



**AGENDA SPECIAL MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Monday, June 20, 2022**

BOARD OF DIRECTORS

Kimberly Washington (District 1)
Jan Sanders, Treasurer (District 2)
Anna Hawkey Jablonski (District 3)
Les Rivera (District 4)
Yuny Parada (District 5)
Ken Chawkins, Vice President (District 6)
Sally Howell, President (District 7)
Gail Schaper-Gordon (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
Bobbie Ferguson, Director of Production
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.

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NOTICE OF SPECIAL MEETING

PASADENA COMMUNITY ACCESS CORPORATION (PCAC) BOARD OF DIRECTORS

NOTICE IS HEREBY GIVEN that a special meeting of the Pasadena Community Access Corporation Operating Company (dba Pasadena Media) is scheduled for **Monday, June 20, 2022**, starting at **5:00 p.m.**

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 meeting at <http://pasadenamedia.org>. In order to facilitate public participation at meetings held solely by electronic means, public comments may be provided and speaker cards may be submitted through the following webpage: <http://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 1, 2022 BOARD SPECIAL MEETING MINUTES
 - Motion to Approve
- TREASURER REPORT
- EXECUTIVE DIRECTOR REPORT
- NEW BUSINESS
 - FY22 PCAC BOARD OFFICER NOMINATIONS AND ELECTION
 - Action Item
 - REAPPOINTMENT OF MEMBERS TO PCAC'S CITIZENS ADVISORY COMMITTEE for three-year terms: Justin Chapman, Barry Gordon, Roberta Martinez, Anne Miskey, Martin Sweeney & Ishmael Trone.
 - 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 the 16th day of June, 2022.

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 special meeting of the PCAC Board of Directors was held on Tuesday, March 1, 2022.
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 5:06 p.m.

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

Kimberly Washington, District 1, present
Jan Sanders, Treasurer, District 2, present
Anna Hawkey Jablonski, District 3, present
Les Rivera, 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, absent
Beth Leyden, Secretary, PUSD Representative, present
Alex Boekelheide, PCC Representative, absent
Lisa Derderian, City/City Manager’s Representative, present

Staff:

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

II. APPROVAL OF January 4, 2022 BOARD SPECIAL MEETING MINUTES

Motion to Approve: *Jan Sanders moved to approve minutes for January 4, 2022. Seconded by Ken Chawkins. The motion passed unanimously. No public comment.*

III. TREASURER REPORT

- Treasurer’s report presented by Treasurer Jan Sanders per agenda packet.
 - Information item only.

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.

V. NEW BUSINESS

- **APPROVAL OF A CONTRACT FOR COVERAGE OF ALTADENA TOWN COUNCIL MEETINGS WITH LOS ANGELES COUNTY IN THE AMOUNT OF \$15,415.00. Recommendation:**
 - Find that the proposed action is exempt from the California Environmental Quality Act (“CEQA”) pursuant to State CEQA Guidelines Section 15061(b)(3) (Common Sense Exemption); and
 - Authorize the Executive Director CEO to enter into a contract with Los Angeles County for coverage of FY2022 Altadena Town Council Meetings in the amount of \$15,415.00.
 1. **Action Item:** *Motion to approve and authorize ED/CEO George Falardeau to sign the contract for coverage of Altadena Town Council Meetings with Los Angeles County as per agenda packet by Kimberly Washington, seconded by Ken Chawkins. The motion passed unanimously. No public comment.*
- **PCAC FY2023 BUDGET PRESENTATION**
 - **Action Item:** *Motion to accept the Financial Records by Jan Sanders, seconded by Ken Chawkins. The motion passed unanimously. No public comment.*
- **APPOINTMENT OF MEMBER TO PCAC’S CITIZENS ADVISORY COMMITTEE: ANNE MISKEY**
 - **Action Item:** *Motion to approve the appointment of Anne Miskey to the PCAC Citizens Advisory Committee by Ken Chawkins, seconded by Yuny Parada. The motion passed unanimously. No public comment.*

VI. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

- Various announcements by Board Members and Staff
- Board elections are coming up in June.

VII. ADJOURNMENT

- *Motion to adjourn by Jan Sanders. Seconded by Gail Schaper-Gordon. Chair adjourned the meeting at 6:08pm.*

FUTURE MEETING DATES

- **March 1, 2022**
- **April 5, 2022**

Pasadena Community Access Corporation		
Statement of Financial Position		
As of May 31, 2022		
	Total	
	As of May 31, 2022	As of Jun 30, 2021 (PP)
ASSETS		
Current Assets		
Bank Accounts		
1010 Petty Cash	200	200
1120 Bank of America Checking (1018)	294,495	255,065
1130 Bank of America Capital - Restricted (9451)	474,874	331,654
1160 Paypal	1,713	1,000
1170 PFCU Savings (7181)	123,914	75,313
Total Bank Accounts	\$ 895,196	\$ 663,232
Accounts Receivable		
1200 Accounts Receivable	2,910	2,740
Total Accounts Receivable	\$ 2,910	\$ 2,740
Other Current Assets		
1190 Undeposited Funds	150	200
1300 Prepaid Expenses	242	242
1330 Prepaid Insurance	3,145	3,145
Total Other Current Assets	\$ 3,537	\$ 3,587
Total Current Assets	\$ 901,643	\$ 669,559
Fixed Assets		
1600 Production Equipment	437,419	437,419
1635 Leasehold Improvements	93,898	93,898
1650 Accumulated Depreciation	-345,131	-345,131
1660 Accumulated Depreciation - LHI	-54,775	-54,775
Total Fixed Assets	\$ 131,410	\$ 131,410
Other Assets		
1800 Security Deposit	12,420	12,420
Total Other Assets	\$ 12,420	\$ 12,420
TOTAL ASSETS	\$ 1,045,473	\$ 813,389
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Credit Cards		
2050 Chase Visa Credit Card	511	3,689
2060 Divvy Credit Card	-45	-44
Total Credit Cards	\$ 465	\$ 3,645
Other Current Liabilities		
2100 Payroll Liabilities	17,809	19,134
2200 Accrued Vacation	33,819	33,819
2800 Deferred Income	474,874	331,654
Total Other Current Liabilities	\$ 526,502	\$ 384,607
Total Current Liabilities	\$ 526,967	\$ 388,252
Total Liabilities	\$ 526,967	\$ 388,252
Equity		
3000 Opening Bal Equity	-36,271	-36,271
3100 Retained Earnings	461,408	461,408
Net Income	93,369	
Total Equity	\$ 518,506	\$ 425,137
TOTAL LIABILITIES AND EQUITY	\$ 1,045,473	\$ 813,389

Pasadena Community Access Corporation

Pro Forma P&L - May 2022

FY 2022 YTD Actual vs FY 2022 Adopted Budget

	vs. 11 mo. Budget				vs. Full Year Budget		
	YTD Actual	YTD Budget	\$	%	FY22 Budget	\$	%
	Income						
City of Pasadena	967,000	967,000	-	0.0%	967,000	-	0.0%
Contributions & Grants	13,120	7,333	5,787	78.9%	8,000	5,120	64.0%
Production Services	28,436	16,867	11,569	68.6%	31,900	(3,464)	-10.9%
Program Services	5,900	5,500	400	7.3%	8,000	(2,100)	-26.3%
Other Revenue	36	917	(880)	-96.0%	1,000	(964)	-96.4%
Total Income	1,014,492	997,617	16,876	1.7%	1,015,900	(1,408)	-0.1%
Expenses							
Payroll Expenses	518,204	542,777	24,573	4.5%	588,008	69,804	11.9%
Payroll Taxes	42,581	51,564	8,983	17.4%	55,861	13,279	23.8%
Employee Benefits	87,814	108,933	21,120	19.4%	117,771	29,957	25.4%
Occupancy Expenses	190,863	208,710	17,847	8.6%	226,711	35,848	15.8%
Accounting & Audit	16,305	13,565	(2,740)	-20.2%	14,015	(2,290)	-16.3%
Advertising & Marketing	2,262	3,300	1,038	31.5%	3,600	1,338	37.2%
Automobile Expense	910	1,329	419	31.5%	1,450	540	37.2%
Bank & Payroll Processing Fees	1,457	1,558	101	6.5%	1,700	243	14.3%
Board Materials & Expenses	2	110	108	98.2%	120	118	98.3%
Cable Drop Fees	8,833	7,949	(884)	-11.1%	8,100	(733)	-9.0%
Contract Labor	190	1,100	910	82.7%	1,200	1,010	84.2%
Dues and Subscriptions	2,290	3,500	1,210	34.6%	3,500	1,210	34.6%
Legal & Professional Fees	19,000	-	(19,000)		20,000	1,000	5.0%
Licenses, Permits & Other Fees	174	174	-	0.0%	174	-	0.0%
Meals & Entertainment	384	1,595	1,211	75.9%	1,740	1,356	77.9%
Office Expense	2,961	7,333	4,373	59.6%	8,000	5,039	63.0%
Production Expense	22,265	19,867	(2,398)	-12.1%	21,000	(1,265)	-6.0%
Professional Development	2,890	1,925	(965)	-50.1%	2,100	(790)	-37.6%
Travel & Lodging	1,739	2,350	611	26.0%	2,650	911	34.4%
Total Expenses	921,124	977,639	56,515	5.8%	1,077,700	156,576	14.5%
Net Operating Income	93,369	19,978	73,391	367.4%	(61,800)	155,169	-251%
PEG Capital Income Recognized	-	174,167	(174,167)	-100.0%	190,000	(190,000)	-100.0%
PEG Capital Equipment Expense	-	174,167	174,167	100.0%	190,000	(190,000)	-100.0%

PCAC Administrative Report – March to May 2022

Respectfully submitted by George Falardeau, Chris Miller, Bobbie Ferguson, & Aaron Wheeler.

- Presented Pasadena Media's FY2023 Business Plan to Pasadena City Council's EDTech Committee.
- Held the annual PCAC CAC Regular Meeting virtually and joined by new PCAC CAC member and CEO of Union Station Homeless Services, Anne Miskey.
- Attended the 2022 Mayor's Interfaith Prayer Breakfast held at the Pasadena Convention Center. Pasadena Media staff provided coverage for KPAS. ED CEO was a guest at Assemblymember Chris Holden's table to honor Dolores Hickambottom and her family.
- Pasadena Media's special edition of *Arroyo Live* won the 2022 WAVE Award in the Underserved Voices (Professional) category highlighting Asian American Pacific Islander (AAPI) voices.
- Met with Interim Police Chief Jason Clawson and former PCAC board member Grant McComb to discuss upcoming city initiatives and topics.
- Met with Pasadena Public Information Officer (PIO) and PCAC Board member Lisa Derderian & District 4 Liaison Noreen Sullivan to discuss upcoming city events and potential coverage.
- Met with Don Andres, local real estate appraiser and Rotarian, to discuss potential programming for the Arroyo channel, similar to our previous show called *What's Up Pasadena!*; details forthcoming.
- Met with hosts Justin Chapman, Barry Gordon, and Andre Coleman for a development meeting on a 1-hour special edition series of *NewsRap* centered on the upcoming elections; details forthcoming.
- ED CEO was asked to join the board of directors of the Kiwanis Club of Pasadena (past president). Emceed the Kiwanis Annual Student Awards Dinner held at the Salvation Army headquarters. This event highlighted the top students throughout PUSD with scholarships.

- Met with Friends In Deed Executive Director and PCAC Citizens Advisory Committee (CAC) Member Rabbi Joshua Levine Grater about his podcasting project and potential programming for the Arroyo channel.
- Attended various meetings: Pasadena Executive Round Table on Board Development, Kiwanis Club, San Rafael Neighborhood Assn. Board, Rotary
- ED CEO is now Co-Chair of Pasadena Rotary's Marketing and Communication Committee and a member of the Rotary's Programming Committee.
- Attended the Community Town Hall at PCC regarding the selection process for the next City Manager. Pasadena Media provided coverage for KPAS.
- Met with PCAC CAC member Sheryl Turner and PCAC CAC Chair Phil Hopkins to discuss Pasadena Media Foundation's support for University of Southern California's (USC) 180 Degree Consulting program.
- ED CEO interviewed by journalism students from USC's 180 Degree Consulting on the state of local news in collaboration with the Pasadena Media Foundation.
- Met with Director of Production Bobbie Ferguson and Media Production Specialist Aylin Acosta to discuss Pasadena Media's new TikTok platform; details forthcoming.
- Met with Priscilla Hernandez who's currently working on her producer membership. She's the mother of Zacky Munoz and will be working on new programming for the Arroyo channel. Ms. Hernandez is an advocate for children's food allergies. In addition, she and her son appeared on *Arroyo Live* advocating for AB 2640, also known as "The Zacky Bill."
- Met with former mayor Bill Bogaard & PCAC CAC member Mic Hansen to discuss current issues and topics in the city.
- ED CEO attended the West Pasadena Residents' Association (WPRA) 60th Annual Conference at Maranatha High School. Pasadena Media provided coverage and broadcasted the conference on KPAS.

Attached: Cable Complaint, Operations Report, Community Development Report & Production Services Report

Operations Report – March - May 2022

Respectfully submitted by Chris Miller, Chief Operating Officer

- UPDATE - Threat to Franchise Fees & PEG: Ongoing
Sen. Padilla has not yet joined Sen. Feinstein, Rep. Chu and Rep. Schiff as a co-sponsor of the Protecting Community Television Act. We continue working with our colleagues around the state asking him to join his colleagues.
- UPDATE - Enhanced Operations for Prolonged COVID-19 Pandemic: Ongoing
We have resumed regular operations as studio and edit bay usage are available by appointment on weekdays. Masking and social distancing continue to be encouraged. All staff members continue to work at least two days per week at the studio. We will follow recommendations from the health department should conditions worsen.
- UPDATE - COVID-19 Testing and Vaccinations Among Staff: Ongoing
With the exception of one unvaccinated employee, all staff have received a booster shot. Despite COVID cases amongst staff, none have caused close contacts at work. On a related note, one of our 11 staff is out on disability, so we are short-staffed.
- UPDATE - 2022 Alliance For Community Media West Region Conference: Attended
Bobbie and I attended the conference in San Jose. Topics of note included community engagement and inclusivity, revenue diversification, and post-pandemic operations. We also accepted one WAVE Award and talked to various equipment vendors.
- UPDATE - Arroyo / KPAS Charter Issues: Ongoing
A borrowed modulator has temporarily solved the equipment problem on our end, but we are still having some quality issues on Charter (currently with KPAS audio). We are working with Charter technicians to address this as it appears to be on their end. We still intend to address a permanent fix for our modulator issues with an upcoming PEG capital request. Channels on AT&T, our OTT apps, and our website are unaffected.
- AB 2635: Failed
A bill in the assembly which would have changed a line in DIVCA to ensure that cable operators carry PEG channels in HD narrowly failed. This occurred despite lobbying efforts that signaled a win. Intra-party politics scuttled the effort in this Assembly. We expect to have the votes in the next session with a different sponsor.
- NAB Trade Show 4/24-27 & KeyCode Post-NAB Road Show 5/11: Attended
I recently attended the National Association of Broadcasters show in Las Vegas and Key Code Media's show in LA. Between the two of them, I talked to dozens of vendors and systems integrators and demoed products first hand. Among solutions I focused on were flypack / truck systems, streaming / ip video delivery, and closed captioning.
- Server Room Air Conditioning Failure: Completed
On Memorial Day weekend, the mini split A/C unit that cools our server room failed. Fortunately, I was able to open the room for alternate cooling before anything overheated and failed. The unit was repaired June 1.

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

Good Afternoon Mr. Miller,

A representative spoke with Ms. T***** regarding her concern. The representative advised Ms. T***** that on February 3, 2022, a damaged exterior line had caused the referenced channel issue during the referenced timeframe. Our records indicate that the line was repaired later that same day.

The representative confirmed that Ms. T***** experienced the issue prior to a channel outage being declared; this is the normal process for unexpected outages, as we must confirm there is an area issue prior to declaring the outage. Ms. T***** declined to further discuss this matter, and the call ended.

Please do not hesitate to contact us if you have any questions.

Regards,

Rainbow



Rainbow Burhenn | Paralegal |

6399 S Fiddlers Green Circle | Greenwood Village CO 80111

From: Chris Miller <chris@pasadenamedia.org>

Sent: Thursday, March 10, 2022 3:42 PM

Subject: [EXTERNAL] Fwd: Cable Complaint: | 5227523530718665990

 **Cable Complaint**

Name	Dr. P***** T*****
Address	Street Address: ## N Arroyo Blvd City: Pasadena CA 91105
Phone Number	(626) 577-9910
Location where the problem occurred.	Home
Choose your Cable Provider	Charter Spectrum
Type of Issue	Customer Service
Description of Issue	Channel #793 (Smithsonian Channel) blacked out around 9:30 am while watching Civil War 360 on Feb. 3rd. It went black with no picture and no audio at all for 3 hours. The scheduled programs that was blocked were 1) The Union Victory, 2) The Rise & Fall of the South & 3) After the Civil War. She called the Technical Division on the same day and they could not give her any answer. She sent a letter to the Smithsonian group and they deferred her back to Spectrum. They also inform her that there shouldn't be any problems with the videos and that is why she is making a complaint. She feels that this was done deliberately (maybe on the inside) because it was right around the beginning of Black History month. She also added that because it was a hot topic relating to slavery, she feels that someone who has access to programming has blocked the programs for whatever reason. Normally, there's a placeholder on the screen if there's some sort of technical issue, but it was just all black for 3 hours.
Resolution Requested	She would like to know who blocked the programming out and why? She also wants Spectrum to look into this matter and provide an answer to her. Her address and phone number is listed, but she is not on the internet and does not have an email address.

Community Development Report – March - May 2022

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

MEMBERS	New Volunteers (Free) Current Total	Active Trainees & Producers (Paid) Current Total
2022 Season 1 (Mar - May)	6	29
2022 Season 1 (Jan - Feb)	2	23

PROGRAMMING	New Series	Local Episodes	Bicycled Episodes	Community Productions in Progress
2022 Season 1 (Mar - May)	5	82	40	29
2022 Season 1 (Jan - Feb)	3	30	33	22

TRAINING	Orientation	Other Classes
2022 Season 1 (Mar - May)	18	12
2022 Season 1 (Jan - Feb)	7	5

Total Class Enrollments - 2022 Total Year: 17

Community Development:

- **Community Connections**
 - Continue to participate on local organizational boards
 - Aaron Wheeler and Kevin Bruce attended EF Academy Pasadena International Boarding School's Open House to introduce Pasadena Media as a community partner
 - Aaron Wheeler attended ConnectPas4 networking event for non-profit organizations
- **Tony Bennett's Exploring the Arts Organization: Ongoing**
 - 2022 Spring Internship Completed - Muir HS mentee Liberty Alderton
 - Muir HS Liberty Alderton intern will return for summer session
- **California Humanities Grant: Completed**
 - Completed live Arroyo channel podcast with Liberty and Chris
 - Pasadena Media hosted a Podcast Luncheon for the student participants, PUSD Instructors and partners

Social Media Analytics

Facebook Page	Mar - May 2022	Jan - Feb 2022	Year To Date	Definition
Reach	11,674	19,407	31,081	The number of unique individuals who have actually seen any content related to your Facebook Page.
Views	130	152	282	The total number of times your Facebook Page was viewed.
Engagement	186	348	534	A Like, Comment, Share or click received on a post from your Page.
Clicks	136	266	402	The number of clicks on links within the ad/post that led to destinations or experiences, on or off Facebook.
Likes	7	11	18	People who Like your Facebook Page.

YouTube Channel	Mar - May 2022	Jan - Feb 2022	Year To Date	Definition
Views	14,066	14,494	28,560	The total number of times the YouTube channel was viewed during the time period you select.
Comments	41	13	54	The number of comments received on the channel.
Likes	163	139	302	People who Like a video in your channel.
Subscribers	31	58	89	People who have chosen to “follow” your channel to stay updated with your latest videos.

Instagram	Followers	Reach	TikTok	Followers	Likes	Twitter	Followers
	3,801	795		9	15		2,129

Production Report – March - May 2022

Respectfully submitted by Bobbie Ferguson, Director of Production

Type of Production	March	April	May
Member Productions & Preproduction Meetings	5	6	6
Arroyo Originals - Studio	4	3	2
Arroyo Originals - Field (Includes <i>PMN</i>)	15	7	10
KPAS/City Productions	24	20	29
Pro Services	2	2	2
Special Projects		1	

Program Highlights:

- Pasadena Media produced three videos for pro services for the University Club's Centennial Celebration.
- Pasadena Media created a message from Mayor Victor Gordo regarding the recent shootings in Buffalo and Uvalde.
- Pasadena Media has been partnering on a more consistent basis with the Pasadena Public Health Department, completing a World Tuberculosis Day PSA and covering a Spanish-language COVID-19 vaccine panel at Villa Parke.
- Pasadena Media worked with the Chamber of Commerce to broadcast a virtual candidate forum live over YouTube and Arroyo channel.
- Pasadena Media produced a workout video with Fire Chief Chad Augustin and his wife Sandra Augustin at FitSport Kinetics.
- Pasadena Media hosted HerStory in the studio in partnership with the Commission on the Status of Women and co-hosted by Councilmember Jess Rivas.
- Pasadena Media has produced a large number of short segments on community events hosted by the City, such as Egg Hunt, ArtNight, Arbor Day, Women Build with Habitat for Humanity, Fire Service Day, Bike to Work Day and the La Pintoresca Park Grand Reopening.
- Pasadena Media is now on TikTok. Our newest staff member, Aylin Acosta, is creating fun and engaging content on the platform daily.