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CITY OF PASADENA

PASADENA MEDIA

**2020-2021
Annual Report**

PASADENA COMMUNITY ACCESS CORPORATION

TO: CITY COUNCIL

FROM: PASADENA COMMUNITY ACCESS CORPORATION

DATE: OCTOBER 29, 2021

SUBJECT: ANNUAL REPORT FOR JULY 2020 THROUGH JUNE 2021
and WORK PLAN FOR 2021 – 2022

RECOMMENDATION:

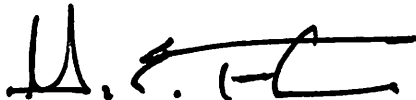
This Report is submitted for information purposes only.

Attached are the following:

- Report of Work Plan Performance for July 1, 2020 through June 30, 2021
- Proposed Work Plan for July 1, 2021 through June 30, 2022
- Report of Attendance for July 1, 2020 through June 30, 2021

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: 7/1/20 – 6/30/21

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 experience 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 and community leaders that have collaborated with PCAC during the 2020-2021 fiscal year are:

A Noise Within Theatre	Making Housing & Community Happen
ACT Pasadena	NAACP Pasadena
All Saints Church	Nat'l Day Laborer Organizing Network
Alliance for Community Media	National Hispanic Media Coalition
Altadena Town Council	Neighbors Building a Better Altadena
Asian Pacific Amer. Bar Assn. of LA Co.	Occidental College
Assemblymember Chris Holden	Parson's Nose Theater
Black History Celebration Committee	Pasadena Chamber of Commerce
Boston Court	Pasadena Community Coalition
Boys and Girls Club of Pasadena	Pasadena Convention Center
Chabad of Pasadena	Pasadena Educational Foundation
CHAPCare	Pasadena Education Network
CalTech	Pasadena Host Lions Club
City of Hope	Pasadena Humane Society
Clergy Community Coalition	Pasadena Latino Heritage P&F Cmte.
Community 2.0	Pasadena Museum of History
Congressmembers Chu & Schiff	Pasadena Rotary Club
Exploring the Arts	Pasadena Senior Center
Faith and Community Empowerment	Pasadena Symphony & POPS
First Tee of Greater Pasadena	Pasadena Village
Friends In Deed	Pasadena Women's Coalition
Homegrown Millennial Leaders	Professional Child Development Assn.
Innovate Pasadena	PTA Council of Pasadena
Jericho Road Pasadena	Rose Bowl
Jet Propulsion Laboratory	So Cal Women's Health Conference
LA County Supervisor Kathryn Barger	State Senator Anthony Portantino
Leadership Pasadena	STEAM:CODERS
League of Women Voters Pasadena	Tournament of Roses
LearningWorks	Western Justice Center

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 audio and 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. In response to the COVID-19 pandemic, we continued an entirely online training curriculum throughout the entire year. This program focuses 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	2019-2020	2020-2021
Orientation	96	89
Producing	41	19
Audio	32	7
Podcasting	30	34
Editing with Premiere	32	39
Editing with DaVinci Resolve	-	43
Virtual Media Production	-	34
Studio Camera / Floor Manager	49	-
Director	43	-
Technical Director / Media Mgmt	34	-
Lighting	25	-
Character Generation	18	-
Field Production	19	-
Teleprompter	31	-
Green Screen	13	-
<i>Arroyo Profiles</i> Production	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. During the COVID-19 pandemic, PCAC has also added numerous informational programs from sources such as the CDC, public health officials and regional elected representatives.

Programming Hours	2019-2020	2020-2021
Total Hours Cablecast	8784	8760
In House First Run	100	115
In House Replay	1822	1474
Local First Run	392	407
Local Replay	3733	3794
Bicycled First Run	254	363
Bicycled Replay	1552	2141
Community Bulletin Board	931	466

PCAC Community Interest Series

Altadena Town Council Meetings
(LIVE) (17)
Arroyo Live (34)
Candidate Forums (LIVE) (6)
Election 2020 - From City Hall to the
White House (2)
From Bustles to Boardrooms
History At Home
Innovate Pasadena Presents (2)

League of Women Voters Pasadena
(LIVE) (10)
NewsRap (LIVE) / NewsRap Local /
NewsRap News Brief (26)
Pasadena Celebrates Hispanic
Heritage Month Events (2)
Pasadena Census PSAs
Safer At Home Stories
Voting PSAs

PCAC Community Interest Programs

Altadena Community Meeting on
Recent Shootings
Dine Pasadena PSA
Heritage Housing Partners Overview
NAACP Pasadena Town Hall on City
Budget (LIVE)
Pasadena Latino Heritage Parades
Best of 2013-2019

Pasadena Police Chief 2020 Virtual
Breakfast (LIVE)
Pasadena Veterans Day Ceremony
Rotary Club of Pasadena Meeting with
Mayor Gordo

Local Programs

All Saints Church (LIVE)
Almen Joi's Music Videos
AMAP View with Julia Z.
Anybody Can Play Guitar
Around Midnight Somewhere
Artist's Life
Behind The Curtains
Black and White Movies Podcast
Castle Cat
Conversation.Live
Eckankar

Healthy Self-Care Practices
Horror Host Theatre
In The Space
Innovate Pasadena Ask Me Anything
Is It Reasonable?
It's All About ME TV
Karma Fashion TV
Nuclear Popcorn
Our Society
Pas. Community Coalition / Star News /
Conversation.Live Mayoral Debate

Pasadena Black History Celebration
Pasadena Humane Society Webinars
Pasadena Martin Luther King Day
Celebration
Pasadena Presbyterian Church (LIVE)
PopFuzion
Ramelle Carter Blog Live
Rock and Roll Party!
Showtime At The Rose
Silver Sage
Skeelove House of Hip Hop

Sounds Within
TEN Out of 10
The Close the Deal Show
The High Life
The Nowman Show
Tongues Of Fire
Travel Today with Lea
Two Steps Ahead
Well Read with Justin Chapman
Western Justice Center
Yeshua Ministries

Bicycled Programs

Alliance for Community Media 2020
Hometown Awards
Aspen Institute
Assemblymember Holden Town Halls
Both Sides Of The Bars
California Climate Action Team
Centers for Disease Control
CHHS COVID-19 Updates
Congresswoman Chu Town Halls
Congressman Schiff Town Halls
Democracy Now!
Democracy Now! Election Night Special
(LIVE)
Economic Update
Fireside Tales with Wolfgang
Friday Night Toonage
Gay USA
Here Comes Everybody
Holy Family Advent Christmas Concert
Holy Family Catholic Mass
Karaoke Night TV (K-NiTEtv)

LA County Reopening Town Halls
LA County COVID-19 Updates
LA County COVID Vaccine Town Halls
Peak Moment TV
Perils For Pedestrians
Piermont Film Festival PSA
Science360
Senator Portantino Town Halls
Senator Alex Padilla Town Hall
Sidewalks Entertainment
Strata
Supervisor Kathryn Barger Tribute to
Veterans & Military Families
Supreme Master TV
TED Talks
The Connie Bryan Show
The Happy/Complaint/Prayer Show!
With Dr. Happy!
The Kamla Show
VenturaRockSpot
Your Voice. Your Vote. PSA

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 2020-2021 fiscal year, PCAC cablecast over 460 hours of community announcements provided by local non-profits and other organizations. The following is a partial list of organizations that participated this year.

AARP
AbilityFirst
ACT Pasadena
Adopt US Kids
Alkebu-lan Cultural Center
All Saints Church
Alzheimer's Association
American Lung Association
American Red Cross
Armory Center for The Arts
ArtCenter
ArtNight Pasadena
Aspires West Pasadena
Autism Speaks
Black History Celebration Committee
Boys & Girls Club of Pasadena
Bungalow Heaven Neighborhood Assn.
CalTech Presents
Cancer Support Community Pasadena
CHAPCare
Citrus Pest & Disease Prevention Pgm.
Day One
D'Veal Family and Youth Services
Eaton Canyon Nature Center Assoc.
End Family Fire
FEMA
First 5 California
First AME Church
First Church of the Nazarene
First United Methodist Church
Flintridge Center
Foothill Unity Center
Foothill Workforce Development Board
Friends In Deed
Historic Highlands Neighborhood Assn.
Ideal Youth
Innovate Pasadena
Kidspace Children's Museum
Lake Avenue Church
Leadership Pasadena
League of Women Voters Pasadena
LearningWorks
Linda Vista-Annandale Association
Los Angeles County Public Health Dept.
LA County Office of Emergency Mgmt.

Madison Heights Neighborhood Assn.
NAACP Pasadena Branch
Nat'l Congress of Black Women SGV
Nat'l Highway Traffic Safety Admin.
Neighbors Empowering Youth
Pasadena Audubon
Pasadena Complete Streets Coalition
Pasadena Education Network
Pasadena Environmental Advocates
Pasadena Heritage
Pasadena Hot Meal Program
Pasadena Humane Society
Pasadena Community Job Center
Pasadena Community Orchestra
Pasadena Latino Heritage P&F Cmte.
Pasadena Museum of History
Pasadena Pro Musica
Pasadena Senior Center
Pasadena Share A Meal
Pasadena Small Business Dev. Center
Pasadena Symphony & POPS
Pasadena YouthBuild
Planned Parenthood Pasadena & SGV
PPE Unite
Professional Child Development Assn.
PTA Council of PUSD
Remainders Creative Use
Salvation Army Pasadena
SAPPA / Fulcrum Arts
SGV Mosquito & Vector Control District
SER Jobs For Progress
She Can STEM
Shepherd's Door
Spark of Love Toy Drive
So Cal Women's Health Conference
The Housing Rights Center
Toys For Tots
Trinity Lutheran Church
Union Station Homeless Services
United States Census Bureau
U.S. Centers for Disease Control
West Pasadena Residents' Association
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 continued to cover all City Council Committee meetings live, recorded regular messages with the Mayor, and carried numerous webinars to help inform the public.

Programming Hours	2019-2020	2020-2021
Total Hours Cablecast	8784	8760
In House First Run	227	361
In House Replay	4914	3976
Live	199	317
Bicycled First Run	39	105
Bicycled Replay	639	1596
City Bulletin Board	2965	2722

Series Programs

City Council Meetings (37 including 1 joint PUSD and 1 joint meeting with Supervisor Barger)

Council Committee Meetings (11 Economic Development & Technology, 16 Finance, 10

Legislative Policy, 14 Municipal Services, 14 Public Safety)

A Message from Mayor Tornek (20)

Assemblymember Holden Town Halls (1)

Burbank-Glendale-Pasadena Airport Authority Meetings (16)

Centers for Disease Control (22)

CHHS COVID-19 Updates (5)

Congressman Schiff Town Halls (15)

Councilmember Community Meetings (17)

COVID-19 Employee Rights and Resources Webinars (2)

LA County COVID-19 Updates (8)

Mayor's Backyard Chat (3)

Mayoral Update (3)

Pasadena Redistricting Workshops (1)

Pasadena Senior Center Presents (9)

Redistricting Task Force Meetings (3)

Rep. Judy Chu Town Halls (7)

Rose Bowl Live (7)

Sen. Portantino Town Halls (4)

Women's Empowerment Symposium (3)

Telling Tales (26)

Live Programs

Pasadena City Council Meetings

Council Committee Meetings

Councilmember Community Meetings

Pasadena Mayor & City Council Swearing In Ceremony
 Americafest 2020
 Bunny Palooza
 City Hall Virtual Menorah Lighting
 Doing Business With The City Workshop: June 1, 2021
 Herstory 2021
 Mayor's Virtual Holiday Tree Lighting
 One City, One Story Spring 2021
 One City, One Story Summer 2021
 Pasadena Disaster Preparedness Town Hall Meeting
 Planning Dept. Housing Element Workshops (English & Español)
 Police Dept. Community Conversation: Crimes Against the Asian Community
 PRCS Presents COVID-19 Effects On The African American Community

Special Programs

COVID-19 Vaccine / Color Tier PSAs
 District 1 Police Oversight Commission
 Interviews
 DUI Prescription Drugs 2016 promo
 Emergency Rental Assistance Program
 PSA
 Fire Chief Swearing-In Ceremony
 Hispanic Heritage Events promo
 LA County Dept. of Public Health
 Vaccine Town Hall for Parents
 LA County Reopening Town Halls
 Mayor's Interfaith Prayer Virtual Series
 National Night "In" Together
 Pasadena Black History Celebration
 Historical Exhibit 2021
 Pasadena Fire Dept. COVID Safety
 PSA
 Pasadena Fire Dept. Pool & Water
 Safety PSA
 Pasadena Census PSAs

Pasadena City Hall Pride Flag Raising
 Pasadena Health Dept. Lead Poisoning
 PSA
 Pasadena Museums Reopening PSA
 Pasadena Police Dept. PSAs
 Pasadena Veterans Day Ceremony
 Pasadena Water & Power PSAs
 Phos-Chek / July 4 Press Conference
 2020
 Robinson Park Basketball Court
 Dedication
 State Of The City 2021 / Estado de la
 Ciudad 2021
 Shop Local / Dine Pasadena PSAs
 Voices From Today's Youth: Tomorrow's
 Leaders
 Voting PSAs
 Water Safety Press Conference at Rose
 Bowl Aquatics Center

KPAS Bulletin Board

Over the 2020-2021 fiscal year KPAS aired over 2700 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, assistance programs, and public safety.

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 (14)

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 Academic Senate Meetings (15)

The Academic Senate represents the faculty of the PACCD, whose primary function is to make recommendations with respect to academic and professional matters.

Special Programs

2021 TV & Radio Student Showcase

Apply and Register 2020

Black History Matters by Mr. Lasana
Hotep

Black Student Success Center Virtual
Opening

Future of Work Conference 2020

FYE Pathways Open House: May 20,
2021

Healing As Your Authentic Self

Lancer Answer Fest Livestream

PCC Associated Students Virtual Club
Fair (5)

PCC Associated Students Virtual Club
Rush (5)

PCC Board Goals Ad Hoc Committee

PCC Board Accreditation & Board Policy
Review Committee (4)

PCC Board Budget & Audit Cmte (8)

PCC Board Facilities Committee (2)

PCC Board KPCC Oversight Cmte (1)

PCC Board Legislative Policy
Committee (2)

PCC Board of Trustees Study Session

PCC Broadway Choir: You Will Be
Found

PCC Career Community Social Justice
Conference Sessions (17)

PCC Chamber Singers: 2020 A Rose In
Winter Virtual Concert

PCC Int'l Student Graduation & Transfer
Celebration

PCC Int'l Student Virtual Graduation

PCC Latinx/a/o Graduation and
Achievement Ceremony

PCC Lunar New Year

PCC Professional Development Day

PCC Puente Project

PCC Puente Rites of Passage
Celebration

PCC Research Basics

PCC SLAM (18)

Scholarship Video 2020

University Day 2020 Kick-Off

Walking Tour

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 two full time employees and one part time employee (2.5 employees). 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 operates and maintains the Measure TT funded Television Production facility at John Muir High School and assists with training and repairs to the new A/V system in the Auditorium, 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 and the Pasadena Community Access Corporation Board of Directors. Lastly, KLRN generates nearly \$2 million annually in unrestricted funds and 5G wireless services and technology for the district through a partnership with Sprint.

2021 has continued to be a challenging year for the station for a variety of reasons. KLRN staffing went through a reduction with the departure of one full time employee reducing staff from 3 FTEs to 2. Staff continues to work mostly in a remote and socially distanced work environment; however, as schools reopened and the district began returning to in-person learning, we have been supporting the district wherever necessary. With that said, KLRN's primary focus continues to be in supporting the Communications Department by 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 33 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:

State Superintendent of Public Instruction,
Tony Thurmond, Visit to Blair

Introduction to ESSER III Video for
Principals

Julie Silk "Big Day for Teachers" Award
(Tournament of Roses and UPS)

UPS Book Donation PSA

COVID-19 Testing Clinic Promo

Wear a Mask - PSA

PUSD All Star Band

TUPE Tobacco/Anti-Vaping Campaign

Healthy Students Survey Video

Flu Shot Animation

COVID Animations

New KLRN Station ID

Return to Campus Orientation

Mr. Washington's First Day Teaching (on
Campus)

Student Voices (SoS Video)

Year in Review (SoS Video)

PUSD High School Students Receive Pfizer
Vaccine

Student Athletes PSA - Get Vaccinated

The Day Before Students Return -
Kindergarten Excitement Piece

Town Hall Opening Video

100 Student Athletes: Physicals Video

Middle School Emergency Drill
Demonstration

Day in the Life - Part 1

Day in the Life - Part 2

Superintendent's Video - Leadership
Pasadena

Superintendent's Update...

Sign Up for Parent Portal Promo

Superintendent's Video - Black History
Month

CWAS Training Video - PUSD Staff

Self-Care: Avoiding Burn Out and
Managing Anxiety

Superintendent's Video - COVID-19 Vaccine
Promo

Superintendent's Video - Learning Works

MPOD Media Day Video

Open Enrollment Promo

Superintendent's Video - MLK

Happy New Year from PUSD Promo

Primary Graduation Speeches (@)

Film Club - Lighting Video

Film Club - Audio Video

Cyberbullying Video

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 website 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.

Last year, 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 developed 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.

We reopened our doors to community productions in May. To ensure safety, cleaning protocols and social distancing measures were put in place to restore access to our physical resources such as the television studio and professional production equipment. We continue to offer an online training curriculum, utilizing tools that are readily available. While many of our members now produce programming virtually on their own, our staff also assists in many virtual productions as well as those that have returned to utilize the studio, portable audio-visual equipment, and edit bays.

Website and Online Video Statistics

Website Traffic



Staff-Produced KPAS and Public Interest Programming Traffic

Live + On Demand Views	2019-2020	2020-2021
YouTube	82,138	107,369
CityOfPasadena.net	35,005	42,241

PasadenaMedia.org traffic, which includes live streams of KPAS, Arroyo, KLRN, and PCCTv, grew by over 40% year-over-year. In addition, views of City programming on CityOfPasadena.net continued to rise over 20%, due largely to expanded meeting coverage. 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 nearly \$12,000 through donations, underwriting and grants. In addition, production services revenue totaled over \$32,000. 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 keep our social channels very active as one of very few ways people can view information about newsworthy events affecting Pasadenans. 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: 7/1/21 – 6/30/22

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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 2021 - 2022:

- 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 2020 - June 2021

MEMBERS	July 7 CAN	August 4 CAN	September 1 REG	October 6 REG	November 3 REG	November 4 SPEC	December 1 CAN	January 5 CAN	January 5 SPEC	February 2 CAN	March 2 CAN	March 9 SPEC	April 6 CAN	May 4 CAN	June 1 CAN	June 1 SPEC	TOTAL MEETINGS ATTENDED	ATTENDANCE RECORD PERCENTAGE
BOEKELHEIDE, ALEXANDER (PASADENA CITY COLLEGE)	CO-19	CO-19	CO-19	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	CO-19	P	4	100
CHAWKINS, KEN (DISTRICT 6)	CO-19	CO-19	CO-19	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	CO-19	P	4	100
DERDERIAN, LISA (CITY MANAGER)	CO-19	CO-19	CO-19	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	CO-19	P	4	100
HAWKEY JABLONSKI, ANNA (DISTRICT 3)	CO-19	CO-19	CO-19	CO-19	CO-19	A	CO-19	CO-19	A	CO-19	CO-19	A	CO-19	CO-19	CO-19	P	1	25
HELM, PERRY (DISTRICT 4)	CO-19	CO-19	CO-19	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	CO-19	A	3	75
HICKAMBOTTOM, ANN MARIE (DISTRICT 1)	CO-19	CO-19	CO-19	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	CO-19	A	3	75
HOWELL, SALLY (DISTRICT 7)	CO-19	CO-19	CO-19	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	CO-19	P	4	100
LEYDEN, BETH (PUSD)	CO-19	CO-19	CO-19	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	CO-19	P	4	100
PARADA, YUNY (DISTRICT 5)	CO-19	CO-19	CO-19	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	CO-19	P	4	100
SANDERS, JAN (DISTRICT 2)	CO-19	CO-19	CO-19	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	CO-19	P	4	100
SCHAPER-GORDON, GAIL (MAYOR)	CO-19	CO-19	CO-19	CO-19	CO-19	P	CO-19	CO-19	A	CO-19	CO-19	P	CO-19	CO-19	CO-19	P	3	75

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