

Pasadena Community Access Corporation

Pro Forma P&L - January 2025

FY 2025 YTD Actual vs FY 2025 Adopted Budget

	vs. 7 mo. Budget				vs. Full Year Budget		
	YTD Actual	YTD Budget	\$	%	FY25 Budget	\$	%
	Income						
City of Pasadena	866,250	866,250	-	0.0%	1,155,000	(288,750)	-25.0%
Contributions & Grants	1,556	4,667	(3,110)	-66.7%	8,000	(6,444)	-80.5%
Production Services	18,591	6,767	11,824	174.7%	33,600	(15,009)	-44.7%
Program Services	8,583	4,900	3,683	75.2%	8,400	183	2.2%
Other Revenue	1,024	583	441	75.6%	1,000	24	2.4%
Total Income	896,004	883,167	12,837	1.5%	1,206,000	(309,996)	-25.7%
Expenses							
Payroll Expenses	411,760	429,413	17,653	4.1%	705,178	293,418	41.6%
Payroll Taxes	32,397	36,071	3,674	10.2%	59,235	26,838	45.3%
Employee Benefits	63,316	73,346	10,030	13.7%	117,879	54,563	46.3%
Occupancy Expenses	134,046	132,575	(1,472)	-1.1%	225,546	91,500	40.6%
Accounting & Audit	12,545	18,567	6,022	32.4%	20,817	8,272	39.7%
Advertising & Marketing	1,534	1,750	216	12.3%	3,000	1,466	48.9%
Automobile Expense	497	1,167	669	57.4%	2,000	1,503	75.1%
Bank & Payroll Processing Fees	1,009	992	(17)	-1.7%	1,700	691	40.7%
Board Materials & Expenses	25	70	45	64.0%	120	95	79.0%
Cable Drop Fees	1,805	1,633	(172)	-10.6%	9,451	7,646	80.9%
Contract Labor	1,794	1,167	(627)	-53.8%	2,000	206	10.3%
Dues and Subscriptions	2,257	3,500	1,243	35.5%	3,500	1,243	35.5%
Legal & Professional Fees	-	-	-	-	20,000	20,000	100.0%
Licenses, Permits & Other Fees	200	220	20	9.1%	224	24	10.7%
Meals & Entertainment	1,280	1,108	(172)	-15.5%	1,900	620	32.6%
Office Expense	3,049	4,375	1,326	30.3%	7,500	4,451	59.4%
Production Expense	12,041	13,690	1,649	12.0%	21,000	8,959	42.7%
Professional Development	1,025	1,225	200	16.3%	2,100	1,075	51.2%
Travel & Lodging	1,696	1,400	(296)	-21.1%	2,850	1,154	40.5%
Total Expenses	682,277	722,269	39,992	5.5%	1,206,000	523,723	43.4%
Net Operating Income	213,727	160,898	52,829	32.8%	-	213,727	
PEG Capital Income Recognized	78,886	85,000	6,114	7.2%	170,000	(91,114)	-53.6%
PEG Capital Equipment Expense	7,650	106,197	98,547	92.8%	182,052	(174,402)	-95.8%

Administrative Staff Report

January 2025

Executive Director CEO Report

Executive Director CEO George Falardeau

Operations Report

Chief Operating Officer Chris Miller

Production Services Report

Chief Production Officer Bobbie Ferguson

Community Engagement Report

Director of Community Engagement Jasiri Jenkins-Glenn

Executive Director CEO Report – December 2024 - January 2025

Respectfully submitted by George Falardeau, Executive Director CEO

- **Executive Director CEO Summary**

The Eaton fire, which began on January 7, caused significant destruction in both Pasadena and Altadena. Approximately 149 homes were lost in Pasadena, while Altadena suffered a more devastating impact with the loss of thousands of homes and 17 fatalities. Pasadena Media has been actively involved in the distribution of up-to-date information, including live-streamed briefings featuring local officials.

Pasadena Media ED CEO and Board President Kim Washington met to discuss the need to reassess and align its operations in response to the recent Eaton fire disaster, which has had a profound impact on the Pasadena and Altadena communities. In light of the disaster, Pasadena Media is refocusing its efforts to provide crucial support and information to residents throughout the rebuilding process. This includes developing community-focused programs, creating in-depth series content, and facilitating real-time broadcasts to deliver essential updates from local and state authorities. Pasadena Media is committed to playing a pivotal role in the ongoing recovery efforts, utilizing its resources and platforms for public service.

- **Updating Strategic Plan Initiatives**

In response to the crisis, Pasadena Media's strategic goals—

Increase Funding

Training, Job and Content Creation

Citizens Advisory Committee

Improve Community Awareness & Utilization

Pasadena Media Community Center

—for the coming months and years have been adjusted to ensure continuous support for the community. While the overall structure of the strategic plan will not change, it will be modified to address the disaster needs in our community, providing essential information, fostering community engagement, and sharing personal stories related to the disaster.

- **Arroyo Now Special Edition**

A three-part series of one-hour episodes focused on disaster recovery which will include interviews with affected residents and businesses. These special edition programs will provide insights into FEMA assistance, rebuilding resources, insurance claims, and other immediate needs. The program is currently in production and will focus on the following:

- **Part 1:** Personal stories from residents who lost homes and loved ones.
- **Part 2:** The impact on local businesses and efforts to recover.
- **Part 3:** The heroes of the disaster—first responders, medical workers, firefighters, police officers, and volunteers.

- **Disaster Recovery Live Presentation from City Officials**

On January 23, we facilitated a live-stream featuring key officials such as Mayor Victor Gordo, Fire Chief Chad Augustin, Public Works Director Greg de Vinck, and Public Information Officer Lisa Derderian, who provided updates on the fire's impact and recovery plans. The broadcast was an important way to keep the community informed and connected with local leadership.

- **Additional Updates**

The Pasadena Media Foundation (PMF), founded by Sheryl Turner, has received a journalism grant of \$10,000 from the Institute for Nonprofit News to assist local press in covering the fire disaster. While Sheryl Turner is a member of our Citizens Advisory Committee, PMF is not affiliated with Pasadena Media.

ED CEO attended various events and meetings throughout the city including Civitas, the Pasadena Chamber of Commerce, the Rotary Board and the San Rafael Neighborhood Association.

ED CEO assisted recovery efforts at the Pasadena Convention Center to assist the community in evacuation.

Upgrades to City Hall with new technology have been completed and was utilized at last night's City Council meeting. Chris Miller will provide more details.

- **Arroyo Channel Program Updates**

The long-standing community engagement program, *Pan and Zoom*, will continue under the direction of host and producer Satie Gossett. This program has been a valuable way for Pasadena Media to connect with the community.

PCAC board member James De Pietro, the host and producer of *The Crown City Podcast*, has decided to put his program on hiatus in the wake of the Eaton Fire. This program, which began four years ago with the last year produced at Pasadena Media, has highlighted many incredible stories in our area. We appreciate James' continued dedication to our community as a board member and look forward to his assistance as we "tell the stories of perseverance and hope that will shape our community's recovery."

- **Conclusion**

Pasadena Media is dedicated to being a reliable and informative resource for the Pasadena and Altadena communities as they recover from the devastating Eaton fire. Pasadena city officials, staff, police, fire departments, and other city departments deserve commendation for their efforts in saving lives and structures throughout the disaster. By leveraging its media platforms, producing community-centered content, and working collaboratively with local officials, Pasadena Media aims to play a key role in the long-term rebuilding process and support the residents affected by this disaster.

Operations Report – December 2024 - January 2025

Respectfully submitted by Chris Miller, Chief Operating Officer

- **UPDATE - Threat to Local Franchising & PEG: Ongoing**
We are less than a month into the second Trump Administration and it's difficult to keep track of all the changes that could affect our work. While there has been no movement on previously discussed legislation such as the "American Broadband Act of 2023," it is likely that this administration and Congress will keep us busy defending our industry. Watch this space.
- **UPDATE - City Council Chamber Upgrade: Completed**
After a week-long delay involving replacement of the new TriCaster switcher and remote City Council meetings, the first City Council meeting after the chamber upgrade was held last night. In addition to the switcher, the upgrade included cameras, dias monitors, and AMX meeting control upgrades. After the Eaton Fire, the City meetings originally scheduled to be held at Robinson Park Recreation Center were canceled and staff assisted with remote City Council meetings and a Rental Housing Board meeting held via Zoom. The chamber upgrade was paid for with PEG funds in a City account.
- **UPDATE - Vehicle Wraps PEG Request: In Progress**
Artwork had to be recreated in order to scale properly, so the wrap for both vans as approved in November were delayed. We expect the newer van to be wrapped by the end of the month, with the older van getting wrapped the following month.
- **UPDATE - Two Media Production Specialist FTEs: Two Additional PT Positions Hired**
A total of four part-time Media Production Specialists have filled the two full-time positions that opened in the fall. The staffing changes are within budget and aim to make scheduling more flexible.
- **KPAS Outages: Ongoing**
Two outages recently affected KPAS prompting the purchase of new transmission components to deliver signals between Pasadena Media and City Hall. The first outage began December 26 when the vendor working on the chamber upgrade disconnected channel operations gear despite insistence that they wait until we had staff on site to supervise in the control room. This coincided with an encoder permanently failing. While staff rebuilt the signal flows with alternate equipment the following day to restore the City website feed, Charter Spectrum equipment failed to reconnect. A Charter technician rebooted their equipment in Pasadena the following week. Pasadenamedia.org and OTT signals were not affected. The second outage starting January 24 was limited to the City website. No one can yet explain why the Granicus encoder at City Hall is the only device in our workflow that cannot decode audio from the new equipment. We've developed a workaround involving two converters to strip the signal. Granicus is still looking into why captions are scrambled.

Production Report – December 2024 - January 2025

Respectfully submitted by Bobbie Ferguson, Chief Production Officer

Type of Production	December 2024	January 2025
Member Productions & Preproduction Meetings	2	7
Pasadena Media Productions - Studio	4	2
Pasadena Media Productions - Field (Includes <i>PMN</i>)	22	30
KPAS/City Productions	18	11
Pro Services	3	1
Special Projects	0	0

Program Highlights:

- Since January 24th, Pasadena Media has been partnering with the City of Pasadena to broadcast weekly Disaster Recovery Town Halls featuring City officials and staff live from the PM studio, and will continue to do so until at least February 28th.
- Pasadena Media covered a press conference at the Pasadena Convention Center to provide updates on the Eaton Canyon Fire.
- Pasadena Media recorded a press conference highlighting a large grant that Pasadena Community Foundation received from East West Bank to support wildfire recovery.
- Pasadena Media captured the Mayor’s Annual Holiday Tree Lighting Ceremony.
- Pasadena Media captured both the Victory Park EV Charger ribbon-cutting and the One Arroyo Foundation Trail ribbon-cutting ceremonies.
- The KPAS team has brought on an additional two new part time Media Production Specialists, Kathlyn Almeida and James Thomer.
- Pro Services: Pasadena Media completed production and post production of mediation mentor training videos for Western Justice Center.
- Pasadena Media provided audio support in the Pasadena City Hall Courtyard for Bill Huang and Kris Markarian’s retirement ceremony.
- Pasadena Media captured two holiday toy drive/giveaway events for the Pasadena Police Department.
- Pasadena Media completed the volunteer training videos for the 2025 Pasadena Homeless Count.
- On the December 2024 episode, Alan Clelland interviewed retired judge of the Court and Pasadena resident, Mary Lou Byrne about traffic court.
- Pasadena Media captured the 136th Annual Rose Parade.

Community Engagement Report – December 2024 - January 2025

Respectfully submitted by Jasiri Jenkins-Glenn, Director of Community Engagement

Membership

- Member record cleanup in progress letting us know actual active member numbers.
- January new members: 23 including 10 Providence CC students and 1 Board member

Courses

- New studio headsets in place; training to be implemented in all studio operations courses
- Social Media Essentials course moved to in-person
- Writing Workshop launched January 2025
- Teleprompter, Floor Management, and On-Camera Essentials now an asynchronous learning course
- Now offering two Podcaster Bootcamps per month

Pasadena Media Productions

- *Pasadena Monthly with Justin Chapman*
 - Latest timely episode with [Nic Arnzen on the Eaton Fire and Altadena](#)
 - Episode with Chief Harris is a Finalist for WAVE Award
- *Arroyo Now*
 - Episode on Mount Wilson is a Finalist for WAVE Award
 - Three episode special featuring individuals, businesses, and nonprofits affected, directly and indirectly by the fire in progress - to air at the end of February
- *Access For All: Integrating Accessibility*
 - Episode with CJ Jones is a Finalist for WAVE Award
 - Team invited to New York for panel episode with BlackDoctor.org and USA Today
 - Mental Health episode coming soon in connection with Gail Schaper-Gordon
- *Crown City Podcast*
 - On indefinite hiatus

Community Partnerships

- In process of establish MOU with PCC for rolling internship and Intern Pasadena program
- Oxy InternLA student applications in progress
- Providence Christian College partnership started - 10 students

Social Media

- YouTube
 - December: 7,478 views, 280.7 watch time hours, and +34 new subscribers
 - January: 17,102 views, 2,771.4 watch time hours, and +212 new subscribers
- Facebook
 - December: 3.9Kviews, 2.1K reach, 158 content interactions, 398 visits, & 9 follows
 - January: 9.3K views, 4.1K reach, 241 content interactions, 768 visits, & 24 follows
- Instagram
 - December: 7.8Kviews, 3.3Kreach, 267 content interactions, 128 visits, &34 follows
 - January: 18.9Kviews, 9.4K reach, 457 content interactions, 263 visits, & 51 follows
- LinkedIn
 - December:
 - Content: 1,023 Impressions, 42 reactions, 6 comments, 2 reposts
 - Visitors: 38 page views & 19 unique visitors
 - January:
 - Content: 1,971 Impressions, 74 reactions, 9 comments, 3 reposts
 - Visitors: 56 page views & 22 unique visitors