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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:

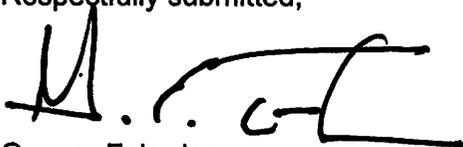
This Report is submitted for information purposes only.

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.

Programming Hours	2020-2021	2021-2022
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
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
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.

Programming Hours	2020-2021	2021-2022
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 Pintoresca Family Fun Day
La Pintoresca Holiday Tree Lighting
La Pintoresca 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 Grantos

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.

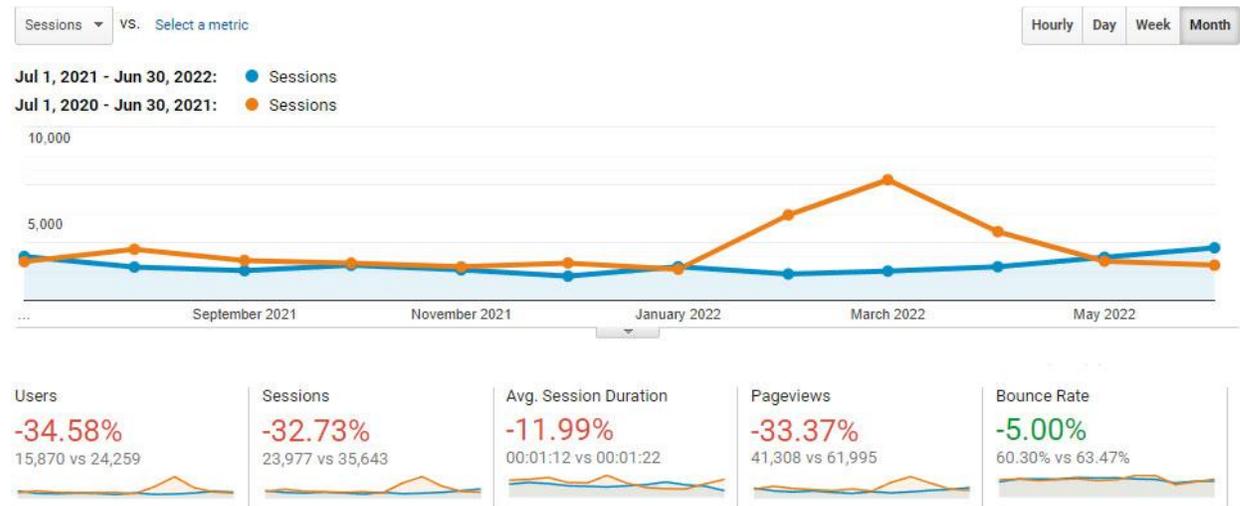
Early on during the COVID-19 pandemic, PCAC acquired and installed a playout system that offers many advantageous features. The most exciting component increased viewing options for the four access channels and their content via apps for the three largest Over-The-Top (OTT) devices: Roku, Amazon Fire 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

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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	August 3	August 3	September 7	October 5	November 2	November 2	December 7	January 4	January 4	February 1	March 1	March 1	April 5	May 3	June 7	June 20	TOTAL MEETINGS ATTENDED	ATTENDANCE RECORD PERCENTAGE
	CAN	CAN	SPEC	REG	REG	REG	SPEC	CAN	CAN	SPEC	CAN	CAN	SPEC	CAN	CAN	CAN	SPEC		
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