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PASADENA MEDIA

**2019-2020
Annual Report**

PASADENA COMMUNITY ACCESS CORPORATION

TO: CITY COUNCIL

FROM: PASADENA COMMUNITY ACCESS CORPORATION

DATE: MARCH 31, 2021

SUBJECT: ANNUAL REPORT FOR JULY 2019 THROUGH JUNE 2020
and WORK PLAN FOR 2020 – 2021

RECOMMENDATION:

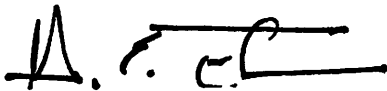
This Report is submitted for information purposes only.

Attached are the following:

- Report of Work Plan Performance for July 1, 2019 through June 30, 2020
- Proposed Work Plan for July 1, 2020 through June 30, 2021
- Report of Attendance for July 1, 2019 through June 30, 2020

Prepared by Chris Miller, Chief Operating Officer

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'G. Falardeau', with a stylized flourish at the end.

George Falardeau
Executive Director CEO, Pasadena Community Access Corporation

CITY OF PASADENA, PASADENA COMMUNITY ACCESS CORPORATION

WORK PLAN: 7/1/19 – 6/30/20

ORGANIZATION: Pasadena Community Access Corporation (PCAC) is a component unit, nonprofit public benefit corporation recognized under Nonprofit Benefit Corporation Law for charitable purposes. The PCAC board shall advise and make recommendations to the City Council.

MISSION: 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.

FUNCTION: (as defined by City Ordinance/Charter)

1. Promote, coordinate, facilitate, produce and assist public service community programming on behalf of all residents of the city, for all public and community access channels of Pasadena's cable telecommunications system;
2. Inform Pasadena residents of the potential services and benefits of the cable telecommunications system;
3. Provide a mechanism through which Pasadena institutions and organizations can effectively share educational, health care, governmental and cultural information with the community;
4. Provide training and technical assistance that will make public access programming and expression more accessible to residents of Pasadena;
5. Serve as a resource center for information, materials and equipment relating the use of video equipment and facilities;
6. Coordinate and promote educational uses of the cable telecommunications system;
7. Serve as receiving, holding and disbursing entity for moneys intended to promote noncommercial uses of the cable telecommunications system;
8. In conjunction with the cable telecommunications system operating company, devise, establish and administer rules, regulations and procedures pertaining to use and scheduling of the cable telecommunications system access channels;
9. Coordinate and schedule transmission of programming on the cable telecommunications system access channels;
10. Maintain records, including videotapes and other documentation, concerning cable telecommunications programming, and make such videotapes and programming material available to interested persons or groups for scientific, charitable, literary or educational purposes;
11. Engage in research to assess community response to programming on cable telecommunications system access channels and ascertain needs for additional or different programming, publish the results of such research, and implement or aid in implementation of such additional or different programming;
12. Provide such other cable telecommunications access services as shall be determined by the board;
13. Adopt and/or certify environmental reviews performed in compliance with the California Environmental Quality Act.

OBJECTIVE I: Expand video production opportunities in and for the local community.

Status: Ongoing

PCAC continues to provide one of the most accessible, value-added video production training and services to the residents of Pasadena. Community members receive hands-on technical training on field equipment and live studio production. The training courses continue to flourish and provide an influx of content focused on current issues facing Pasadena residents.

Community Outreach

Through various programs, PCAC provides informative, entertaining and engaging content that allows the community to stay civically involved. Services including access to production equipment and production training allow community members to gain valuable skills on personal and professional levels. PCAC also provides extensive support and event coverage for local civic and non-profit organizations that are in great need of promotion and community engagement. Among the diverse non-profit organizations that have collaborated with PCAC during the 2019-2020 fiscal year are:

AbilityFirst	NAACP Pasadena
ACT Pasadena	National Hispanic Media Coalition
All Saints Church	No Future Cafe
Alliance for Community Media	Options for Learning
Altadena Town Council	Pasadena City College
Armory Center for The Arts	Pasadena Chamber of Commerce
ArtCenter	Pasadena Community Coalition
Black History Celebration Committee	Pasadena Complete Streets Coalition
Boys and Girls Club of Pasadena	Pasadena Educational Foundation
Bungalow Heaven Neighborhood Assn.	Pasadena Environmental Advocates
Chabad of Pasadena	Pasadena Humane Society
CHAPCare	Pasadena Latino Coalition
CalTech	Pasadena Museum of History
Commission on the Status of Women	Pasadena Playhouse
Congressman Adam Schiff	Pasadena Rotary Club
Day One	Pasadena Senior Center
Exploring the Arts	Pasadena Symphony and POPS
First Tee of Greater Pasadena	Planned Parenthood Pasadena & SGV
Flintridge Center	Professional Child Development Assn.
Friends In Deed	Salvation Army Pasadena
Historic Highlands Neighborhood Assn.	SGV Mosquito & Vector Control District
Ideal Youth	So Cal Women's Health Conference
Innovate Pasadena	STEAM:CODERS
Jericho Road Pasadena	Sunrise LA Youth Sequoyah Hub
Leadership Pasadena	Tournament of Roses
League of Women Voters Pasadena	Union Station Homeless Services
LearningWorks	Western Justice Center
Linda Vista-Annandale Association	West Pasadena Residents' Association
Madison Heights Neighborhood Assn.	YWCA

Video Production Training

Providing the most accessible, valuable training and services to Pasadenans is an established and continual goal of PCAC. We are proud of our accomplishments in this area over the past several years. PCAC has concentrated on our video production-training program to develop engaging programs. Our core production training courses provide real hands-on experience along with an overview of field and studio production techniques, theory and community access guidelines. This year, PCAC added a course in podcasting with the introduction of our new media studio dubbed Studio B. In response to the COVID-19 pandemic, an entirely online training curriculum was developed and implemented during the last three months. This program focused on tutorials and webinars for readily-available, free tools in order to foster community communication during a difficult and confusing time for many. PCAC looks forward to maintaining present offerings, returning to in-person instruction and hands-on learning, and developing new training tools with new and expanding technologies.

Community Members Trained	2018-2019	2019-2020
Orientation	212	96
Producing	51	41
Studio Camera / Floor Manager	63	49
Director	47	43
Technical Director / Media Mgmt	35	34
Lighting	32	25
Audio	37	32
Character Generation	7	18
Field Production	53	19
Editing	38	32
Teleprompter	18	31
Green Screen	30	13
<i>Arroyo Profiles</i> Production	72	30
Podcasting	-	30

Programming: Arroyo

PCAC has concentrated on improving program quality and increasing the amount of local programming on the public access channel known as Arroyo. PCAC is committed to providing community-based programming that is engaging, informative and challenging to the residents of Pasadena while supporting their right to freedom of speech.

Programming Hours	2018-2019	2019-2020
Total Hours Cablecast	8760	8784
In House First Run	79	100
In House Replay	1431	1822
Local First Run	510	392
Local Replay	4061	3733
Bicycled First Run	140	254
Bicycled Replay	1112	1552
Community Bulletin Board	1427	931

PCAC Community Interest Series

A Celebration of Public Domain

Movies of 1923 (9)

Access For All (5)

Altadena Town Council Meetings (11)

Arroyo Live (LIVE) (12)

Arroyo Profiles (5)

Candidate Forums (LIVE) (9)

From Bustles to Boardrooms (2)

IMPACT Pasadena (5)

Innovate Pasadena Presents (6)

League of Women Voters Pasadena (2)

NewsRap / NewsRap News Brief

(LIVE) (43)

Safer At Home Stories (6)

What's Up Pasadena! (4)

PCAC Community Interest Programs

34th Ruby McKnight Williams Awards

Dinner: Oct. 3, 2019

Leadership Pasadena: 20th Anniversary

Luncheon and Leadership Dialogue

Mayor's Virtual Prayer Breakfast 2020

National Parents Day Awards: August
10, 2019

Pasadena Latino Heritage Parade

Robert Gorski Memorial Service: March
7, 2020

Local Programs

All Saints Church (LIVE)

All Saints: Building Back Better w/ Adam
Schiff (LIVE)

All Saints: Countering White Supremacy
with Adam Schiff (LIVE)

Alley 99

Almen Joi's Music Videos

AMAP View with Julia Z.

Anybody Can Play Guitar

Around Midnight Somewhere (LIVE)

Artist's Life

Barbara Morrison & CA Jazz and Blues

Museum Tribute to Kobe Bryant

Behind The Curtains

Black and White Movies Podcast

Castle Cat

Choices

Conversation.Live

Entertaining LA

Everyday Life Latino Talk

From the Corner Office

Horror Host Theatre

Is It Reasonable?

It's All About ME TV

Jasiriously Speaking

Karma Fashion TV

Koala In A Box

Late Nite Bride

Living With COVID-19

Lunatic Passport

Metalheads Union
 Mr. Hollywood TV Show
 Museum Rat
 Music & Message - Man To Man
 My Fleeting Interests
 Nuclear Popcorn
 Open Mic with Aletha J
 Our Society
 Out Of Line - The Sneak Peak
 Pasadena Presbyterian Church (LIVE)
 Politics, Pop-Corn, and Pop-Culture
 PopFuzion
 Power of One
 Q Talk Radio: The Holiday Episode
 Rep. Judy Chu: Consequences of a
 Census Undercount
 Sharing a SMILE
 Showtime At The Rose
 Skeelove House of Hip Hop
 SMILE and Spread a Little JOY!
 Sounds Within

Bicycled Programs

A Conversation with Caroll and Debra
 Spinney: Feb. 12, 2016
 Alliance for Community Media 2019:
 Plenary - What Can We Learn from
 Engagement Journalism?
 Apollo 50th Anniversary
 Both Sides Of The Bars
 Butterfly Town, USA
 Centers for Medicare & Medicaid
 Services: Census 2020
 Democracy Now!
 Economic Update
 Farrakhan Speaks
 Eastern Light Screening Zone
 Foothill Gold Line's Journey Continues
 Here Comes Everybody
 Holy Family Catholic Mass
 Johnny Irion: Live in Ludwigshafen
 Karaoke Night TV (K-NiTEtv)
 LA County Weekly
 LACC Black Graduation
 Legitimately Mallie!

The ASMR Talk Show
 The Close the Deal Show
 The Indie Spotlight
 The Malachi Ryan Show
 The Melody Trice Show
 The Naiya Graham Show
 The Nowman Show
 The Ryze
 The Sentoria \$Money Green Show
 The Sure Truth
 The Vault
 Thursday Nite Live
 Time River Productions
 Tongues Of Fire
 Travel Today with Lea
 True Hollywood TV
 Truth Noir
 Two Steps Ahead
 Well Read with Justin Chapman
 Yahusha's Call
 Yeshua Ministries

Los Ministerios de Gracia y Verdad
 Perils For Pedestrians
 Prayer That Heals (English)
 Prayer That Heals (Espanol)
 Supreme Master TV
 TED Talks
 The Connie Bryan Show
 The Future of Community Media: A
 Roundtable Discussion
 The Happy/Complaint/Prayer Show!
 With Dr. Happy!
 The Importance of Public Media: Mr.
 Rogers Testifies Before Congress
 The Kamla Show
 The Nikki Rich Show
 What's at Stake for Goffstown: FCC
 FNPRM on Cable Franchising
 What's at Stake for Students: FCC
 FNPRM on Cable Franchising
 What's at Stake: FCC Proposed Rule
 Making on Cable Franchising

Arroyo Community Bulletin Board

The Arroyo Community Bulletin Board is an effective service that PCAC offers to non-profit and community organizations as part of its outreach program. PCAC airs video public service announcements and static images announcing community events, raising awareness about local charities and communicating other pertinent information to the Pasadena community. Most of these videos and images are created free-of-charge as a community service by PCAC staff. During the 2019-2020 fiscal year, PCAC cablecast over 900 hours of community announcements provided by local non-profits and other organizations. The following is a partial list of organizations that participated this year.

5 Acres	Fuller Theological Seminary Pannell Ctr.
AbilityFirst	Greater Pas. Affordable Housing Group
ACLU	Growing Together Pasadena
ACT Pasadena	Habitat For Humanity SGV
African-American Leaders of Tomorrow	Ideal Youth
Ahiah Center For Spiritual Living	Innovate Pasadena
Alkebu-lan Cultural Center	Interdenominational Ministerial Alliance
All Saints Church	Jewish Federation SG/Pomona Valleys
Altadena Seventh Day Adventist Church	John Muir High School Alumni Assn.
American Red Cross	Kidspace Children's Museum
ArtNight Pasadena	Lake Avenue Church
Aspires West	Leadership Pasadena
Black History Celebration Committee	League of Women Voters
Boys & Girls Club of Pasadena	Levitt Pavilion
CalTech Presents	Los Angeles County Public Health Dept.
Cancer Support Community Pasadena	L.A. County Office of Emergency Mgmt.
CHAPCare	Maranatha Pentecostal Church
Citrus Pest & Disease Prevention Pgm.	McKinley African Amer. Parent Council
Community 2.0	Metropolitan Baptist Church
Congresswoman Judy Chu	NAACP Pasadena Branch
Day One	Neighbors Acting Together Helping All
D'Veal Family and Youth Services	Nat'l Congress of Black Women SGV
East SGV Coalition for the Homeless	NAMI San Gabriel Valley
Eaton Canyon Nature Center Assoc.	Neighborhood Survants
Ebony Ladies of Distinction	Neighbors Empowering Youth
Elks Lodge 672	NW Coalition of Community Leaders
Feed LA County	Old Pasadena Management District
First 5 California	Options for Learning
First AME Church	Pas/Alt Coalition of Transformative Ldrs.
First Church of the Nazarene	Pasadena Audubon
First Tee	Pasadena City College Foundation
First United Methodist Church	Pasadena Civitan
Flintridge Center	Pasadena Community Orchestra
Foothill Unity Center	Pasadena Complete Streets Coalition
Foothill Workforce Development Board	Pasadena Education Foundation
Friends In Deed	Pasadena Education Network

Pasadena Folk Music Society
 Pasadena Heritage
 Pasadena Hot Meal Program @ JRCC
 Pasadena Humane Society
 Pasadena Job Center
 Pas. Latino Heritage Parade & Jamaica
 Pasadena Museum of History
 Pasadena Playhouse
 Pasadena Pro Musica
 Pasadena Senior Center
 Pasadena Share A Meal
 Pasadena Sister Cities Committee
 Pasadena Small Business Dev. Center
 Pasadena Symphony
 Pasadena YouthBuild
 Pasadenans Organizing for Progress
 Playhouse District Association
 Professional Child Development Assn.
 PTA Council of PUSD
 Refuge Christian Center COGIC
 Reminders Creative Use

Rose Bowl Aquatics Center
 Salvation Army
 San Gabriel Valley Pride
 SAPPa / Fulcrum Arts
 SER Jobs For Progress
 Shepherd's Door
 Spark of Love Toy Drive
 So Cal Women's Health Conference
 The Housing Rights Center
 The Rainbow Rescue
 Tournament of Roses
 Toys For Tots
 Trinity Lutheran Church
 Unicef
 Union Station Homeless Services
 United States Census Bureau
 U.S. Centers for Disease Control
 Westminster Presbyterian Church
 Young and Healthy
 YWCA

Programming: KPAS

PCAC continued to increase the quality of governmental access content on KPAS this year, and again won national and regional awards. As a result of the COVID-19 pandemic, PCAC began to cover all City Council Committee meetings live, recorded weekly messages with the Mayor in our studio, and carried numerous webinars to help inform the public.

Programming Hours	2018-2019	2019-2020
Total Hours Cablecast	8760	8784
In House First Run	193	227
In House Replay	4869	4914
Live	153	199
Bicycled First Run	19	39
Bicycled Replay	312	639
City Bulletin Board	3214	2965

Series Programs

City Council Meetings (34 including 1 joint PUSD)

Council Committee Meetings (4 Economic Development & Technology, 3 Finance, 1 Legislative Policy, 1 Municipal Services, 3 Public Safety)

A Message from Mayor Tornek (31)

Burbank-Glendale-Pasadena Airport Authority Meetings (17)

COVID-19 Business Briefing (10)
Body Mind Spirit (1)
Off The Shelf (2)
Pasadena In Focus (3)
Rec Connect (2)
Recreation Rundown (4)
Rose Bowl Live (8)
Telling Tales (18)

Live Programs

Pasadena City Council Meetings
Council Committee Meetings
Mayor's Annual Holiday Tree Lighting Ceremony
Pasadena Black History Parade
Pasadena Veterans Day Ceremony
Rose Bowl Live
Rose Parade and Rose Bowl Game Safety Tips Press Conf.

Special Programs

2020 Rose Parade and Rose Bowl
Game Safety Tips Press Conf.
A Conversation with Author Michael
Connelly
A Public Safety Community Message:
May 4, 2020
Author Event: Born Criminal - Matilda
Joslyn Gage, Radical Suffragist
City of Pasadena & Gamble House
Conversancy Press Conference
Combating COVID-19 with
Epidemiology
District 3 Community Mtg: Jul. 10, 2019
District 3 Community Mtg: Nov. 13, 2019
District 3 Virtual Community Mtg: April
14, 2020
District 4 Community Mtg: Nov. 14, 2019
District 5 Community Mtg: Aug. 29, 2019
District 6 Community Mtg: Nov. 13, 2019
International Human Rights Day
Commemoration 2019
Mayor's Holiday Tree Lighting 2019
Mayor's Virtual Prayer Breakfast 2020
Message from Vice Mayor Hampton and
Police Chief Perez - May 29, 2020
One City, One Story Summer 2019

One City, One Story Spring 2020
Pasadena Bite Back Campaign
Pasadena Black History Parade 2020
Pasadena Business and Economic
Summit 2019
Pasadena Latino Heritage Parade 2019
Pasadena Library Presents: Pasadena
Rose Poets
Pasadena Library Presents: 200 Years
of Black Pioneers in Pasadena & LA
Pasadena Transit's 25th Anniversary:
Evolutions of Local Transit
Pasadena Transit's 25th Anniversary:
Understanding How Women Travel
Pasadena Veterans Day Ceremony
2019
Pasadena's Marengo Charging Plaza
Phos-Chek Press Conference 2019
Red, Black and Green Honors
Masquerade Gala
State Of The City 2020 / Estado de la
Ciudad 2020
The 102nd Rose Queen Announcement
and Coronation
The ABCs Of ADA for Businesses

KPAS Bulletin Board

Over the 2019-2020 fiscal year KPAS aired over 2900 hours of municipal public service announcements to the Pasadena community utilizing the KPAS Bulletin Board. Nearly every City department participated. PCAC also created a number of video public service announcements throughout the year on topics including COVID-19, the 2020 Census, disaster preparedness, and the City's website.

Programming: PCC-TV

PCC-TV is the official channel of Pasadena City College. Operated by the PCC Public Relations office and the PCC Office of Instruction in cooperation with PCAC staff, the channel provides an assortment of information pertinent to both the college and the greater Pasadena community. Instructional television courses, special events, on-campus programs and staff lectures are a few examples of the type of programming that are featured on the station.

Series Programs

PACCD Board of Trustees Meetings (12)

The Board of Trustees governs the Pasadena Area Community College District. Board activities include approval of college policy and adoption of the district's annual budget.

PCC Budget and Resource Allocation Committee Meetings (5)

The Budget and Resource Allocation Committee advises on matters relating to institutional-wide budget and resource allocation issues as requested by the College Council and guided by the Educational Master Plan.

PCC College Council Meetings (7)

The College Council shall provide a forum where representatives from all segments of the college will bring issues of collegewide interest.

Special Programs

STEM At Home Classes (7)

Future of Work Conference Sessions (6)

Virtual Graduations (4)

ACT Candidate Forums (3)

Carnegie at PCC (3)

Hixon Talks (2)

PCC Accreditation & Board Policy Review Committee Meetings (2)

PCC Budget & Audit Committee Meetings

PCC Academic Senate Meetings

PCC President Investiture

PCC Facilities Master Plan Forum

PCC Facilities Master Plan Community Update

PCC Professional Development Day

PCC Foundation Scholarships

PCC Foundation Hometown Legends: Sheldon Bull

Constructing Coherence in the Community College Career Decision-Making Space

PCC Flex Day Community Update

DACA Decision Town Hall

PCC Employee Recognition Ceremony
PCC Listening Forum: Our Black Lives Matter
PCC Pathways First Year Experience Open House
FCMAT Community College ASB Workshop
PCC 2020 Rose Parade Coverage

PCC-TV Bulletin Board

Between programs, PCC-TV airs public service announcements regarding college events, special programs and other information useful for viewers on and off campus.

Programming: KLRN

KLRN is Pasadena Unified School District's channel. The channel is fully operated by PUSD Telecommunications staff consisting of three full time employees and one part time employee (3.5 employees) and one student intern from Rose City High School. Programming is produced by staff and PUSD students and can be seen 24 hours a day on various cable and social media channels. KLRN also oversees all district and school websites, the district messaging and communications software and app (ParentLink), and provides customized support and training for these systems to all district employees. In addition, as a member of the District's Emergency Operations Team, KLRN's Director functions as back-up Public Information Officer (PIO) for PUSD. Staff served on various advisory boards including the Arts, Entertainment, and Media Advisory Board; Engineering and Environmental Science Academy Advisory Board, and the Pasadena Community Access Corporation Board of Directors. Lastly, we generate nearly \$2 million annually in unrestricted funds and 5G wireless services and technology for the district through our partnership with Sprint.

2020 was a challenging year for the station for a variety of reasons. KLRN staffing went through a complete renewal as both full-time TV Producer/Director employees were replaced midway through the year and our student intern graduated. The pandemic wholly restructured our workflow and processes as we transitioned to a nearly 100 percent remote and socially distanced work environment; however, until schools were closed due to the pandemic, KLRN continued to support TV Production and Theater students on site in our media production facility and the newly renovated Auditorium at John Muir High School and then virtually as we moved to online classes and clubs (for example the Pasadena High School Virtual Film Club). As PUSD Schools reopened in a 100% remote learning environment, KLRN's focus turned toward supporting the Communications Department with producing regular messages, PSAs, website updates, and by providing training and support on district communications and messaging tools.

Board of Education Meetings

KLRN staff provided live coverage and web streaming of 25 PUSD Board of Education meetings.

Event Coverage

KLRN provided coverage, photography, and/or audio support of many District and school activities, including:

All District Welcome Back Event
 Eliot Science Night
 Elementary Spelling Bee
 All District Secondary Instrumental Music Festival - Band
 All District Secondary Instrumental Music Festival - Orchestra
 Eliot Arts Speaker Series - Phil Hettema
 Districtwide PD Day
 High School Virtual Graduations and "Seniorbrations"
 State of the Schools Annual Event
 High School Cap and Gown Distribution
 Child Welfare, Attendance, and Safety Town Hall Meeting
 PHS Winter Concert Celebration

Promos

KLRN produced a wide variety of videos promoting, informing, and educating the PUSD community including:

Breakfast in the Classroom	Don't Be a Germ Monster PSA
Elementary Music Program Promo	Simultaneous Learning PSA
Armenian DLIP Program	Day in the Life Part 1
Various and Weekly Superintendent's	PUSD Holiday Promo - "Cherish"
Videos informing the community about	PEF Teacher Grants - "Thank You"
the COVID-19 Pandemic Response	Superintendent's Thanksgiving Message
Principal, Teacher, Volunteer, and Employee	SB98 Information
of the Year	Dia De Los Muertos TOE Art Competition
Superintendent's Award Video	Promo
Curbside Technology Team	Pasadena Public Health/PUSD Flu Shot
Foodservice Grab n' Go Meal Distribution	PSA
CWAS Town Hall Meeting Promo	1st Day of School in a Pandemic Video
Washing Hands PSA	Longfellow Masons Thank You -
Social Distancing (Stay Six Feet Apart) PSA	Superintendent

OBJECTIVE II: Utilize new technologies to facilitate community media education and assist in dissemination of video content produced in association with PCAC.

Status: Ongoing

A very important aspect of PCAC's commitment to using technology to support community media has been its web presence. The four community channels (KPAS, Arroyo, PCC-TV and KLRN) all continue to be offered on the site via live streams, so anyone with internet access can view our local programming as it airs on the channels and, increasingly, whenever they desire. We have also increased usage of live video via social media such as YouTube and Facebook Live as they gain popularity.

In March, PCAC acquired and installed a playout system that offers many advantageous features. The most exciting component increases viewing options for the four access channels and their content via apps for the three largest Over-The-Top (OTT) devices: Roku, Amazon Fire TV and Apple TV. These apps now deliver our hyper-local content to TVs in HD at no cost to the viewer. As the COVID-19 pandemic started, however, we realized the potential of the system's capability to natively handle streaming video. This allowed us to help keep the community connected by delivering live virtual community events, meetings, church services, and other online streaming video to the television channels at a time when people were not able to gather.

In such an uncertain time when so many normal means of community interaction were limited, we knew that our work would be more important than ever. As our entire staff started working from home, we strived to develop workflows to conduct television shows remotely. This allowed us not only to continue, but to increase public benefit programming related to important issues such as the pandemic, the census and the election. The new playout system also enabled the automatic retrieval and scheduling of daily news and other timely content.

When we closed our doors due to the safer-at-home order, we also went to work on creating new ways to serve our members that wouldn't rely on our ever-popular physical resources such as the studio and production equipment. We developed an entirely online training curriculum, utilizing tools that are readily available. We also created and posted video tutorials on YouTube to ensure basic information was available whenever the community needed it. While many of our members now produce programming virtually on their own, our staff also assists in many virtual productions destined for the public access channel.

Website and Online Video Statistics

Website Traffic



Staff-Produced KPAS and Public Interest Programming Traffic

Live + On Demand Views	2018-2019	2019-2020
YouTube	87,482	82,138
CityOfPasadena.net	11,944	35,005

PasadenaMedia.org traffic, which includes live streams of KPAS, Arroyo, KLRN, and PCCTv, grew by over 38% year-over-year. In addition, views of City programming on CityOfPasadena.net nearly tripled, with 55% of the traffic occurring after City Council and Council committee meetings began being via videoconference on March 17. PCAC is committed to improving and developing its distribution capacities and looks forward to further expansion into this area.

Staff continues to assess the technology needs of PCAC and the Pasadena community. PCAC implements new technologies to enhance educational opportunities whenever this is both possible and advantageous.

OBJECTIVE III: Continue to explore and develop alternative funding sources.

Status: Ongoing

PCAC maintains our commitment to providing the highest quality service in consideration of current economic constraints. PCAC continues to explore alternate funding opportunities including fee for production service models and channel sponsorship. This year, PCAC raised over \$5,500 through donations, underwriting and grants. The PCAC board and staff are committed to continue to grow a sustainable funding model that can support the current level of service and enhance training and production services.

OBJECTIVE IV: Promote PCAC identity via community engagement, video and internet technology.

Status: Ongoing

Constant social media interaction continues to raise PCAC's visibility online. Our frequent *Pasadena Media News* updates are one of few ways people can view information about newsworthy events affecting Pasadenans and keep our social channels very active. Our now-frequent carriage of live community meetings, church services, and other local virtual events also keeps PCAC on the minds of those active in the community. Staff continues our weekly PCAC e-newsletter to help inform the community of recent and future activities. Also, our post-pandemic community awareness plan includes more presentations to civic organizations and increased staff presence at community events.

CITY OF PASADENA, PASADENA COMMUNITY ACCESS CORPORATION

WORK PLAN: 7/1/20 – 6/30/21

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4. Provide training and technical assistance that will make public access programming and expression more accessible to residents of Pasadena;
5. Serve as a resource center for information, materials and equipment relating the use of video equipment and facilities;
6. Coordinate and promote educational uses of the cable telecommunications system;
7. Serve as receiving, holding and disbursing entity for moneys intended to promote noncommercial uses of the cable telecommunications system;
8. In conjunction with the cable telecommunications system operating company, devise, establish and administer rules, regulations and procedures pertaining to use and scheduling of the cable telecommunications system access channels;
9. Coordinate and schedule transmission of programming on the cable telecommunications system access channels;
10. Maintain records, including videotapes and other documentation, concerning cable telecommunications programming, and make such videotapes and programming material available to interested persons or groups for scientific, charitable, literary or educational purposes;
11. Engage in research to assess community response to programming on cable telecommunications system access channels and ascertain needs for additional or different programming, publish the results of such research, and implement or aid in implementation of such additional or different programming;
12. Provide such other cable telecommunications access services as shall be determined by the board;
13. Adopt and/or certify environmental reviews performed in compliance with the California Environmental Quality Act.

OBJECTIVES FOR FISCAL YEAR 2020 - 2021:

- Continue to improve customer service and community recognition;
- Continue to increase channel quality and program content;
- Provide additional hands on professional training and mentorship for local producers with a focus on youth, minorities, veterans, the disabled and the underserved;
- Continue to increase positive awareness of PCAC as a community resource;
- Provide live, local coverage of events and increase usage of video on demand and social media outlets for programming;
- Continue to expand City department programming on KPAS;
- Find a fundraising niche in a City with 1200+ non-profit organizations;
- Expand career opportunities to Pasadena youth with additional certificate programs;
- Continue to increase collaboration with organizations and community groups;
- Increase partnerships and sponsorship opportunities with local businesses;
- Increase efforts to “Go Green” for sustainability;
- Continue to increase coverage and airing of locally produced programming;
- Evaluate production equipment needs; and
- Improve readiness to distribute emergency public information during citywide emergencies or disasters.

Pasadena Community Access Corporation Board of Directors MEETING ATTENDANCE RECORD July 2019 - June 2020																	
MEMBERS	July 2	August 6	September 3	October 1	November 5	December 3	December 3	January 7	February 4	March 3	April 7	April 7	May 5	June 2	June 25	TOTAL MEETINGS ATTENDED	ATTENDANCE RECORD PERCENTAGE
	CAN	REG	REG	REG	REG	SPEC	REG	REG	REG	REG	CAN	CAN	SPEC	CAN	A		
BOEKELHEIDE, ALEXANDER (PASADENA CITY COLLEGE)	XX	P	P	P	A	A	A	A	P	P	CO-19	CO-19	CO-19	CO-19	A	6	55
CHAWKINS, KEN (DISTRICT 6)	XX	P	P	A	P	P	P	P	P	P	CO-19	CO-19	CO-19	CO-19	P	10	91
DERDERIAN, LISA (CITY MANAGER)	XX	A	P	A	A	A	A	A	P	A	CO-19	CO-19	CO-19	CO-19	P	3	27
HAWKEY JABLONSKI, ANNA (DISTRICT 3)	XX	A	P	P	P	P	P	P	A	P	CO-19	CO-19	CO-19	CO-19	A	8	73
HELM, PERRY (DISTRICT 4)	XX	A	A	P	P	P	P	A	P	P	CO-19	CO-19	CO-19	CO-19	P	8	73
HICKAMBOTTOM, ANN MARIE (DISTRICT 1)	XX	P	A	A	P	A	A	P	P	P	CO-19	CO-19	CO-19	CO-19	P	7	64
HOWELL, SALLY (DISTRICT 7)	XX	P	P	P	P	P	P	P	P	P	CO-19	CO-19	CO-19	CO-19	P	11	100
LEYDEN, BETH (PUSD)	XX	P	P	P	P	P	P	P	P	P	CO-19	CO-19	CO-19	CO-19	A	10	91
PARADA, YUNY (DISTRICT 5)	XX	P	P	P	A	P	P	P	P	P	CO-19	CO-19	CO-19	CO-19	P	9	82
SCHAPER-GORDON, GAIL (MAYOR)	XX	P	P	P	P	P	P	A	P	P	CO-19	CO-19	CO-19	CO-19	A	9	82

LEGEND
P - PRESENT
A - EXCUSED ABSENCE
U - UNEXCUSED ABSENCE
XX - CANCELED MEETING
NQ - NO QUORUM
CO-19 - CANCELED DUE TO COVID-
19