



**Petaluma Community Access**  
**Access Activities Plan & Budget**  
**Fiscal Year 2014-2015**

*Mission:*

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

By agreement with the City of Petaluma, PCA is required to submit an Access Activities Plan and Budget at the beginning of each Fiscal Year. This plan reaffirms fundamental priorities and identifies immediate goals shaping the progress of our operation from July 1, 2014 through June 30, 2015.

***Staff & Board of Directors***

The current composition of the PCA Board:

<b>Cindy Thomas</b> <i>Chair</i>	Elected, October 2011 (3 year term)
<b>Kathy Rivas</b> <i>Vice-chair</i>	Appointed, November 2013 (1 year term)
<b>Marsha Trent</b> <i>Secretary</i>	Appointed, May 2014 (1 year term)
<b>Neal Fishman</b> <i>Treasurer</i>	Elected, October 2011 (3 year term)
<b>Matt Pearson</b>	Appointed to Elected seat, October 2012 (2 year term)
<b>Rachel Moran</b>	Elected, October 2012 (3 year term)
<b>Tim Williamsen</b>	City of Petaluma Designate

The five employees currently employed PCA :

<b>John Bertucci</b>	Executive Director ( <i>Salaried Full-time</i> )
<b>Zach Smith</b>	Station Manager ( <i>Regular Part-time</i> )
<b>Thomas Harrigan</b>	Programming Director ( <i>Regular Part-time</i> )
<b>Mario Morquecho</b>	Membership Coordinator ( <i>Regular Part-time</i> )
<b>Tony Ruiz</b>	Outreach Coordinator ( <i>Regular Part-time</i> )

Three paid assistants on call for meeting coverage & PCA operational support:

<b>Francisco Carbajal</b>	Access Assistant ( <i>Temporary Part-time</i> )
<b>Nick Johnston</b>	Access Assistant ( <i>Temporary Part-time</i> )
<b>Cassidy Komada</b>	Access Assistant ( <i>Temporary Part-time</i> )

## ***Introduction***

Petaluma Community Access, Inc. is a nonprofit membership organization established to administer the public access television resources for the City of Petaluma. It receives PEG Fees submitted quarterly by the cable & internet provider and this modest but steady revenue stream has permitted the PCA Board & Staff to provide important media services to the City, School District and public since 1996.

The **Activities Plan for FY 2014/15** seeks to extend the competence and reliability that PCA currently delivers, and incorporates a number of timely objectives. In operation since November 2012 on Keller Street, we have maintained a friendly, consistent operation that now offers several new spaces for community media activity: a screening lounge for classes open to the public, more work-stations for members and student interns, a field production kit for event coverage and a television studio.

Developing and exploiting PCA's assets to maximize public access to modern media communication tools, skills and opportunities is a fundamental objective every year. Simply stated, PCA administers the public use of media resources that belong to the community. The primary theme of this year's plan, to stimulate greater community engagement with everything PCA has to offer at, informs the goals itemized below.

This fiscal year should mark an important enhancement of our mission to promote productive, creative and democratic public access to modern digital media equipment and broadcast technology. Those of us working at PCA believe that a truly healthy community depends on such service.

## ***Operational Priorities***

### **Staff Structure**

Reorganizing our work force is an urgent priority this year. On July 1, we hired Tony Ruiz as PCA Outreach Coordinator and on July 15, Station Manager Zach Smith began a full time job elsewhere, remaining available to PCA for 6 hours a week for critical technical support, staff development and member training program. Reassessing existing job descriptions and departmental duties to streamline a new, more efficient operating structure starts with current staff and their potential to grow new skill sets in the process. In reaffirming our present performance, we can define the precise gaps to be filled and focus the effectiveness of our job search for new staff best suited to complement the core functions.

## **City Compliance**

PCA's nonprofit media access operation is entirely dependent on the PEG Fees that pass through the City of Petaluma. Delivering reliable service in City meeting coverage is thus a primary obligation and PCA's ability to do anything else ultimately hinges on our performance of these duties. It is also important to note that our 5-year agreement with the City expires in the following fiscal year. In addressing the imperative staff restructure process outlined above, PCA has an opportunity to structure itself to most effectively renew its mutually beneficial relationship with the City of Petaluma for another five years.

## **Board of Directors**

The quality and consistent functions of PCA Board of Directors has been critical to the productivity and longevity of the PCA operation at the Keller St. address. Designated in the original By-Laws (1996) as a body of thirteen, the current Board numbers seven. Three elected seats are open for election this fiscal year, making Board recruitment a substantial objective. Most promising in this domain, however, is the genuine comradery with which staff and Board directors interact when monthly meetings convene in the PCA Studio. Inventing more occasions to work together will strengthen the appeal.

## **Member Services**

Serving our Member Producers in their efforts to express themselves in broadcast media is the defining mission of Public Access TV, and at PCA, this holds true even when the media is not TV. We have always privileged the needs of those who come to us for assistance in their projects, whether to use our media equipment, or for training and collaborative experience. This year we need to do more to promote the value of what we have to offer, to attract more active users producing local content. We also need to make it easy for programs to be submitted as digital files for broadcast.

## **Programming Platforms**

PCA's cable and internet broadcasting capacity is an exceptional community asset, and PCA continues to deliver local programming on 3 channels, 24 hours a day. Digital technology, however, advances every year and preferred venues for viewing video have drifted from television to internet on demand. PCA is already boosting its outreach impact via the web, and recognizes that Social Media is also a platform for community communication, requiring equipment & skills that PCA can be providing public access to. We have also applied to the FCC for a Low Power FM radio license, to expand our ability to engage the widest possible audience with community produced content.

## ***Specific Goals for FY14/15***

### **1) Increased Member Use**

PCA membership base has increased as a result of past outreach, and this growth trend will certainly benefit with the bold campaign outlined here, to promote the resources and services that PCA makes available for Member use and viewer pleasure. Nurturing staff performance to accommodate greater Member use of PCA is clear priority, and closer monitoring and mentoring of Member productions should increase as well as improve the quality of the shows we broadcast. Positioning the annual PCA Members Meeting as an 'anticipated annual event' on the community calendar is still a goal, to underscore PCA's vital contribution and value to Petaluma.

### **2) Continued Community Support**

Besides assuring dependable coverage of City meetings and attention to our Members, PCA is proud to be part of the vibrant Petaluma nonprofit community and eager to share the valuable media assets and expertise we provide to fellow organizations often struggling with more precarious income streams. We extend the same media support to local businesses, when the format corresponds to our non-commercial status, and have established a 'production for hire' capacity for exceptional projects.

### **3) Training Classes & Member Projects**

PCA has been offering a successful series of classes in the new Final Cut Pro X editing software for a year now, as well as special sessions on various documentary techniques. We have hosted classes from local schools and often send staff to classrooms to encourage interested students to take advantage of the remarkable resources we offer. Producing creative introductory videos and formalizing a more robust mentoring program for new Members will amplify the image of PCA as the best place in Petaluma for 'productive fun' with video or other media.

### **4) Extra Media Opportunities**

PCA has also been screening documentaries on a regular basis in our new screening lounge and this program has evolved into a successful, on-going Art of Cinema in Chapters lecture series presented by Executive Director Bertucci. The growing popularity of this series could launch PCA into a program of offsite presentations with a partner venue, bolstering the organization's visibility in the community and strengthening the impact of our outreach to potential new Members, Board recruits and funding opportunities.

## **5) Secure Technical Infrastructure**

The speed and reliability of the PCA office computers and internal network configuration is a critical armature for smooth operations. Much of what we are using now is seven or more years old. This year will be a good time to reassess and upgrade essential technical equipment, both in the office and City Hall booth, in keeping with the general objective to streamline our functions for staff efficiency and organizational longevity.

## **6) Alternative Financial Strategies**

Almost all of PCA's operating budget comes from the quarterly PEG Fees. While this has proved quite sufficient to maintain a lively PCA operation since the DIVCA franchise model was instituted in 2006, the need for a proactive approach to contingency operating models and supplementary funding streams is understood. Efforts to initiate sponsorships, donations and grants have not been exceptionally fruitful to date, but continue with persistence. Plans outlined here to increase membership will bring additional fees, including those attached to specific training and services.

## **7) Expanded Government Coverage**

An interesting development is currently in progress as a result of PCA's proposal to the City of Novato to record their government meetings. We didn't get the contract but made a strong enough impression for Novato to recommend us to the City of Cotati, which is now looking to install a video recording equipment in their council chambers and establish an agreement for operational services rendered. PCA is presently assisting in a consulting capacity, but this opportunity to expand our footprint and revenue would be most welcome, even if it renders the attached Budget obsolete.

## ***Projected Budget for FY14/15***

Attached, with financial statements for June 2013 and June 2014.