

RECEIVED

2022 OCT 31 PM 1:36

CITY CLERK  
CITY OF PASADENA



# PASADENA MEDIA

**2021-2022  
Annual Report**

**PASADENA COMMUNITY ACCESS CORPORATION**

TO: CITY COUNCIL

FROM: PASADENA COMMUNITY ACCESS CORPORATION

DATE: OCTOBER 31, 2022

SUBJECT: ANNUAL REPORT FOR JULY 2021 THROUGH JUNE 2022  
and WORK PLAN FOR 2022 – 2023

**RECOMMENDATION:**

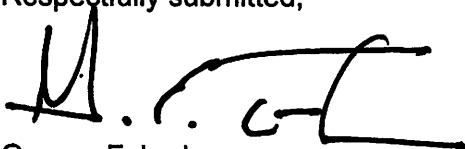
This Report is submitted for information purposes only.

Attached are the following:

- Report of Work Plan Performance for July 1, 2021 through June 30, 2022
- Proposed Work Plan for July 1, 2022 through June 30, 2023
- Report of Attendance for July 1, 2021 through June 30, 2022

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: 7/1/21 – 6/30/22**

**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 2021-2022 fiscal year are:

A Noise Within Theatre	Making Housing & Community Happen
ACT Pasadena	NAACP Pasadena
Affordable Housing Services	Nat'l Day Laborer Organizing Network
All Saints Church	National Hispanic Media Coalition
Alliance for Community Media	Pasadena Chamber of Commerce
Altadena Town Council	Pasadena Community Coalition
Assemblymember Chris Holden	Pasadena Convention Center
Ban SUP Refill	Pasadena Educational Foundation
Black History Celebration Committee	Pasadena Education Network
Boys and Girls Club of Pasadena	Pasadena Humane Society
CHAPCare	Pasadena Latino Heritage P&F Cmte.
CalTech	Pasadena Museum of History
ChapCare	Pasadena Rotary Club
Collaborate PASadena	Pasadena Senior Center
Community 2.0	Pasadena Symphony & POPS
Congressmembers Chu & Schiff	Pasadena Village
Day One	Pasadena Women's Club
Exploring the Arts	Playhouse Village Association
First Tee of Greater Pasadena	Professional Child Development Assn.
Friends In Deed	PTA Council of Pasadena
Innovate Pasadena	Rose Bowl
Jericho Road Pasadena	Salvation Army Pasadena Tabernacle
Jet Propulsion Laboratory	SGV Economic Partnership
Kidspace Children's Museum	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	Union Station Homeless Services
Light Bringer Project	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. While we gradually resumed other in-person services as COVID-19 cases declined, we continued an entirely online training curriculum throughout the year. This program focuses on tutorials and webinars for readily-available, free tools in order to foster community communication for all. PCAC will maintain many of these offerings as we return to in-person instruction with hands-on learning and will also continue to develop new training tools with expanding technologies.

Community Members Trained	2020-2021	2021-2022
Orientation	89	46
Producing	19	51
Podcasting	34	28
Editing with Premiere	39	17
Editing with DaVinci Resolve	43	15
Virtual Media Production	34	19
Audio	7	-
Studio Camera / Floor Manager	-	-
Director	-	-
Technical Director / Media Mgmt	-	-
Lighting	-	-
Character Generation	-	-
Field Production	-	-
Teleprompter	-	-
Green Screen	-	-
<i>Arroyo Profiles</i> Production	-	-

## 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. In addition to public health information from sources such as the CDC and local officials that was added during the COVID-19 pandemic, PCAC has also added regular fitness programming and live news from international sources.

<b>Programming Hours</b>	<b>2020-2021</b>	<b>2021-2022</b>
Total Hours Cablecast	8760	8760
In House First Run	115	85
In House Replay	1474	1287
Local First Run	407	444
Local Replay	3794	3565
Bicycled First Run	363	744
Bicycled Replay	2141	1944
Community Bulletin Board	466	691

#### PCAC Community Interest Series

Altadena Town Council Meetings  
(LIVE) (21)  
Arroyo Live (19)  
Candidate Forums (LIVE) (3)

League of Women Voters Pasadena  
(LIVE) (8)  
NewsRap Local (12)  
Non-Profit Organization PSAs

#### PCAC Community Interest Programs

Herstory (LIVE)  
Melanated and Vaccinated: Real  
People, Real Stories  
Pasadena Black History Celebration

Pasadena Celebrates Hispanic  
Heritage Month  
Pasadena Youth Voices Podcast  
Project

#### Local Programs

All Saints Church  
Almen Joi's Music Videos  
Anybody Can Play Guitar  
Artist's Life  
Behind The Curtains  
College Women's Club of Pasadena  
Conversation.Live  
Horror Host Theatre  
In The Space  
Innovate Pasadena Ask An Expert  
Innovate Pasadena Route 66 Innovation  
Series  
Is It Reasonable?  
It's All About ME TV  
Karma Fashion TV  
Nuclear Popcorn  
Our Society

Pasadena Humane Society Webinars  
Pasadena Presbyterian Church (LIVE)  
PopFuzion  
Power of One  
Sen. Portantino  
Showtime At The Rose  
Silver Sage  
Skeelove House of Hip Hop  
Sounds Within  
Straight Talk with Greg Middleton  
TEN Out of 10  
The Nowman Show  
Tongues Of Fire  
Two Steps Ahead  
Well Read with Justin Chapman  
Yeshua Ministries  
Yo India TV

### Bicycled Programs

AfricaNews English (LIVE)  
Al Jazeera English (LIVE)  
Alliance for Community Media 2021  
Hometown Awards  
Aspen Institute  
Assemblymember Holden Town Halls  
Both Sides Of The Bars  
CA Native Plant Society SG Mountains  
Centers for Disease Control  
Congresswoman Chu Town Halls  
Congressman Schiff Town Halls  
Democracy Now!  
DW News (LIVE)  
Eckankar  
Economic Update  
Fireside Tales for Wolfgang  
First to Five: The Story of the First All  
Women Board of Supervisors  
France 24 English (LIVE)  
Gay USA  
Gay USA: STONEWALL+50  
Geek Room  
Here Comes Everybody  
Holy Family Advent Christmas Concert  
Holy Family Catholic Mass

Holy Family Children's Christmas  
Concert  
JFK Library Forums Presents  
LA County COVID-19 Town Halls  
LA County COVID-19 Updates  
LA County DPH COVID-19 Pediatrics  
Vaccine Town Hall  
LA County DPH Youth Advisory Council  
Town Hall  
Peak Moment TV  
Ready! Set! Go!: Your Personal Wildfire  
Action Plan  
RecConnectLA Live!  
Science360  
Sidewalks Entertainment  
Strata  
TED Talks  
The Connie Bryan Show  
The Happy/Complaint/Prayer Show!  
With Dr. Happy!  
VenturaRockSpot  
Voting Revolutionized / Votación  
Revolucionada  
White House COVID Response Team  
Press Briefing

### 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 2021-2022 fiscal year, PCAC cablecast nearly 700 hours of community announcements provided by local non-profits and other organizations. The following is a partial list of organizations that participated this year.

A Noise Within Theatre  
AARP  
AbilityFirst  
ACT Pasadena  
AdoptUSKids  
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  
 Centers for Disease Control  
 ChapCare  
 Citrus Pest & Disease Prevention Pgm.  
 College Access Plan  
 Day One  
 D'Veal Family and Youth Services  
 Eaton Canyon Nature Center Assoc.  
 End Family Fire  
 Energy Upgrade California  
 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  
 Housing Rights Center  
 Innovate Pasadena  
 Kidspace Children's Museum  
 Lake Avenue Church  
 Lead Free Homes Los Angeles  
 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 Folk Music Society  
 Pasadena Heritage  
 Pasadena Humane Society  
 Pasadena Community Job Center  
 Pasadena Community Orchestra  
 Pasadena Latino Heritage P&F Cmte.  
 Pasadena Museum of History  
 Pasadena Playhouse  
 Pasadena Pro Musica  
 Pasadena Senior Center  
 Pasadena Share A Meal  
 PCC Sm. Business Development Center  
 Pasadena Symphony & POPS  
 Planned Parenthood Pasadena & SGV  
 PPE Unite  
 Professional Child Development Assn.  
 PTA Council of PUSD  
 Reminders Creative Use  
 Salvation Army Pasadena  
 SAPP / 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  
 Trinity Lutheran Church  
 Union Station Homeless Services  
 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 messages with the Mayor, and carried numerous webinars to help inform the public.

<b>Programming Hours</b>	<b>2020-2021</b>	<b>2021-2022</b>
Total Hours Cablecast	8760	8760
In House First Run	361	299
In House Replay	3976	4541
Live	317	260
Bicycled First Run	105	109
Bicycled Replay	1596	1823
City Bulletin Board	2722	1728

### Series Programs

City Council Meetings (37 including 1 joint PUSD and 1 joint meeting with Supervisor Barger)  
 Council Committee Meetings (10 Economic Development & Technology, 17 Finance, 9  
 Legislative Policy, 16 Municipal Services, 13 Public Safety)

Assemblymember Holden Town Hall (1)  
 Authors And Their Journeys (3)  
 Burbank-Glendale-Pasadena Airport  
 Authority Meetings (19)  
 Centers for Disease Control (1)  
 Congressman Schiff Town Halls (2)  
 Councilmember Community Meetings  
 (12)  
 LA County COVID-19 Updates (46)  
 LA County Public Health Town Halls (7)  
 Pasadena Redistricting Workshops (6)

Pasadena Senior Center Presents (2)  
 RecConnectLA Live! (8)  
 Recreation Rundown (2)  
 Redistricting Task Force Meetings (7)  
 Rep. Judy Chu Town Halls (2)  
 Rose Bowl Institute Presents (4)  
 Sen. Portantino Town Hall (1)  
 Sew It Begins (2)  
 White House COVID Response Team  
 Press Briefing (3)

### Live Programs

Pasadena City Council Meetings  
 Council Committee Meetings  
 Councilmember Community Meetings  
 Redistricting Task Force Meetings  
 Herstory 2022  
 Mayor's Annual Holiday Tree Lighting

One City, One Story Spring 2022  
 Pasadena Veterans Day Ceremony  
 2021  
 State Of The City 2022  
 WPRA Annual Public Meeting and  
 Pasadena's Tech Revolution

### Special Programs

4th of July Safety & Phos-Chek Press  
 Conference  
 Adaptive Sports Festival  
 Arbor Day 2022  
 Arroyo Seco Water Reuse Project  
 Community Meeting  
 ArtNight Pasadena - Spring 2022  
 Author Talk: Susana Porras - Oct. 2021  
 Bike to Work Day 2022

Black History Month Drive-In Movie at  
 Brookside Park  
 Brush Clearance Press Conference  
 Cinco De Mayo at the Rose Bowl  
 Community Cleanup Day: Aug. 26, 2021  
 Community Wildfire Protection Planning  
 Digital Vaccine Records PSAs  
 Event promos  
 Fire Service Day 2022

Fireside Chat with Mayor Gordo  
 Herstory 2022  
 Housing Task Force Update: Mar. 2022  
 Juneteenth 2022  
 KidSpace Butterfly Season PSA  
 La Pintesca Family Fun Day  
 La Pintesca Holiday Tree Lighting  
 La Pintesca Kwanzaa Celebration  
 Mayor's Annual Holiday Tree Lighting  
 Mayor's Fireside Chat  
 Mayor's Interfaith Prayer Breakfast  
 Meet Pasadena Resident Mother Dixon  
 Message from Mayor Gordo  
 National Coming Out Day 2021  
 National Night Out 2021  
 One City, One Story - Spring 2022  
 One City, One Story Reveal - Spring '22  
 One City, One Story - Summer 2022  
 Organic Recycling PSA  
 Pasadena Chalk Festival 2022  
 Pasadena Fire Recruit Grad. Ceremony  
 Pasadena Grows: Foraging Pasadena  
 Pasadena Latino Heritage Parade - Best  
 of 2013-2019  
 Pasadena PD Classic Car Show 2022  
 Pasadena Public Health Dept. Flu Clinic  
 Pasadena Water & Power PSAs  
 Pasadena's Next City Mgr. Town Hall  
 Phos-Chek Application Press Conf.  
 Playhouse Village Día de los Muertos  
 Playhouse Village Park Groundbreaking  
 Press Conference: Stay Safe Pledge  
 Pride Flag Raising Ceremony  
 Public Safety Message: Aug 30, 2021  
 PWP Arroyo EV Charging Depot Ribbon  
 Cutting

Ready! Set! Go!: Your Personal Wildfire  
 Action Plan  
 Robinson Park Recreation Center  
 Turkey Giveaway 2021  
 Rose Parade & Bowl Game Safety  
 Press Conference  
 Rose Parade 2022  
 Rose Queen Announcement and  
 Coronation 2022  
 SGV Habitat for Humanity Women Build  
 ShotSpotter PSA  
 Shooting Incident Press Conf. Nov. 2021  
 State Of The City 2022  
 The Great Egg Scramble  
 The Pasadena Outreach Response  
 Team  
 The Unveiling of 100 West Walnut  
 Development Historic Monument  
 Tournament of Roses and City of  
 Pasadena Vaccination Clinic  
 Tournament Of Roses Grand Marshal  
 Announcement  
 Unidos en CommUNITY: Infórmate.  
 Protégete. Vacúnate.  
 Vaccinate Pasadena Video Contest  
 Van Halen Plaque Unveiling  
 Veterans Day Ceremony 2021  
 Voting Revolutionized / Votación  
 Revolucionada  
 Washington Park Community House  
 Groundbreaking  
 Workout with Fire Chief Augustin and  
 Sandra Augustin  
 World Elder Abuse Awareness Day PSA  
 World TB Day PSA  
 WPRA: Pasadena's Tech Revolution

### KPAS Bulletin Board

Over the 2021-2022 fiscal year KPAS aired over 1700 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 assistance programs, community events, municipal services, public health 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 (13)**

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 (13)**

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 PASS Celebration & Advice

ASPCC Candidate Forum

Building A Trauma-Informed Campus

Cash for College Opening Session

Celebrating Juneteenth

Commencement

COVID-19 & Homeless Persons

COVID-19 & Undocumented Persons

Elmer TAPIF4

FYE Pathways Open House

Inclusion Project

Lancer Answer Fest (2)

Operation S.A.V.E.

PCC Black Graduation

PCC Board Accreditation & Board Policy

Review Committee (4)

PCC Board Budget & Audit Cmte (3)

PCC Board Facilities Committee (3)

PCC Board KPCC Oversight Cmte (1)

PCC Board Legislative Policy

Committee (1)

PCC Board of Trustees Study Session

PCC Comes Alive!

PCC Honors & Awards Ceremonies (6)

PCC LatinX Graduation

PCC LatinX Soccer Press Conference

PCC Professional Development Day

RN Program Pinning Ceremony (2)

Scholarship Awards Ceremony

SGV Economic Forecast Summit

Trauma Informed Approach in Higher  
Education

TRIO Winter 2021 Alumni Gathering

You Will Be Found: Songs of Hope &  
Compassion

### 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). 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 over \$2.5 million annually in unrestricted funds and 5G wireless services and technology for the district through a partnership with T-Mobile.

2022 has seen KLRN's focus more firmly realigned with PUSD's Communications and Marketing team. No longer part of the ITS Division as of July 1, KLRN now reports to PUSD's Public Information Officer. 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. Below are some of our activities.

### Board of Education Meetings

*KLRN staff provided live coverage and web streaming of 30 PUSD Board of Education meetings (most simulcast in English and Spanish on a secondary livestream).*

### Event Coverage

*KLRN provided coverage, photography, and/or audio support of many District and school activities, including the following that were all streamed live:*

All District Welcome Back Event

Districtwide PD Day

High School Graduations from the Pasadena Civic Auditorium

State of the Schools Annual Event

Summer Internship Celebration

Octavia E. Butler Renaming Ceremony

Keynote presentation by Megan Robinson

5th Annual ACSA Region 15 Middle School Collaborative Celebrating Women's History

PHS Basketball and Football home games

John Muir v. Marshall: Girls Soccer

Aviso de Audiencia Pública, el 24 de enero de 2022

PUSD Redistricting Public Forum (English/Spanish)

COVID Pediatric Vaccination Clinic with Rep. Judy Chu - Virtual Panel Discussion

Turkey Tussle

Arts Education PD (two-day)

## Promos

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

Carter's Kids Playground at Hamilton  
Elementary

Roxanne Duboucheron - Music Grant

2022 Rotary Teacher of Excellence -

Bharatchandra Parekh, John Muir

2022 Rotary Teacher of Excellence - Ana

Negrete, Alexander Hamilton

2022 Rotary Teacher of Excellence -

Amethyst Juknavorian, Don Benito

2022 Rotary Teacher of Excellence - Anqi

Deng, Field Elementary

2022 Rotary Teacher of Excellence - Erik

Delgadillo, Sierra Madre Middle

McKinley Literacy - CIPD Project

Eliot Arts Ancient History "Museum" Promo

Willard Enrollment PSA

Webster Enrollment PSA

MLK Video - Lawton Gray, III Ed.D.

PEF Teacher Grants

Vaccine Clinic: Students Aged 5-11

Vaccines for Kids 5-11 Promo (w/ Judy Chu)

Vaccine PSA

Quarantine PSA

COVID-19 Vaccines/Testing Clinics - Poster

State Superintendent of Public Education

Visit to Blair

Introduction to ESSER III Video for

Principals

"Big Day for Teachers" Award video

San Rafael UPS Book Donation

Math Field Day

Dodgers Foundation Event

Black History Month Performance - Willard

Ovations

Superintendent's Speech re: Armenian

Genocide

WSMA Octavia E. Butler Science Fiction

Festival and Book Signing

Blair Music Photos

All Star Band (Tournament of Roses

Parade) Photos

Tribute to Trudell Skinner

**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.

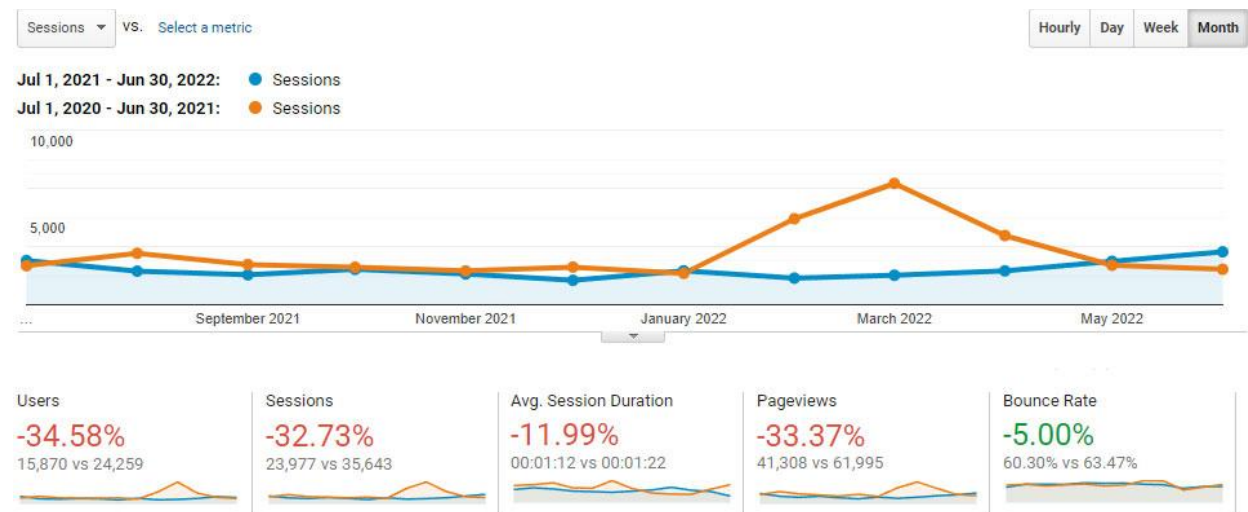
Early on during the COVID-19 pandemic, PCAC acquired and installed a playout system that offers many advantageous features. The most exciting component increased viewing options for the four access channels and their content via apps for the three largest Over-The-Top (OTT) devices: Roku, Amazon Fire TV, and Apple TV. These apps deliver our hyper-local content to TVs in HD at no cost to the viewer. Right away during those days of stay-at-home orders, 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 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 system also enabled the automatic retrieval and scheduling of daily news and other timely content. These efforts have continued after reopening our doors and the channels now feature exponentially more live content than before the pandemic began.

We gradually increased capacity for community productions throughout the year while continually following public health guidance. To ensure safety, cleaning protocols and social distancing measures were in place to ensure continued 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. In the coming year, we will switch our training focus back to in-person offerings. 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	2020-2021	2021-2022
YouTube	107,369	90,814
CityOfPasadena.net	42,241	40,657

PasadenaMedia.org traffic, which includes live streams of KPAS, Arroyo, KLRN, and PCCTv, decreased by about one third year-over-year. While we cannot be sure of all the reasons for the dropoff, we attribute it to factors such as the delayed return of studio productions and in-person training. Meanwhile, views of City programming on CityOfPasadena.net decreased less than 4%, with our expanded meeting coverage continuing to be the most viewed content. 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 economic constraints. PCAC continues to explore alternate funding opportunities including fee for production service models and programming sponsorship. This year, PCAC raised nearly \$9,000 through donations, underwriting and grants. In addition, production services revenue increased over 40% to nearly \$46,000. 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 watch 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: 7/1/22 – 6/30/23**

**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.

**OBJECTIVES FOR FISCAL YEAR 2022 - 2023:**

- 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 2021 - June 2022

MEMBERS	July 6 CAN	August 3 CAN	August 3 SPEC	September 7 REG	October 5 REG	November 2 REG	November 2 SPEC	December 7 CAN	January 4 CAN	January 4 SPEC	February 1 CAN	March 1 CAN	March 1 SPEC	April 5 CAN	May 3 CAN	June 7 CAN	June 20 SPEC	TOTAL MEETINGS ATTENDED	ATTENDANCE RECORD PERCENTAGE
BOEKELHEIDE, ALEXANDER (PASADENA CITY COLLEGE)	CO-19	CO-19	A	CO-19	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	A	CO-19	CO-19	CO-19	A	2	40
CHAWKINS, KEN (DISTRICT 6)	CO-19	CO-19	P	CO-19	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	CO-19	P	5	100
DERDERIAN, LISA (CITY MANAGER)	CO-19	CO-19	A	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	60
HAWKEY JABLONSKI, ANNA (DISTRICT 3)	CO-19	CO-19	P	CO-19	CO-19	CO-19	A	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	CO-19	P	4	80
HELM, PERRY (DISTRICT 4)	CO-19	CO-19	P	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	100
HOWELL, SALLY (DISTRICT 7)	CO-19	CO-19	P	CO-19	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	CO-19	P	5	100
LEYDEN, BETH (PUSD)	CO-19	CO-19	P	CO-19	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	CO-19	P	5	100
PARADA, YUNY (DISTRICT 5)	CO-19	CO-19	P	CO-19	CO-19	CO-19	A	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	CO-19	A	3	60
RIVERA, LES (DISTRICT 4)	-	-	-	-	-	-	-	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	CO-19	P	3	100
SANDERS, JAN (DISTRICT 2)	CO-19	CO-19	P	CO-19	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	CO-19	P	5	100
SCHAPER-GORDON, GAIL (MAYOR)	CO-19	CO-19	A	CO-19	CO-19	CO-19	P	CO-19	CO-19	A	CO-19	CO-19	A	CO-19	CO-19	CO-19	A	1	20
WASHINGTON, KIMBERLY (DISTRICT 1)	-	-	-	-	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	P	CO-19	CO-19	CO-19	P	4	100

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