

PCA Programming

PCA maintained an uninterrupted broadcast signal via Comcast cable channels 26, 27, 28, and AT&T U-verse internet channel 99 throughout Fiscal Year 2013/14. As a PEG Access station, PCA assures the programming on 3 channels, 24/7, of television shows devoted respectively to Public, Educational and Government content.

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 re-broadcast, and all programs are repeated as necessary to fill out the remaining schedule.

Outreach

The PCA website 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 and Twitter, sends out a weekly email programming guide, updates on demand a local TV Bulletin Board, and is always looking for new ways to engage our members and viewers.

PCA Annual Report - FY13/14

Attendance at our monthly screenings of PBS documentaries for the public, with priority seating for PCA Members, started to drop as the second half of this fiscal year began. Special group events were then instituted on a bi-monthly basis, with the Executive Director's "Art of Cinema in Chapters" visual lecture series.

As indicated above, our intern program for FY 2013/14 was incredibly productive with a number of Sonoma State University students enrolling with great energy, creativity and promising production experience. They were the first to produce something in the PCA Studio, a parody of a PCA Newscast.

Unfortunately, the position of PCA Outreach Coordinator repeatedly failed to satisfy the career needs of the three employees we tried out during the year, their skill sets and adaption to the workload being either too qualified, or incomplete.

Conclusion

Fiscal Year 2013/14 was an exceptionally stable and productive period for PCA. It also turned out to be the 'end of an era' as well, as we discovered immediately after it. Our final report is nevertheless positive and confident, being written as PCA successfully consolidates its resources and performance levels for continued productivity in the next 'new era.'

Speaking for the PCA Board and Staff: not only our fiduciary and organizational vigor, but our hearts and imagination are also fully invested in fulfilling the PCA mission, meeting organizational challenges as they arise, enhancing the progress that our continued development has made possible.

Attached Documents:

PCA Budget performance for June 2013

PCA Budget performance for June 2014