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**AGENDA SPECIAL MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Tuesday, June 1, 2021**

BOARD OF DIRECTORS

Ann Marie Hickambottom (District 1)
Jan Sanders (District 2)
Anna Hawkey Jablonski (District 3)
Perry Helm (District 4)
Yuny Parada (District 5)
Ken Chawkins, Vice President (District 6)
Sally Howell, President (District 7)
Gail Schaper-Gordon, Treasurer (Mayor's Representative)
Lisa Derderian (City Manager's Representative)
Beth Leyden, Secretary (PUSD Representative)
Alexander Boekelheide (PCC Representative)

STAFF

George Falardeau, Executive Director CEO
Chris Miller, Chief Operating Officer
Aaron Wheeler, Head of Community Development
Liza Rodriguez, Office Admin/Asst. to the Executive Director CEO

MISSION STATEMENT

The Pasadena Community Access Corporation is dedicated to the community access function of the Pasadena Telecommunications system and shall be operated exclusively for charitable, scientific, literary and educational purposes. In fulfilling these purposes, the corporation shall strive to achieve communication, facilitation, and development of media skills toward the ends of self-expression and community cohesion and improvement.

Items on the agenda may not be called in order listed.

Agendas and supporting documents are available on the Internet at pasadenamedia.org.

IF YOU NEED A REASONABLE MODIFICATION OR ACCOMODATION PURSUANT TO THE AMERICANS WITH DISABILITIES ACT BECAUSE YOU ARE UNABLE TO PARTICIPATE ELECTRONICALLY AS SET FORTH BELOW, CONTACT PCAC AS SOON AS POSSIBLE AT (626) 794-8585. PROVIDING AT LEAST 72 HOURS ADVANCE NOTICE WILL HELP ENSURE AVAILABILITY.

DISTRIBUTION:

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Pasadena Independent
Pasadena Journal
Pasadena Now
Pasadena Star News
Pasadena Weekly
La Opinión

**NOTICE OF SPECIAL MEETING
PASADENA COMMUNITY ACCESS CORPORATION (PCAC)
BOARD OF DIRECTORS**

NOTICE IS HEREBY GIVEN that pursuant to Executive Order N-29-20 issued by Governor Gavin Newsom on March 17, 2020, a special meeting of the Pasadena Community Access Corporation Operating Company (dba Pasadena Media) is scheduled for **Tuesday, June 1, 2021**, starting at **5:00 p.m.**

PASADENA MEDIA IS CLOSED TO THE PUBLIC UNTIL FURTHER NOTICE. PURSUANT TO EXECUTIVE ORDER N-29-20 ISSUED BY GOVERNOR GAVIN NEWSOM ON MARCH 17, 2020, THIS MEETING WILL TAKE PLACE SOLELY BY VIDEOCONFERENCE/TELECONFERENCE.

Members of the public may participate electronically in the open session portion of the meeting by accessing the livestream at <http://pasadenamedia.org>.

In order to facilitate public participation at meetings held solely by electronic means, public comments may be provided through the following webpage: pasadenamedia.org/agenda-comments.

AGENDA

PUBLIC SESSION

PUBLIC COMMENT: Public comment is limited to items on this special meeting agenda and will be heard when the items are discussed.

- INTRODUCTION OF MEMBERS/CALL TO ORDER/ROLL CALL
- APPROVAL OF MARCH 9, 2021 BOARD SPECIAL MEETING MINUTES
 - Motion to Approve
- TREASURER REPORT
- EXECUTIVE DIRECTOR REPORT
- NEW BUSINESS
 - FY22 PCAC BOARD OFFICER NOMINATIONS AND ELECTION
 - Action Item
 - APPOINTMENT OF MEMBERS TO PCAC'S CITIZENS ADVISORY COMMITTEE for three-year terms: Geoff Baum, Ann Erdman, Rabbi Joshua Levine Grater, Mic Hansen, Phil Hopkins, Al Moses, Diana Peterson-More, Tom Selinske, Martin Sweeney, Sheryl Turner & Tim Winter.
 - Action Item
 - BOARD DIRECTIONS FOR THE PCAC CITIZENS ADVISORY COMMITTEE
 - Action Item
- ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF
- ADJOURNMENT

Sally Howell, President, PCAC Board of Directors

I HEREBY CERTIFY that this notice, in its entirety, was posted on both the Council Chambers Bulletin Board, Room 247, and the Information Kiosk (in the rotunda area), at City Hall, 100 N. Garfield Ave., Pasadena, CA, in Pasadena Community Access Corporation Suite 101, and a copy was distributed to the Central Library for posting on this 28th day of May, 2021.

Liza Rodriguez, Office Administrator

**PASADENA COMMUNITY ACCESS CORPORATION
BOARD OF DIRECTORS
SPECIAL MEETING
150 S LOS ROBLES AVE
PASADENA, CA 91101**

Minutes of Pasadena Community Access Corporation

This regular meeting of the PCAC Board of Directors was held on Tuesday, March 9th, 2021.
MEETING HELD VIA ZOOM VIDEOCONFERENCE/TELECONFERENCE.

SPECIAL MEETING – 5:00 P.M.

I. INTRODUCTION OF MEMBERS/CALL TO ORDER/ROLL CALL

- President Howell called the meeting to order at 5:03 p.m.

Board Members Present, Absent, of Late at the time of the call to order:

Ann Marie Hickambottom, District 1, present
Jan Sanders, District 2, present
Anna Hawkey Jablonski, District 3, absent
Perry Helm, District 4, present
Yuny Parada, District 5, present
Ken Chawkins, Vice-President, District 6, present
Sally Howell, President (District 7), present
Gail Schaper-Gordon, Mayor's Representative, present
Beth Leyden, Secretary, PUSD Representative, present
Alex Boekelheide, PCC Representative, present
Lisa Derderian, City/City Manager Representative, present

Staff:

George Falardeau, Executive Director/CEO, present
Chris Miller, Chief Operations Officer, present
Javan Rad, Chief Assistant City Attorney, Present
Aaron Wheeler, Head of Community Development, present
Liza Rodriguez, Office Administrator/Asst. to the Executive Director/CEO,
present

II. APPROVAL OF JANUARY 5TH, 2021 BOARD SPECIAL MEETING MINUTES

Motion to Approve: Alex Boekelheide moved to approve minutes for January 5, 2021. Seconded by Jan Sanders. The motion passed unanimously. No public comment.

III. TREASURER REPORT

- Treasurer's report presented Treasurer Gail Schaper-Gordon per agenda packet. Information item only. No public comment.

IV. EXECUTIVE DIRECTOR REPORT

- Executive Director's report presented by ED/CEO George Falardeau and staff

- per agenda packet. Information item only. No public comment.
- Best wishes and a fond farewell to Hannah Ramirez who left PCAC at the beginning of February.

V. NEW BUSINESS

- **PCAC TAX RETURN: SUBMISSION OF THE ANNUAL IRS FORM 990**
 - Information Item
 1. **MOTION:** *Alex Boekelheide moved to approve submission of the Annual IRS Form 990 as presented. Seconded by Sally Howell. The motion passed unanimously. No public comment.*
- **APPROVAL OF A CONTRACT FOR COVERAGE OF ALTADENA TOWN COUNCIL MEETINGS WITH LOS ANGELES COUNTY IN THE AMOUNT OF \$12,975.00**
 - Recommendation:
 1. Find that the proposed action is exempt from the California Environmental Quality Act (“CEQA”) pursuant to the State CEQA Guidelines Section 15061(b)(3) (General Rule); and
 2. Authorize the Executive Director/CEO to enter into a contract with Los Angeles County for coverage of FY2021 Altadena Town Council Meetings in the amount of \$12,975.00
 - Action Item
 1. **MOTION:** *Alex Boekelheide moved to approve the contract as presented. Seconded by Beth Leyden. The motion passed unanimously. No public comment.*
- **PCAC FY2021 BUDGET PRESENTATION**
 - Action Item
 1. Treasurer Gail Schaper-Gordon presented the PCAC FY2021 Proposed Budget.
 2. **MOTION:** *Ken Chawkins moved to accept the proposed PCAC FY2021 Budget as presented. Seconded by Jan Sanders. The motion passed unanimously. No public comment.*

VI. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

- Various announcements and kudos by Board Members

VII. ADJOURNMENT

- Motion to adjourn by Alex Boekelheide. Seconded by Yuny Parada. Meeting adjourned at 6:06pm.

FUTURE MEETING DATES

- **April 6, 2021**
- **May 4, 2021**

Pasadena Community Access Corporation

Statement of Financial Position

As of May 31, 2021

	Total	
	As of May 31, 2021	As of Jun 30, 2020 (PP)
ASSETS		
Current Assets		
Bank Accounts		
1010 Petty Cash	200	200
1120 Bank of America Checking (1018)	343,718	206,979
1130 Bank of America Capital - Restricted (9451)	285,197	176,207
1160 Paypal	7,048	6,110
1170 PFCU Savings (7181)	75,303	75,275
Total Bank Accounts	\$ 711,467	\$ 464,770
Accounts Receivable		
1200 Accounts Receivable	620	1,813
Total Accounts Receivable	\$ 620	\$ 1,813
Other Current Assets		
1330 Prepaid Insurance	2,828	2,828
Total Other Current Assets	\$ 2,828	\$ 2,828
Total Current Assets	\$ 714,916	\$ 469,412
Fixed Assets		
1600 Production Equipment	437,419	437,419
1635 Leasehold Improvements	93,898	93,898
1650 Accumulated Depreciation	-312,243	-312,243
1660 Accumulated Depreciation - LHI	-39,125	-39,125
Total Fixed Assets	\$ 179,948	\$ 179,948
Other Assets		
1800 Security Deposit	12,420	12,420
Total Other Assets	\$ 12,420	\$ 12,420
TOTAL ASSETS	\$ 907,283	\$ 661,779
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Credit Cards		
2050 Chase Visa Credit Card	2,039	5,487
2060 Divvy Credit Card	750	0
Total Credit Cards	\$ 2,789	\$ 5,487
Other Current Liabilities		
2100 Payroll Liabilities	26,470	19,351
2200 Accrued Vacation	32,291	32,291
2400 Accrued Liabilities	596	3,382
2800 Deferred Income	326,263	176,207
Total Other Current Liabilities	\$ 385,620	\$ 231,230
Total Current Liabilities	\$ 388,409	\$ 236,717
Total Liabilities	\$ 388,409	\$ 236,717
Equity		
3000 Opening Bal Equity	-36,271	-36,271
3100 Retained Earnings	461,334	461,334
Net Income	93,812	
Total Equity	\$ 518,874	\$ 425,063
TOTAL LIABILITIES AND EQUITY	\$ 907,283	\$ 661,779

Pasadena Community Access Corporation							
Pro Forma P&L - May 2021							
FY 2021 YTD Actual vs FY 2021 Adopted Budget							
		vs. 11 mo. Budget			vs. Full Year Budget		
	YTD Actual	Budget	\$	%	Budget	\$	%
Income							
City of Pasadena	967,000	967,000	-	0.0%	967,000	-	0.0%
Contributions & Grants	11,373	7,333	4,040	55.1%	8,000	3,373	42.2%
Production Services	30,593	16,867	13,726	81.4%	31,900	(1,308)	-4.1%
Program Services	1,940	5,500	(3,560)	-64.7%	8,000	(6,060)	-75.8%
Other Revenue	180	917	(737)	-80.4%	1,000	(820)	-82.0%
Total Income	1,011,085	997,617	13,469	1.4%	1,015,900	(4,815)	-0.5%
Expenses							
Payroll Expenses	502,085	549,027	46,941	8.5%	594,779	92,694	15.6%
Payroll Taxes	42,171	47,766	5,594	11.7%	51,746	9,575	18.5%
Employee Benefits	85,116	98,830	13,714	13.9%	106,700	21,584	20.2%
Occupancy Expenses	195,125	196,800	1,675	0.9%	213,838	18,713	8.8%
Accounting & Audit	15,815	13,073	(2,742)	-21.0%	13,523	(2,292)	-16.9%
Advertising & Marketing	2,076	3,300	1,224	37.1%	3,600	1,524	42.3%
Automobile Expense	542	1,329	787	59.2%	1,450	908	62.6%
Bank & Payroll Processing Fees	1,418	1,558	140	9.0%	1,700	282	16.6%
Board Materials & Expenses	-	110	110	100.0%	120	120	100.0%
Cable Drop Fees	8,522	7,949	(573)	-7.2%	8,100	(422)	-5.2%
Contract Labor	-	2,017	2,017	100.0%	2,200	2,200	100.0%
Dues and Subscriptions	2,031	3,500	1,469	42.0%	3,500	1,469	42.0%
Legal & Professional Fees	-	-	-	-	20,000	20,000	100.0%
Licenses, Permits & Other Fees	281	154	(127)	-82.2%	154	(127)	-82.2%
Meals & Entertainment	377	1,595	1,218	76.4%	1,740	1,363	78.3%
Office Expense	4,180	7,333	3,153	43.0%	8,000	3,820	47.7%
Production Expense	15,538	19,867	4,329	21.8%	21,000	5,462	26.0%
Professional Development	706	1,925	1,219	63.3%	2,100	1,394	66.4%
Travel & Lodging	225	2,350	2,125	90.4%	2,650	2,425	91.5%
Total Expenses	876,208	958,482	82,274	8.6%	1,056,900	180,692	17.1%
Net Operating Income	134,878	39,135	95,743	244.6%	(41,000)	175,877	-429%
PEG Capital Income Recognized	41,066	174,167	(133,101)	-76.4%	190,000	(148,934)	-78.4%
PEG Capital Equipment Expense	41,066	174,167	133,101	76.4%	190,000	(148,934)	-78.4%

PCAC Administrative Report – March - May 2021

Respectfully submitted by George Falardeau, Chris Miller & Aaron Wheeler

EXECUTIVE DIRECTOR CEO

- We're pleased to announce that Pasadena Media is the recipient of this year's **Alliance for Community Media (ACM) Hometown Media Award for Overall Excellence in Public, Educational or Government Access \$650,000 - \$1,000,000**. This is our second award in this category following our first in 2019. We are very proud of the hard work our team put in to achieve this award.
- Pasadena Media along with the Pasadena Educational Foundation, Pasadena Unified School District and Stars, are the proud recipients of a **California Humanities CDP NextGen Grant** in the amount of \$15,000. This will support a youth media project for PUSD students utilizing podcasting as their platform on issues that their community face. COO Chris Miller is the Project Director.
- Pasadena Media has developed a new program **NewsRap Local** with PCAC's Citizens Advisory Committee (CAC) Member & community producer Justin Chapman as the host. This is a monthly show highlighting local news and events in the City of Pasadena.
- We've produced 44 **Arroyo Live** shows with broad topics such as the effects of COVID-19 on the community, Asian American Pacific Islander Hate Crimes, City governance, NASA's Mars Mission and Earth Day. **Arroyo Live** has become our flagship program hosted by Pasadena Media Engineer Joe Carbonetta.
- Limited reopening of Pasadena Media studio center began on May 17. This includes reservations for editing bays and studio production time for community producers, in addition to expanded camera equipment checkout hours.
- ED/CEO & COO met with City Manager Steve Mermell & Assistant City Manager Julie Gutierrez to review PCAC FY 21-22 budget, details forthcoming.
- Pasadena Media in collaboration with Jericho Road Pasadena (JRP), produced & aired the **48th Annual Pasadena Mayor's Interfaith Prayer Event**. The event was a weeklong virtual series featuring a variety of religious leaders from local churches & nonprofits. JRP donated \$500 to Pasadena Media for our support.

- We are pleased to announce the hiring of David Martinez, our new Media Production Specialist who came to us from Arizona PBS and holds a master's degree in journalism from the University of Arizona.
- Met with the new Pasadena Fire Chief Chad Augustin in advance of his speech to the Rotary of Pasadena. Chief Augustin comes to us from the Bay area.
- ED/CEO currently has been appointed to the board of the San Rafael Neighborhood Association (SRNA) representing his neighborhood and addressing overall city issues.
- ED/CEO attended numerous meetings such as: the SoCalGas Citizens Advisory Committee, the Pasadena Executive Round Table, the Pasadena Rotary Board, the SRNA Board, and various Pasadena Rotary events.
- Met with Friends In Deed Executive Director & PCAC CAC Member Rabbi Joshua Levine Grater to discuss hosting a potential podcast series, details forthcoming.
- Met with District 4 Councilmember Gene Masuda's Field Representative Noreen Sullivan to discuss highlights in her district and upcoming city events.
- Pro-service projects are continuing with the Western Justice Center and Professional Child Development Associates. COO Chris Miller to give details.
- Met with PCAC Board Member Perry Helm and Robin Salzer, President of SRNA, to discuss Neighborhood Mapping in the 6th District, details forthcoming.
- PCAC's Citizens Advisory Committee held their annual meeting virtually and elected Phil Hopkins as Committee Chair for the second time.
- Met with community producer James Farr to discuss and review his new documentary ***Thorns on the Rose***.
- Due to changes brought forth by the pandemic and its impact on PCAC, a new Strategic Plan with the board is necessary. Will schedule a board retreat.
- Pasadena Media helped facilitate a live cablecast of California State Assemblymember Chris Holden's Virtual Town Hall in March.

Attached: Operations Report, Cable Complaints, Community Development Report & Production Report

Operations Report – March - May 2021

Respectfully submitted by Chris Miller, Chief Operating Officer

- **UPDATE - Threat to Franchise Fees & PEG: Protecting Community Television Act**
The 6th Circuit released its decision in *City of Eugene v FCC* last week. The Court upheld that “in-kind” “exactions” do count against the 5% franchise fee cap. However, it found the FCC had no basis to let cable companies determine fair market value of such exactions, and instead determined that marginal costs of the cable operator should be used. The Court also affirmed the idea that Congress can determine what is and is not a fee, and what counts toward the cap. The PCTA would define franchise fees as monetary only, disallowing cable companies from charging for these exactions.
- **UPDATE - Enhanced Operations for Prolonged COVID-19 Pandemic: Ongoing**
The studio reopened in a limited capacity on May 17. Studio and edit bay usage is now available by appointment Mon., Wed., and Fri. for morning or afternoon sessions, with cleaning in between. Protocols including temperature checks, health questionnaires, masking, social distancing, and frequent cleaning are in place. Staff continues working remotely, though there are now typically four or five employees in the building daily.
- **UPDATE - COVID-19 Testing and Vaccinations Among Staff: Ongoing**
No staff members have tested positive for the virus since early October. All but one staff member has received at least one dose of a COVID-19 vaccine.
- **UPDATE - Pro Services Non-profit Fundraisers: Ongoing**
Both Western Justice Center and PCDA have scheduled paid shoots with us this summer for fundraisers this fall. We expect to host one of those fundraisers virtually from the studio and perform in several capacities for the other on location.
- **Tax Return: Filed**
Our IRS form 990, California Exempt Organization Return form 199 and CA Attorney General Registration Renewal form RRF-1 were filed and accepted on 4/2.
- **Streaming & OTT Aspect Ratios: Completed**
An update for the TelVue HyperCaster playback server performed in April resulted in letterboxed and pillarboxed streams (black bars on all sides) online and in our OTT apps. Subsequent updates for the attached TeleCast encoders rectified the outputs.
- **Arroyo Charter Outage 5/17: Completed**
At 10am on 5/17, staff reported an Arroyo outage on Charter. I found a failed power supply on the Amino receiver at City Hall. I routed KPAS programming onto Arroyo while retrieving a spare supply from the office. Programming was restored by 11:45am.
- **Office & Studio Network Issues: Ongoing**
Over the past month, an intermittent network issue has disrupted internet streams, office work, and two tapings. The issue, which has occurred approximately two times per week, is likely due to a failing switch that will be replaced as we address other increasing office needs.

Utility User Tax Complaints

From: Charter Regulatory.Complaints

Apr 19, 2021 at 6:14 PM

To: "chris@pasadenamedia.org" <chris@pasadenamedia.org>

Cc: "Hidalgo, Peter G", "Regulatory.Complaints", "liza@pasadenamedia.org"

Mr. Miller –

We are in receipt of this complaint. We will review and contact the customers. I will follow up with you once the customer contact is complete.

Regards,
Bill

William C. Wesselman | Sr. Director, Law - Regulatory | 303.323.6096
6360 S Fiddlers Green Circle | Greenwood Village CO 80111

From: Chris Miller <chris@pasadenamedia.org>

Sent: Monday, April 19, 2021 4:41 PM

To: Charter Corporate Escalations

Cc: Liza Rodriguez; Hidalgo, Peter G

Subject: [EXTERNAL] Utility User Tax Complaints

Over the past four weeks we've received a number of complaints about an increase in Utility User Tax (UUT) on their Charter bills. My understanding is that City Hall has received many more complaints as well. While there has been no action by the City of Pasadena in this regard since 2008, Charter customer service representatives told all of these customers that the City had increased the UUT. After an exhaustive search by City staff to find out what was occurring, a 'senior person out of Kansas City' revealed to them that, as of March, Charter Spectrum is using a new billing software that now itemizes the full UUT as a separate charge for cable services and as a result has increased the total bill for many customers. While the calculation of UUT has been correct on all the new bills the City has reviewed, there is an overall increase since it is itemized on top of the bill cost. Prior to March, only a small portion was itemized and the largest portion was included in the cable package cost. We understand that there is nothing the City can do if Spectrum bills like this.

While we have shared our findings with all who have called us, the customers in the table below want an explanation directly from Charter.

Name	Contact #	Email
L**** K*****	818-###-####	L...@gmail.com
R*** Z*****	626-###-####	R...@verizon.net
R***** E****	213-###-####	R...@charter.net
J*** L****	626-###-####	
R***** P*****	626-###-####	x...@gmail.com

J***** S*****	626-###-####	J...@yahoo.com
D***** O*****	626-###-####	D...@pacbell.com

Please contact these customers as soon as possible and let us know the outcome(s). I've also pasted below the written comments we've since received from two of these customers that they wanted forwarded to you. Thank you.

--- From L**** K*****:

On my recent billing statements, the local Users Utility Tax has been inflated to \$12.19, while in the boiler plate on page 3 of the bill, the local Users Utility Tax is stated as 0.69 cents. This discrepancy is not explained anywhere on the bill and in my opinion, is an improper charge. What is the actual local Users Utility Tax? The difference is enormous. We are apprised that Charter formerly included this inflated price (\$12.19) in the cost of service. If it is now being disentangled from the cost of service (cable package cost), then the cost of should be deducted. The cost of service of service (Cable package cost) must be reduced by equal amount. The company can't have it both ways. NO EXPLANATION HAS BEEN PROVIDED TO EXPLAIN THIS SIGNIFICANT INCREASE IN THE OVERALL COST OF SERVICE. I would like to speak to somebody in finance from Charter who can explain this to me better.

--- From J***** S*****:

I have not changed any of my Charter service in years. Starting with my February bill, my charges increased by \$15.87. After 3 phone calls over a couple of hours, Charter insisted that the City of Pasadena had increased its local tax rate. I checked with the City, and that is not true. Charter customer service did not research this conflict in information, and get back to me as requested on this issue despite being told that there was no change in local utility tax. I was told repeatedly to take it up with Pasadena, it was the City that was billing the extra \$15.87, not Spectrum. Whatever the reason for the \$15.87 increase starting in February, Spectrum's responsiveness to my query was infuriating. Clearly improvement is needed with the training of their call center staff in customer service, escalating complicated problems, the importance of returning calls when promised, and understanding their own billing system. Despite their insistence that the City of Pasadena directly bills the local utility tax (on Spectrum's bills), I know this is not true. When confronted with the information that there was no increase in taxes, there was no interest on their part in investigating the reason for the sudden increase in their bill. Everyone I spoke with agreed that they had never seen a local utility tax jump this much in one month, but it was Charter's contention that the City of Pasadena who was doing this, I needed to take it up with them. As a customer of Charter/Spectrum for a quarter of a Century, I am quite disappointed in the way they have handled this situation, and hope that their senior management can make improvements to their call center responsiveness, core knowledge of their own billing systems, and find away for frustrated customers to escalate these issues other than have the customer re-call the main 855 number and start the process over with a new agent every time.

Chris Miller

Chief Operating Officer

Pasadena Media

150 S. Los Robles Ave., Suite 101

Pasadena, CA 91101

626-794-8585 x 105

Community Development Report – March - May 2021

Respectfully submitted by Aaron B. Wheeler, Head of Community Development

MEMBERS	New Volunteers (Free)	Active Trainees & Producers (Paid)
2021 Season 1 (Mar - May)	9	22
2021 Season 1 (Jan - Feb)	39	46

PROGRAMMING	New Series	Local Episodes	Bicycled Episodes	Community Productions in Progress
Mar - May 2021	2	71	75	10
Jan - Feb 2021	3	31	55	7

TRAINING	Orientation	Other Classes
2021 Season 1: Mar - May	14	37

Total Class Enrollments - 2021 Total Year: 57

Member Services:

Pasadena Media Reopened May 17 with limited community services adhering to all public health safety measures.

Community Engagement:

Developed a new format of *NewsRap* titled *NewsRap Local* with Justin Chapman

Continued community relationships through virtual meetings and training.

Grant:

Received \$15,000

California Humanities: NextGen Grant for Emerging MediaMakers

Pasadena Youth Voices Podcast Project: In partnership with Pasadena Education Foundation, PUSD, and STARS After-school program.

Social Media Analytics

Facebook Page	Mar - May 2021	Jan - Feb 2021	Year To Date	Definition
Reach	23,117	9,717	32,834	The number of unique individuals who have actually seen any content related to your Facebook Page.
Views	484	384	868	The total number of times your Facebook Page was viewed.
Engagement	768	522	1,290	A Like, Comment, Share or click received on a post from your Page.
Clicks	750	550	1,300	The number of clicks on links within the ad/post that led to destinations or experiences, on or off Facebook.
Likes	19	26	45	People who Like your Facebook Page.

YouTube Channel	Mar - May 2021	Jan - Feb 2021	Year To Date	Definition
Views	36,122	21,048	57,166	The total number of times the YouTube channel was viewed during the time period you select.
Comments	66	37	103	The number of comments received on the channel.
Likes	285	173	454	People who Like a video in your channel.
Subscribers	126	78	204	People who have chosen to “follow” your channel to stay updated with your latest videos.

Followers	Current
Instagram	3,749
Twitter	2,085

Production Report – March - May 2021

Respectfully submitted by Chris Miller, Chief Operating Officer

Type of Production	March	April	May
Member Productions and Preproduction Meetings	2	6	8
Arroyo Originals - Studio	4	5	3
Arroyo Originals - Field	3	5	2
KPAS/City Productions	27	24	19
Pro Services	6	4	2
Special Projects	0	0	0

Completed Program Highlights:

- Carried first live Town Hall from Assemblymember Holden
- Carried first live NAACP event (outside of election forums)
- Worked with five different Pro Service clients including a PCDA fundraiser from the studio
- Recorded PSAs with Councilmember Tyron Hampton including Orange Tier, Red Tier, and Ice Skating Center Reopening
- Recorded three COVID-19 Vaccine PSAs
- Carried six Councilmember Virtual Community Meetings live on KPAS
- Recorded another series of *HR Tips In A Minute* for Human Resources Dept.
- Produced a training video and a PSA for Transportation Dept.
- Produced a Back to Work PSA being utilized by various City departments
- Worked with Parks, Recreation and Community Services Dept. to create the live interactive Bunny Palooza event from the studio in lieu of Egg Bowl
- Assisted with and shot Pool Safety Press Conference at RBAC and created a separate Pool Safety PSA with the Fire Dept.
- Shot and edited virtual Mayor's Prayer Breakfast event that included a keynote discussion on the field at the Rose Bowl and message from area clergy in studio
- Staff continues the increased live coverage of City Council Committee meetings broadcast live on KPAS