

RECEIVED

2023 OCT 31 PM 3:26

CITY CLERK  
CITY OF PASADENA



# **PASADENA MEDIA**

**2022-2023  
Annual Report**

**PASADENA COMMUNITY ACCESS CORPORATION**

TO: CITY COUNCIL

FROM: PASADENA COMMUNITY ACCESS CORPORATION

DATE: OCTOBER 31, 2023

SUBJECT: ANNUAL REPORT FOR JULY 2022 THROUGH JUNE 2023  
and WORK PLAN FOR 2023 – 2024

**RECOMMENDATION:**

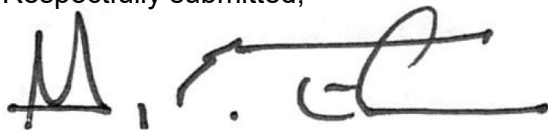
This Report is submitted for information purposes only.

Attached are the following:

- Report of Work Plan Performance for July 1, 2022 through June 30, 2023
- Proposed Work Plan for July 1, 2023 through June 30, 2024
- Report of Attendance for July 1, 2022 through June 30, 2023

Prepared by Chris Miller, Chief Operating Officer

Respectfully submitted,

A handwritten signature in dark 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: 7/1/22 – 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.

**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-profits and community leaders that have collaborated with PCAC during the 2022-2023 fiscal year are:

Affordable Housing Services  
Alkebu-Lan Cultural Center  
All Saints Church  
Alliance for Community Media  
Altadena Town Council  
American Legion Post 13  
Armory Center for the Arts  
Arroyos & Foothills Conservancy  
ArtCenter  
Assemblymember Chris Holden  
Black History Celebration Committee  
Boston Court Pasadena  
Boys and Girls Club of Pasadena  
CalTech  
ChapCare  
Collaborate PASadena  
Community 2.0  
Community Builders Group  
Congressmembers Chu & Schiff  
Exploring the Arts  
Friends In Deed  
Innovate Pasadena  
Jericho Road Pasadena  
Jet Propulsion Laboratory  
Knox Presbyterian Church  
LA County Supervisor Kathryn Barger  
Leadership Pasadena  
League of Women Voters Pasadena  
Light Bringer Project

Making Housing & Community Happen  
NAACP Pasadena  
Pasadena Chamber of Commerce  
Pasadena Community Coalition  
Pasadena Convention Center  
Pasadena Educational Foundation  
Pasadena Education Network  
Pasadena Humane Society  
Pasadena Latino Heritage P&F Cmte.  
Pasadena Museum of History  
Pasadena Playhouse  
Pasadena Rotary Club  
Pasadena Senior Center  
Pasadena Symphony & POPS  
Pasadena Veterans Day Committee  
Planned Parenthood Pasadena & SGV  
PTA Council of PUSD  
PUSD Community Advisory Committee  
Rose Bowl  
San Gabriel Valley LGBTQ Center  
So Cal Women's Health Conference  
Southern California Public Radio  
Sycamores  
Tournament of Roses  
Triumph Foundation  
Urban Voices Project  
Vietnam Veterans of America Ch. 446  
Western Justice Center  
Youth Climate Strike LA

## 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. As COVID-19 cases declined, we gradually augmented our training curriculum throughout the year by resuming some in-person training and continuing some of our online courses. The online program focuses on tutorials and webinars for readily-available, free tools in order to foster community communication for all. PCAC will maintain some of these offerings while focusing on in-person instruction with hands-on learning. We also continue to develop new training tools with expanding technologies.

| Community Members Trained                       | 2021-2022 | 2022-2023 |
|---|-----------|-----------|
| Orientation                                     | 46        | 42        |
| Editing with DaVinci Resolve                    | 15        | 17        |
| Editing with Premiere                           | 17        | 8         |
| Podcasting in New Media Studio                  | -         | 13        |
| Podcasting Virtually                            | 28        | 9         |
| Producing                                       | 51        | 16        |
| Lighting  | -         | 15        |
| Field Production                                | -         | 11        |
| Director / Studio Camera / Floor Manager        | -         | 9         |
| Audio   | -         | 9         |
| Character Generation / Teleprompter / On-Camera | -         | 8         |
| "Connect With Your Audience"                    | -         | 2         |
| Virtual Media Production                        | 19        | -         |

## 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 local, state and federal 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>2021-2022</b> | <b>2022-2023</b> |
|--------------------------|------------------|------------------|
| Total Hours Cablecast    | 8760             | 8760             |
| In House First Run       | 85               | 52               |
| In House Replay          | 1287             | 930              |
| Local First Run          | 444              | 405              |
| Local Replay             | 3565             | 4118             |
| Bicycled First Run       | 744              | 787              |
| Bicycled Replay          | 1944             | 1932             |
| Community Bulletin Board | 691              | 536              |

#### PCAC Community Interest Series

Altadena Town Council Meetings  
(LIVE) (12)  
Arroyo Live / Arroyo NOW (9)  
Candidate Forums (LIVE) (3)  
League of Women Voters Pasadena  
(LIVE) (5)

NewsRap Local (6)  
Pan and Zoom (4)  
Pasadena Latino Heritage Celebrations  
(4)  
Pasadena Monthly (6)  
Non-Profit Organization PSAs

#### PCAC Community Interest Programs

Memorial Banner Honoring John J.  
Kennedy  
Memorial Day Moment of Remembrance

NewsRap Election Special  
Rose Parade Coverage

#### Local Programs

All Saints Church  
Almen Joi's Music Videos  
Artist's Life  
Conversation.Live  
Donny D's Soul Sessions  
Horror Host Theatre  
Is It Reasonable?  
It's All About ME TV  
Karma Fashion TV  
Music & Message - Man To Man  
Nuclear Popcorn  
Our Society  
Pasadena Presbyterian Church (LIVE)  
PopFuzion  
Power of One  
Sen. Portantino

Showtime At The Rose  
Skeelove House of Hip Hop  
Songs Of My Life  
Sounds Within  
Straight Talk with Greg Middleton  
Supervisor Kathryn Barger  
The Melody Trice Show  
The Nowman Show  
The Sentoria \$Money Green Show  
Tongues Of Fire  
Two Steps Ahead  
When She No Longer Cooks  
Y? Why Not!  
Yo India TV  
Your New Odyssey  
Zacky's Kitchen

### Bicycled Programs

AfricaNews English (LIVE)  
Al Jazeera English (LIVE)  
Aspen Institute  
Assemblymember Holden Town Halls  
Both Sides Of The Bars  
CA Native Plant Society SG Mountains  
CalMatters Ballot Props Explained  
CalMatters Election Preview  
CalMatters Face-Off  
Congressman Schiff Town Halls  
Democracy Now!  
Democracy Now! Election Night (LIVE)  
Dialogue Lab  
DW News (LIVE)  
Eckankar  
Economic Update  
Fireside Tales for Wolfgang  
France 24 English (LIVE)  
Gay USA  
Holy Family Advent Christmas Concert  
Holy Family Catholic Mass  
Holy Family Children's Christmas  
Concert  
LA County COVID-19 Updates

LA County Dept. of Public Health: Gun  
Violence is a Public Health Crisis  
LA County DPH Back to School Safety  
LA County DPH COVID-19 Pediatrics  
Vaccine Town Hall  
LA County DPH Fentanyl Town Hall  
LA County DPH Monkeypox Town Hall  
LA County Monkeypox Updates  
Lake Tahoe Summit  
Making Good Financial Decisions at  
Every Age  
Paltrocast With Darren Paltrowitz  
Peak Moment TV  
Planet Planet Podcast  
RecConnectLA Live!  
Shaping Up With Santana  
Sidewalks Entertainment  
Strata  
TED Talks  
The Connie Bryan Show  
The Happy/Complaint/Prayer Show!  
With Dr. Happy!  
The Nikki Rich Show  
Tube Heads  
VenturaRockSpot

### 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 2022-2023 fiscal year, PCAC cablecast over 500 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  
ArtNight Pasadena  
Aspires West Pasadena  
Autism Speaks  
Black History Celebration Committee  
Boys & Girls Club of Pasadena  
Bungalow Heaven Neighborhood Assn.  
CalTech Presents

Cancer Support Community Pasadena  
 ChapCare  
 Citrus Pest & Disease Prevention Pgm.  
 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  
 First Tee of Greater Pasadena  
 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  
 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 Tabernacle  
 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  
 STEAM:CODERS  
 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. This year, PCAC expanded its live City meeting coverage by adding several commissions to KPAS while continuing the City Council Committee meeting coverage that was added during the COVID-19 pandemic.



| <b>Programming Hours</b> | <b>2021-2022</b> | <b>2022-2023</b> |
|--------------------------|------------------|------------------|
| Total Hours Cablecast    | 8760             | 8760             |
| In House First Run       | 299              | 273              |
| In House Replay          | 4541             | 4387             |
| Live                     | 260              | 254              |
| Bicycled First Run       | 109              | 156              |
| Bicycled Replay          | 1823             | 1549             |
| City Bulletin Board      | 1728             | 2395             |

### Series Programs

City Council Meetings (36 including 1 joint PUSD and 1 joint meeting with Supervisor Barger)  
Council Committee Meetings (8 Economic Development & Technology, 15 Finance, 5  
Legislative Policy, 15 Municipal Services, 12 Public Safety)  
Commission Meetings (6 Design, 7 Planning, 6 Police Oversight, 1 Board of Zoning Appeals)  
Councilmember Town Halls (9) LA County COVID-19 & Monkeypox  
Authors And Their Journeys (1) Updates (33)  
Burbank-Glendale-Pasadena Airport Pasadena in 60 (4)  
Authority Meetings (18) RecConnectLA Live! (183)  
LA County Public Health Town Halls (2) Sen. Portantino Town Halls (3)

### Live Programs

Pasadena City Council Meetings Black History Parade  
Council Committee Meetings Latino Heritage Parade  
Commission Meetings One City, One Story Spring 2023  
A Celebration of Life Honoring State Of The City 2023  
Councilmember John J. Kennedy Veterans Day Ceremony 2022

### Special Programs

50th Annual Pasadena Mayor's City Hall Courtyard Dedication: Bill and  
Interfaith Prayer Breakfast Claire Bogaard  
Adaptive Sports Festival 2022 City of Pasadena Pride Flag Raising  
Art Night Fall 2022 Ceremony 2023  
Author Talk: Straight Lady - Margaret Dia De Los Muertos at Villa Parke  
Dumont Egg Bowl 2023  
Battle for Mental Health Electric Leaf Blower Workshop  
Battle of the Badges Blood Drive Electric Vehicles with Felicia Williams  
Bike Theft Prevention Tips PSA Fiestas Patrias 2022  
Buen Camino: Perennials on the Beaten Fourth of July Safety Message  
Path Get Your COVID-19 Booster and Flu  
Centennial Boxing Show 2022 Shot PSA  
Central Library Seismic Retrofit and Habitat For Humanity: Howard-Navarro  
Renovations Community Meeting Project Completion

Holiday Message from Mayor Gordo  
 Jefferson School Campus Open House  
 Juneteenth 2023  
 La Pintesca Giggles & Screams Party  
 La Pintesca Park Tree Lighting  
 Lamanda Park Library Pocket Park  
     Ribbon Cutting  
 Latino Heritage Month Activities at Villa  
     Parke  
 Love, Loud and Proud Celebration  
 Mayor's Holiday Tree Lighting 2022  
 Measure L PSA (Eng/Esp)  
 Mejor Salud, Mejor Vida 2022  
 Memorial Day Moment of Remembrance  
 National Coming Out Day  
 National Night Out  
 Neighborhood Walk with  
     Councilmember Tyron Hampton  
 One City, One Story Selection  
     Committee  
 One City, One Story Summer 2023  
 Operation: Gobble Gobble  
 Organics Recycling with Councilmember  
     Felicia Williams  
 Parks After Dark  
 Pasadena Business & Economic Summit  
 Pasadena Celebrates Older Americans  
     Month  
 Pasadena Chalk Festival 2023  
 Pasadena Fire Dept Recruitment PSA  
 Pasadena Police and Fire Memorial  
 Pasadena Police Dept Traffic Stop PSA  
 Pasadena Public Health Department:  
     Celebrating 130 Years of Excellence  
 Pasadena's Culinary Diversity - Halal  
 Pasadena's Youth Ambassador Program

Pink Patch Boxing Event  
 Playhouse Village Park Grand Opening  
 Press Conf.: Drought Response and  
     Turf Replacement Programs  
 Press Conf.: Hazardous Vegetation  
     Annual Inspections Kick-off  
 Press Conf.: Halloween Safety  
 Press Conf.: Investments in Care and  
     Housing Coming to North Pasadena  
 Press Conf.: New City Manager Miguel  
     Márquez  
 Press Conf.: New Police Chief and PWP  
     General Manager Announcement  
 Press Conf.: New Years Public Safety  
 Press Conf.: Public Safety & Rose Bowl  
     Stadium 4th of July Safety  
 Press Conf.: Public Lands Act  
 PWP Art Contest  
 PWP Home Improvement Program  
 PWP Paperless Bill PSA  
 PWP Presents: The Ottawattas  
     Uncle Ace  
 PWP Watering Schedule PSA  
 Robinson Park Pool Groundbreaking  
 Rose Bowl 100th Birthday  
 Rose Bowl Party Of The Century  
 Rose Parade Coverage  
 Rose Queen Coronation  
 Sierra Madre Blvd Green St Stormwater  
     Capture Project Open House  
 The Universe's Webb  
 Tournament Of Roses Grand Marshal  
     Announcement  
 Vaccination Clinic At The Boulevard  
 West Pasadena Residents' Association  
     Annual Meeting 2023

#### KPAS Bulletin Board

Over the 2022-2023 fiscal year KPAS aired nearly 2400 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 videos, 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 (15)  
Academic Senate Meetings (14)  
College Council Meetings (7)  
College Forum (5)  
Presidents Forum (2)

Board Accreditation & Board Policy  
Review Committee (3)  
Board Budget & Audit Cmte (5)  
Board Facilities Committee (8)  
Board Legislative Advocacy Cmte (5)

#### Other Programs

Future of Work Conference (3)  
High School Chamber Choir Festival  
Hixon Teacher Prep (4)  
MOCAN Leadership Conference (2)  
Commencement - May 2023  
Honoring Juneteenth (2)  
PCC Artist-in-Residence: Jason Hanasik  
PCC Black Graduation

PCC Black Heritage Month Events (6)  
PCC LatinX Graduation  
PCC Native American Heritage Month:  
Kizh Nation  
PCC Pi Day Events (5)  
PCC Professional Development Day  
PCC Sports Hall of Fame Induction  
RN Program Pinning Ceremony

#### 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.

KLRN's partnership with PUSD's Communications and Marketing team continues to steer our primary focus in supporting the Communications Department by assisting the Public Information Officer as directed, and in producing regular messages, PSAs, website updates, graphics, and other content as needed. We also continue to provide 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 32 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:*

High School Graduations from the Pasadena Civic Auditorium

State of the Schools Annual Event

PUSD 2028 Strategic Plan Town Hall Meeting

A Celebration of Women's History Month - Essay Reading and Art Exhibit

*Newsies* Live Theatrical Play

PUSD 2023 Secondary Music Festival

Summer Internship Celebration

Octavia E. Butler Magnet Renaming Ceremony

6th Annual ACSA Region 15 Middle School Collaborative Celebrating Women's History

PHS Basketball and Football home games

Turkey Tussle

#### Promos

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

**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 online presence. The four community cable access channels (KPAS, Arroyo, PCC-TV, and KLRN) all continue to be offered on [pasadenamedia.org](http://pasadenamedia.org) via live streams, so anyone with internet access can view our local programming as it airs on cable and, increasingly, whenever they desire. We have also increased usage of live video via social media platforms such as YouTube.

PCAC's current playout system offers many advantageous features. In addition to cable system delivery, the four access channels and their content are available via apps for three of the most widely-used 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. The system's capability to

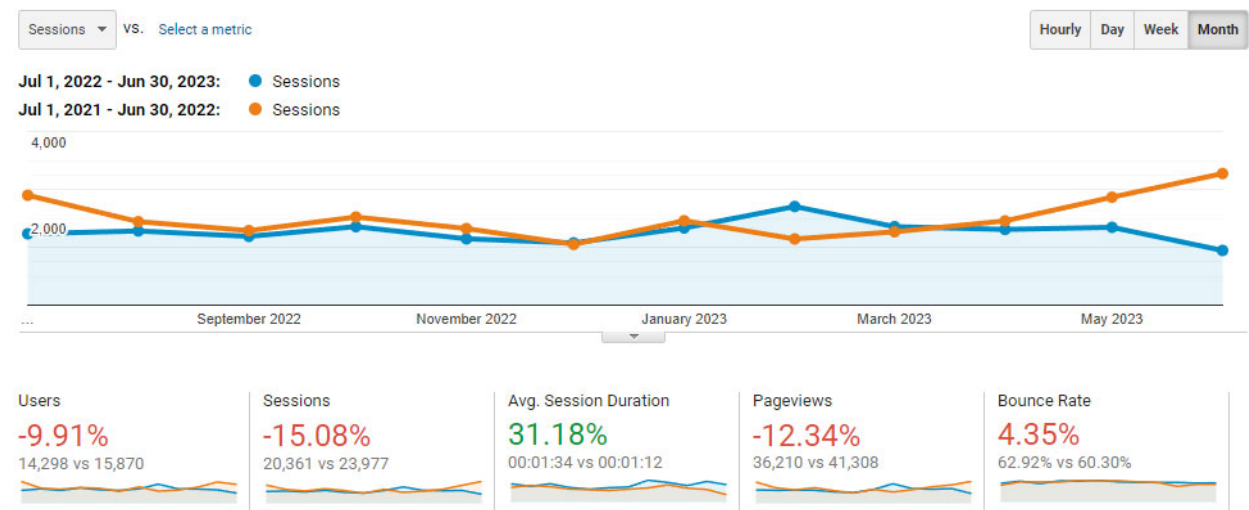
natively handle streaming video has also allowed us to help keep the community connected by delivering live virtual community events, meetings, church services, and other online streaming video to the channels. This capability proved extremely valuable during the COVID-19 pandemic, when we developed workflows to conduct television shows remotely and increased public benefit programming. The system also enables the automatic retrieval and scheduling of daily news and other timely content. These efforts have continued and the channels now feature exponentially more live content than pre-pandemic.

While we have resumed in-person training offerings, we continue to offer an online training curriculum using readily available, low-cost or free software and emerging technologies. Many of our members now produce programming using virtual tools on their own, in addition to those that have returned to utilize the studio, portable audio-visual equipment, and edit bays.

PEG funding was authorized this year to purchase an electric cargo van and a portable production system with wireless video transmission capabilities. This new equipment will enable our staff to produce more live content and do it more efficiently.

## Website and Online Video Statistics

### Website Traffic



### Staff-Produced KPAS and Public Interest Programming Traffic

| Live + On Demand Views | 2021-2022 | 2022-2023 |
|------------------------|-----------|-----------|
| YouTube                | 90,814    | 85,364    |
| CityOfPasadena.net     | 40,657    | 34,916    |

PasadenaMedia.org traffic, which includes live streams of KPAS, Arroyo, KLRN, and PCCTv, decreased by about 12% 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 14%, 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 approximately \$7,000 through donations, underwriting and grants. In addition, production services generated nearly \$31,000 in revenue. 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: 7/1/23 – 6/30/24**

**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 2023 - 2024:**

- 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 hundreds of 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<br>MEETING ATTENDANCE RECORD<br>July 2022 - June 2023 |               |                 |                    |                  |                   |                   |                  |                   |                |                |              |               |                               |                                    |  |
|--|---------------|-----------------|--------------------|------------------|-------------------|-------------------|------------------|-------------------|----------------|----------------|--------------|---------------|-------------------------------|------------------------------------|--|
| MEMBERS  | July 5<br>CAN | August 2<br>CAN | September 6<br>CAN | October 4<br>CAN | November 1<br>CAN | December 6<br>CAN | January 3<br>CAN | February 7<br>CAN | March 7<br>REG | April 4<br>REG | May 2<br>REG | June 6<br>REG | TOTAL<br>MEETINGS<br>ATTENDED | ATTENDANCE<br>RECORD<br>PERCENTAGE |  |
| BOEKELHEIDE, ALEXANDER<br>(PASADENA CITY COLLEGE)  | CO-19         | CO-19           | CO-19              | CO-19            | CO-19             | CO-19             | CO-19            | NQ                | P              | A              | P            | P             | 3                             | 75%                                |  |
| CHAWKINS, KEN<br>(DISTRICT 6)  | CO-19         | CO-19           | CO-19              | CO-19            | CO-19             | CO-19             | CO-19            | NQ                | P              | P              | P            | P             | 4                             | 100%                               |  |
| CLELLAND, ALAN<br>(DISTRICT 4)   | -             | -               | -                  | -                | -                 | -                 | -                | -                 | -              | -              | -            | P             | 1                             | 100%                               |  |
| DERDERIAN, LISA<br>(CITY MANAGER)  | CO-19         | CO-19           | CO-19              | CO-19            | CO-19             | CO-19             | CO-19            | NQ                | P              | P              | A            | P             | 3                             | 75%                                |  |
| HAWKEY JABLONSKI, ANNA<br>(DISTRICT 3)   | CO-19         | CO-19           | CO-19              | CO-19            | CO-19             | CO-19             | CO-19            | NQ                | A              | P              | P            | A             | 2                             | 50%                                |  |
| HOWELL, SALLY<br>(DISTRICT 7)  | CO-19         | CO-19           | CO-19              | CO-19            | CO-19             | CO-19             | CO-19            | NQ                | A              | P              | P            | A             | 2                             | 50%                                |  |
| LEYDEN, BETH<br>(PUSD)   | CO-19         | CO-19           | CO-19              | CO-19            | CO-19             | CO-19             | CO-19            | NQ                | P              | P              | P            | A             | 3                             | 75%                                |  |
| OCON, MICHAEL<br>(DISTRICT 5)  | -             | -               | -                  | -                | -                 | -                 | -                | -                 | -              | P              | P            | P             | 3                             | 100%                               |  |
| PARADA, YUNY<br>(DISTRICT 5)   | CO-19         | CO-19           | CO-19              | CO-19            | CO-19             | -                 | -                | -                 | -              | -              | -            | -             | 0                             | 100%                               |  |
| RIVERA, LES<br>(DISTRICT 4)  | CO-19         | CO-19           | CO-19              | CO-19            | CO-19             | CO-19             | CO-19            | NQ                | -              | -              | -            | -             | 0                             | 100%                               |  |
| SANDERS, JAN<br>(DISTRICT 2)   | CO-19         | CO-19           | CO-19              | CO-19            | CO-19             | CO-19             | CO-19            | NQ                | P              | A              | P            | P             | 3                             | 75%                                |  |
| SCHAPER-GORDON, GAIL<br>(MAYOR)  | CO-19         | CO-19           | CO-19              | CO-19            | CO-19             | CO-19             | CO-19            | NQ                | P              | A              | P            | P             | 3                             | 75%                                |  |
| WASHINGTON, KIMBERLY<br>(DISTRICT 1)   | CO-19         | CO-19           | CO-19              | CO-19            | CO-19             | CO-19             | CO-19            | NQ                | P              | P              | P            | P             | 4                             | 100%                               |  |

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