

# Petaluma Community Access



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

## **Fiscal Year 2017/18 • Annual Report** ----- **Plan & Budget • Fiscal Year 2018/19**

John Bertucci, Executive Director

August 21, 2018

*Public Hours*

Monday, Tuesday, Thursday, Friday  
2:00pm - 8:00pm

*Location*

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Websites: [www.pca.tv](http://www.pca.tv) & [kpcfm.com](http://kpcfm.com)

Facebook: 'Petaluma Community Access Media' & 'Free Range Radio KPCA'

## **Staff & Board of Directors**

The composition of the PCA Board:

|   |  |
|---|--|
| <b>Cindy Thomas</b> <i>Chair</i>            | Elected, October 2015 ( <i>3 year term</i> )   |
| <b>Dennis Murphy</b> <i>Vice-Chair</i>      | Elected, October 2017 ( <i>3 year term</i> )   |
| (Vacant) <i>Secretary</i>                   |  |
| <b>Domenica Giovannini</b> <i>Treasurer</i> | Elected, October 2017 ( <i>2 year term</i> )   |
| <b>Richard Alpert</b>                       | Elected, October 2017 ( <i>3 year term</i> )   |
| <b>Dana Porteous</b>                        | Appointed, October 2017 ( <i>1 year term</i> ) |
| <b>Jason Lopez</b>                          | Appointed, October 2017 ( <i>1 year term</i> ) |
| <b>Tim Williamsen</b>                       | City of Petaluma Designate                     |
| (Vacant)                                    | Petaluma School District Designate             |

The PCA Advisory Council:

**Paul Strobeck**

The PCA Membership Committee:

**Philip Lehman-Brown**  
**Judy Kirschner**

PCA operates with a staff of five employees:

|                           |  |
|---------------------------|--|
| <b>John Bertucci</b>      | Executive Director ( <i>Salaried, Full-time</i> )    |
| <b>Nellie Magee</b>       | Membership Coordinator ( <i>Regular, Part-time</i> ) |
| <b>Jeff Trier</b>         | Operations Manager ( <i>Regular, Part-time</i> )     |
| <b>Patty Nuovo</b>        | Access Coordinator ( <i>Regular, Part-time</i> )     |
| <b>Robert Tomaszewski</b> | Radio Manager ( <i>Regular, Part-time</i> )          |

PCA employs a pool of Access Assistants, dedicated to specific duties:

|                         |   |
|-------------------------|---|
| <b>Dahlia Rodriguez</b> | City Access Assistant ( <i>Temporary, Part-time</i> ) |
| <b>Naomi Takeuchi</b>   | City Access Assistant ( <i>Temporary, Part-time</i> ) |
| <b>Teeyona Rhea</b>     | City Access Assistant ( <i>Temporary, Part-time</i> ) |
| <b>Jared Winer</b>      | Radio Assistant ( <i>Temporary, Part-time</i> )       |

PCA also enjoys operational & organizational support from local student interns and community radio volunteers.

## - Introduction

Petaluma Community Access, Inc. is a nonprofit membership organization established in 1996 to administer public access television resources for the City of Petaluma. Primarily funded by cable providers in PEG Fees received quarterly via the City, PCA has provided important media services to the local government and community for over twenty years.

PCA hereby submits two performance reviews to the City of Petaluma:  
the **Annual Report for FY17/18**, to measure our strengths and success of previous year plans;  
the **Activities Plan & Budget for FY18/19**, directing goals and priorities for the new fiscal year.

# Annual Report - FY17/18

## - FY17/18 Fiduciary Performance

PCA recognizes that, given the rapidly-evolving trends in media technology and consumption, our primary PEG Fees revenue stream will not last forever.

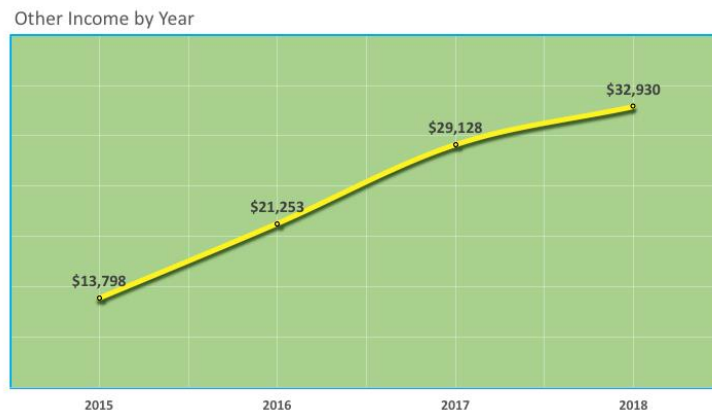
Our contingency plan for an eventual disruption of this income has been to diversify our sources of funding. In 2015, we expand our government meeting services to include Rohnert Park and Cotati. This fiscal year, PCA launched a radio operation, opening up a new range of funding options.

PCA closed Fiscal Year 2017/18 on June 30, 2017 with a Carryover Balance of **\$98,899**. The sum of \$25,000 was transferred from one of PCA's two Reserve Accounts to the Operating Account, leaving a total reserve of **\$50,019**. This transfer was to offset additional capital radio expenses and an unanticipated \$10K charge for 3 years of proprietary server support.

PCA thus disposes of a baseline Operating Account of roughly \$150,000 from which we fund Capital Expense costs. This sum does not figure in the projected PCA Budget for FY18/19; the Operating Balance for any given year is calculated from the projected income for that fiscal year.

Total PEG Fees of **\$246,602** were received in FY17/18, representing a decrease of \$7,507 from the \$254,109 received in FY16/17; \$255,967 was received in FY15/16.

With recent KPCA designated fundraising, PCA's Other Income for FY17/18 brought an additional **\$32,930** into our Operating Budget, continuing the welcome trend demonstrated in this chart:



Underwriting the continued development and management of PCA poses a new challenge: to decrease our operational reliance on PEG Fees revenue and build future growth on revenues generated above and beyond that which is operationally required for a given fiscal year.

*- FY17/18 Board of Directors*

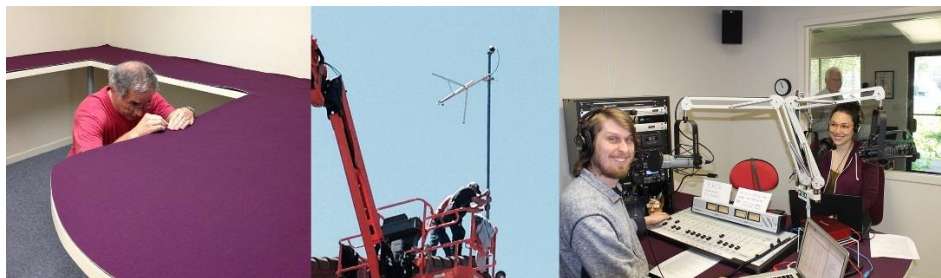
PCA functioned effectively and efficiently under the Board Directors this fiscal year. One Director tended resignation before the term of her appointment, but the remaining seven Directors were extremely productive in developing and directing PCA to an exciting level of performance. Given organizational stability attained over the past few years and a gradual decline in TV relevance, the PCA Board was able to shift its focus towards a major task: to create and sustain a remarkable new media resource in town: KPCA 103.3 LPFM at [kpc.a.fm](http://kpc.a.fm).

New logos were designed to articulate and balance the dual mission the organization has assumed.



*- FY17/18 Operational Performance*

PCA now operates both the production and broadcast of media for three TV cable channels, and production of almost all daily programming for a local LPFM radio station, also streaming on the internet. This was the first year with continuous KPCA broadcasts, developed within the expanding limits of our collective abilities and learning curves.



With the KPCA studio built and the antenna installed in early 2017, the station was effectively in operation the entire fiscal year 2017/18. Integrating a second media resource into the existing functions and capacities rapidly became the shared concern of all staff departments, and this continues to define the terms of the work before us.

With reduced Member TV production, Operations Manager **Jeff Trier** was able to streamline the programming schedule for Comcast 26, 27, 28 quite efficiently. This also allowed him to provide the growing radio operation with critical IT and technical support as needed.

Radio Manager **Rob Tomaszewski** has done an incredible job of meeting and surmounting the many challenges and obligations attached to the growth and direction of a functioning community

low-powered radio station. This schedule of a recent week on KPCA confirms the immediate and exceptionally enthusiastic public interest and engagement the project has generated.

**KPCA On-Air Program Schedule**

Today Aug 12 - 18, 2018

|       | Sun 8/12   | Mon 8/13   | Tue 8/14  | Wed 8/15 | Thu 8/16  | Fri 8/17   | Sat 8/18                     |
|-------|--|--|---|----------|---|--|------------------------------|
| 9am   |  |  |   |          |   | 9 - 11<br>Classical Asylum with Stephen Stark          |                              |
| 10am  |  |  | 10 - 12p<br>Origin Stories                            |          | 10 - 11<br>Talking with Rabbi Ted                   |  | 10 - 12p<br>All Folks Up TBD |
| 11am  |  |  |   |          | 11 - 12p<br>Nonviolence Radio                       | 11 - 12p<br>Inside Petaluma w/Cindy, Jason, and        |                              |
| 12pm  |  |  | 12p - 2p<br>Mayhem with Judy Kirschner                |          | 12p - 2p<br>The Beatles Undercover with Walrus Paul | 12p - 1p<br>Two Mooks and a Mic with Matt Maguire and  |                              |
| 1pm   |  |  |   |          |   | 1p - 2p<br>Healing Within featuring Annemarie          |                              |
| 2pm   | 2p - All Things Pilates                          |  | 2p - 4p<br>The Dino Poortaste Show with Dana Porteous |          | 2p - 4p<br>Joe Manthey's In the Groove              | 2p - 3p<br>Let's Make a List with Phillip Lehman-Brown |                              |
| 2:30p | Nanners & Boo                                    |  |   |          |   | 3p - 5p<br>Full Circle Sessions with DJ Said           |                              |
| 3pm   | 3p - 4p<br>Benedettiville                        | 3:30p - The Greater Good                                   |   |          |   |  |                              |
| 4pm   | 4p - 5p<br>The Van Der Mix                       | 4p - 5p<br>Jazzed with Ed Perlestein                       | 4p - 5p<br>Project Censored                           |          | 4p - 5p<br>The Dino and Grace New Music Show        |  |                              |
| 5pm   | 5p - 6p<br>Not Your Mothers Storytime            | 5p - 7p<br>Neil's Funky Dream Machine with Neil St. Andrew | 5p - 6p<br>The Dr. Angela Hour                        |          | 5p - 7p<br>Phil & Ariel's Mixtape                   | 5p - 7p<br>Live Archive with Ed Perlestein             |                              |
| 6pm   | 6p - 7p<br>The Movie Muse                        |  | 6p - 7p<br>Women's Spaces                             |          |   |  |                              |
| 7pm   | 7p - 8p<br>Every Other Sunday w/JP               | 7p - 8p<br>The Intervention with Scone Bone                | 7p - 8p<br>State of the Union with OG the Thirty      |          | 7p - 8p<br>Let's JAMI with Cindy Thomas             |  |                              |
| 8pm   | 8p - 9p<br>The Midnight Skeptic with Dave Murphy |  |   |          |   |  |                              |
| 9pm   |  |  |   |          |   |  |                              |

Events shown in time zone: Pacific Time - Los Angeles

The increased staff time devoted to KPCA is easily offset by the energetic investments of forty local PCA members currently producing programs for KPCA broadcast.

PCA membership has grown visibly, with a total of 104 active members enrolled at the close of this fiscal year, 35 of whom are new members coming to use the radio. This trend promises to continue upwards, with greater public awareness of the new radio station in town.

A sudden increase in membership, however, could stretch limited staff resources beyond current capacity, requiring additional funding to expand employee hours. Economic necessity urged us to concentrate this year on an efficient integration of staff workloads, to run both PCA TV and KPCA Radio as a single, cohesive operation. As became evident in this process, it is essential to clearly distinguish the concurrent pair of media resources PCA now provides access to.

### PCA TV

PCA broadcasts 24/7 on three cable channels, Comcast 26, 27, 28, covering government meetings for three cities (Petaluma, Rohnert Park, Cotati), Petaluma School District meetings, PCA Board meetings, Petaluma parades, and assorted local events. We also administer active member use of our video production & broadcast resources, post community bulletins, and support the media needs of local nonprofit organizations.

### KPCA Radio

KPCA presently broadcasts on selected days at 103.3 FM on the dial, and at [kpc.a.fm](http://kpc.a.fm) for streaming audio and the current week's program schedule. Technically speaking, the radio is still being built, and accurate protocols and procedures for its maintenance and use remain a 'work in progress' as we learn what is needed. Managing the welcome upsurge of good member programming has been extraordinarily productive and rewarding.

PCA was unfortunately constrained to devote considerable time, including legal consultation, during the last 6 months of this fiscal year to a particularly demanding issue of repeated offensive behavior by a KPCA programmer. The disruption and diversion of staff resources required to address and apparently resolve this extended matter cost the organization dearly at a critical time in its rapidly expanding radio work.

### ***- FY17/18 Staff Structure***

PCA staff structure is a constantly evolving factor in the operation of PCA. Turnover this fiscal year was restricted to one employee who was remarkably well replaced in June by Access Coordinator **Patty Nuovo**, such that existing meeting coverage for the cities of Petaluma, Rohnert Park and Cotati experienced no disruption in the transition.

#### Thumbnail View of PCA Staff Responsibilities

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|                               |  |
|-------------------------------|--|
| <b>Membership Coordinator</b> | - front desk services, membership processing, financial & Board admin        |
| <b>Operations Manager</b>     | - TV programming & production, IT & tech support, trainings, web work        |
| <b>Access Coordinator</b>     | - gov't meetings, Access Assistants, interns, social media & public outreach |
| <b>Radio Manager</b>          | - maintenance, development & operation of KPCA, assuring compliance          |
| <b>Access Assistants</b>      | - meeting coverage, front desk back-up, event production, radio operations   |

PCA staff has adapted with great imagination and care to the necessary shifting of departmental duties required to operate KPCA. To maintain centralized dual operational accounts, Membership Coordinator **Nellie Magee** has assumed greater control of all PCA financial processing.

Our success in this transition is largely due to the longevity of core staff employment, a major factor contributing to the stability PCA currently enjoys.

### ***- FY17/18 Organizational Development***

The three-year Development Plan that the PCA Board established in February, 2015, has been accomplished on all counts, as follows:

#### ***YEAR 1 - 2015/16***

- 1) PCA content production, staff produced local & Studio programming*
- 2) Signature fundraiser: Oscar Night, developed for inauguration in Feb. 2016*
- 3) Staff structure/procedures/culture, developed & reinforced*

#### ***YEAR 2 - 2016/17***

- 4) KPCA Radio: transmitter installed, operations defined, broadcasting*
- 5) Increased active membership, nonprofit partnerships & local business services*

#### ***YEAR 3 - 2017/18***

- 5) Increased active membership, nonprofit partnerships & local business services*
- 6) Board & Staff continuity, longevity & organizational solidarity*

The PCA Objectives & Activities for FY18/19 were defined and approved by the Board on June 17, 2018 (see Attchd. Doc C).

## Activities Plan & Budget - FY18/19

### *- FY18/19 Organizational Goals*

As described above, the arrival of KPCA has transformed PCA. Mastering this process has become the primary challenge facing the organization. Staff structure has reoriented itself to accommodate greater community use of the facility for radio production; the PCA Board likewise has embraced KPCA as the most exciting development opportunity for the organization.

Given the limited financial resources at PCA's disposal, empowering and administering a vibrant volunteer culture will be a crucial asset to organizational survival and growth. With most new members joining PCA to become KPCA Radio programmers, the direction of our outreach and fundraising efforts needs to recognize that incorporating radio appeal in all promotional and fundraising material will also attract the most productive volunteer pool necessary for success.

A major goal this year will be to assure a successful replacement for the present PCA Executive Director, retiring in 2019. A projected schedule for this transition has been 'theoretically' structured on a quarterly basis in the Payroll Budget for FY18/19 (see **Attchd. Doc D**).

No less important for continued steady growth, is the development of a professionally assembled Marketing & Fundraising Plan to fund the organization forward for the next five years. Reducing our reliance on annual PEG Fees to fund the organization, this Plan should orient its appeals around the exciting popularity and community value of the radio station. It will include a secure KPCA Underwriting Program for major donations; grants will also need to be sought.

Finally, the protracted member issue dealt with last fiscal year matter has helped us introduce stricter clarity in the mandatory Programmer Rules and Regulations, and augmented our ability to respond to potential future issues of member behavior and facility security.

### *- FY18/19 Operational Objectives*

**1) See that KPCA equipment, use & broadcasts are managed correctly and most effectively**

Members' Handbook, trainings, mentoring, biannual stakeholder mtgs, volunteer obligation, etc.

**2) Broadcast informative & engaging KPCA Radio & streaming web, from 6AM to Midnight daily**

Automated audio programming, extended access to office, more local & syndicated programs

**3) Establish office procedures, duties, work flow for maximum staff performance, on all fronts**

Balance Radio/TV workloads, shared duties, office layout, intern processing, radio admin

**4) Execute a smooth ED transition, focused Board direction of hiring process & adjustments**

Job description, posting open position, hiring & training of new Executive Director

**5) Extended facility access (card system w/security cameras) for expanded KPCA programming**

Research costs, install modifications, establish accreditation process, monitor use

**6) Coordinate annual fundraising campaign w/sustainable event schedule & donor appeals**

Board sub-committee for Marketing Plan: messaging, events, Underwriting, other ways to give

**7) Develop Board culture, longevity, coordinate robust committee work & accomplish goals**

Fill open seats, designate a Secretary, staff support of Board admin, files & procedures

**8) Meet all daily demands as they arise, maintaining consistent professional & friendly service**

Do the best we can with what we've got, and take good care of it ...

***- FY18/19 Operational Priorities***

Navigating the twelve months of a fiscal year, meeting and mastering the various expected and unexpected challenges and opportunities, depends on more than the plan. It requires a clear grasp of the core priorities at stake. For PCA, these have always been:

- 1) Secure Technical Infrastructure
- 2) Reliable City Meeting Coverage
- 3) Consistent Local Service & Impact
- 4) Board & Staff Investment in PCA & KPCA

We trust that this combined **Annual Report FY17/18 & Activities Plan FY18/19** demonstrates the practical performance of these four priorities in administration of our operation.

Those of us working at PCA, on the Board and as staff, are fully invested in the belief that a truly healthy community depends on the services and resources we contribute. Helping residents of Petaluma learn modern media skills in a culture of collaborative creativity, to communicate better and more often with each other, this is our mission in action.

***- FY18/19 Operating Budget***

The FY18/19 PCA Budget was approved by the Board of Directors on August 21, 2018.

PCA financial status is reviewed quarterly, and the Budget modified accordingly.

**Attached Documents**

- A - Projected Budget for FY18/19
- B - PCA Budget Performance for June 2018
- C – PCA Objectives & Activities FY18/19
- D - Anticipated quarterly Payroll Budget for ED transition