

**AGENDA SPECIAL MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Thursday, May 29, 2025
6:00 p.m. at 150 S. Los Robles Ave., Suite 101**

BOARD OF DIRECTORS

Kim Washington, President (District 1)
Jan Sanders (District 2)
Anna Hawkey Jablonski (District 3)
Alan Clelland, Vice President (District 4)
Alexander Bliss (District 5)
Avram Gold (District 6)
James De Pietro, Interim Treasurer (District 7)
Gail Schaper-Gordon (Mayor's Representative)
Lisa Derderian (City Manager's Representative)
Beth Leyden, Secretary (PUSD Representative)
Alexander Boekelheide (PCC Representative)

STAFF

George Falardeau, Executive Director CEO
Chris Miller, Chief Operating Officer
Bobbie Ferguson, Chief Production Officer
Jasiri Jenkins-Glenn, Director of Community Engagement
Liza Rodriguez, Office Administrator/Asst. to the Executive Director CEO

MISSION STATEMENT

The Pasadena Community Access Corporation is dedicated to the community access function of the Pasadena Telecommunications system and shall be operated exclusively for charitable, scientific, literary and educational purposes. In fulfilling these purposes, the corporation shall strive to achieve communication, facilitation, and development of media skills toward the ends of self-expression and community cohesion and improvement.

Items on the agenda may not be called in order listed.

Agendas and supporting documents are available on the Internet at <http://www.pasadenamedia.org>

Materials related to an item on this Agenda submitted to Pasadena Media after distribution of agenda packet are available for public inspection in the Pasadena Media Administrative office at 150 S. Los Robles Avenue, Suite 101, Pasadena, during normal business hours.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact PCAC at (626) 794-8585. Notification 24 hours prior to the meeting will enable PCAC to make reasonable arrangements to assure accessibility to this meeting.

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**NOTICE OF SPECIAL MEETING
PASADENA COMMUNITY ACCESS CORPORATION (PCAC)
BOARD OF DIRECTORS**

NOTICE IS HEREBY GIVEN that a special meeting of the Pasadena Community Access Corporation (PCAC) Operating Company (dba Pasadena Media) is scheduled for **Thursday, May 29, 2025**, starting at **6:00 p.m.**, at **PCAC** located at **150 S. Los Robles Ave., Ste. 101, Pasadena, CA 91101**.

AGENDA

PUBLIC MEETING

- CALL TO ORDER / ROLL CALL
- APPROVAL OF APRIL 1, 2025 REGULAR BOARD MEETING MINUTES
 - Motion to Approve
- TREASURER REPORT
- ADMINISTRATIVE STAFF REPORT - Updates Regarding Executive Director CEO, Operations, Production, and Community Engagement ActivitiesT
- OLD BUSINESS
 - PCAC CITIZENS ADVISORY COMMITTEE MEMBER RECRUITMENT
 - Information Item
- NEW BUSINESS
 - REAPPOINTMENT OF MEMBERS TO PCAC'S CITIZENS ADVISORY COMMITTEE for three-year terms: Andrea Jennings, James Ku, Anne Miskey, and Horace H. Wormely
 - Action Item
 - FY26 PCAC BOARD OFFICER ELECTION
 - Action Item
- ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF
- ADJOURNMENT

Kim Washington, President, PCAC Board of Directors

I HEREBY CERTIFY that this notice, in its entirety, was posted on both the Council Chambers Bulletin Board, Room 247, and the Information Kiosk (in the rotunda area), at City Hall, 100 N. Garfield Ave., Pasadena, CA, in Pasadena Community Access Corporation Suite 101, and a copy was distributed to the Central Library for posting on the 27th day of May, 2025.

Liza Rodriguez, Office Administrator

**PASADENA COMMUNITY ACCESS CORPORATION
BOARD OF DIRECTORS
REGULAR MEETING
150 S LOS ROBLES AVE
PASADENA, CA 91101**

Minutes of Pasadena Community Access Corporation

This regular meeting of the PCAC Board of Directors was held on Tuesday, April 1, 2025.

REGULAR MEETING – President Kim Washington called the meeting to order at 6:15 p.m.

PUBLIC MEETING

I. INTRODUCTION OF MEMBERS/CALL TO ORDER/ROLL CALL

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

Kimberly Washington, President (District 1), present
Jan Sanders, Treasurer (District 2), absent
Anna Hawkey Jablonski (District 3), absent
Alan Clelland, Vice President (District 4), present
Alexander Bliss (District 5), present
Avram Gold (District 6), present
James De Pietro, Interim Treasurer (District 7), present
Gail Schaper-Gordon (Mayor's Representative), present
Beth Leyden, Secretary (PUSD Representative), present
Alex Boekelheide (PCC Representative), present
Lisa Derderian (City/City Manager's Representative), absent

Staff:

George Falardeau, Executive Director/CEO, present
Chris Miller, Chief Operating Officer, absent
Bobbie Ferguson, Chief Production Officer, present
Jasiri Jenkins-Glenn, Director of Community Engagement, absent
Liza Rodriguez, Office Administrator/Asst. to the ED/CEO, present
Dion O'Connell, City Attorney's Office, present

I. APPROVAL OF MARCH 4, 2025, REGULAR BOARD MEETING MINUTES

- Motion to Approve Minutes for March 4, 2025: *Alan Clelland moved to approve, Avram Gold seconded, all in favor with Beth Leyden abstaining.*

II. PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA – Please limit comments to three minutes each.

- No public comment.

III. TREASURER REPORT

- Treasurer's report presented by Interim Treasurer, James De Pietro and ED/CEO George Falardeau, per agenda packet. *Information item only. No public comment.* Worthy of notation: the PUSD PEG fund ask on tonight's agenda brought up a discussion on the remaining balance in line 1130 (Bank of America

Capital – Restricted (9451)) with Leyden agreeing to delay the previously approved PUSD ask of \$20,000 (see December 2024 Board Agenda) in order to not completely reduce the balance to zero. Expected funds of approximately \$30,000 should be deposited next month bringing the remaining balance to a healthy ~\$50,000. Treasurer De Pietro commented that every number tells a story, and if anybody has any questions just ask him.

IV. COMMITTEE REPORT

- **PCAC CITIZENS ADVISORY COMMITTEE**
 - *Phil Hopkins presented on behalf of the CAC. He presented bios and information on four candidates to fill the four vacant seats on the CAC as follows:*
 1. *Lance Croy*
 2. *Andrea Jennings*
 3. *James Ku*
 4. *Horace Wormely, Jr.**Jasiri had given Phil five names, but one was not a resident of Pasadena, thereby excluding them from participating on the committee. After a lengthy discussion, Gail Schaper-Gordon moved to accept the four proposed individuals as presented, seconded by Alan Clelland, all in favor. Congratulations to our new CAC members!*
- **PCAC BOARD AD HOC COMMITTEE ON STRATEGIC PLANNING**
 - *Kim Washington and Gail Schaper-Gordon met to work on timing and planning which they sent to Alan and Anna who provided feedback and fine-tuning. Alan commented that the strategic plan is pretty broad-based. George is looking forward to receiving the plan.*

V. ADMINISTRATIVE STAFF REPORT

- Updates Regarding Executive Director CEO, Operations, Production, and Community Engagement Activities. *Information item only as presented by ED/CEO George Falardeau and staff per agenda packet. No public comment.*

VI. NEW BUSINESS

- **CITIZENS ADVISORY COMMITTEE MEMBER RECRUITMENT**
 - Information Item, information provided by Phil Hopkins, Chair of the PCAC CAC per agenda packet.
- **APPOINTMENT OF MEMBERS TO CITIZENS ADVISORY COMMITTEE: Lance Croy, Andrea Jennings, James Ku, and Horace Wormely Jr.**
 - Action Item: *Motion to appoint Lance Croy, Andrea Jennings, James, Ku, and Horace Wormely, Jr. to the PCAC Citizens Advisory Committee by Gail Schaper-Gordon, seconded by Alan Clelland, all in favor. Motion approved.*
- **PEG CAPITAL FUND REQUEST NOT TO EXCEED \$230,092: KLRN request for PUSD Boardroom A/V Technology Upgrade including a video switcher, graphics generator, audio/video/control processor, audio mixer, audio interfaces, microphones, camera controller, video router, video monitors, recorders, network switch, power distribution, amplifiers, computers, software, and associated supplies and accessories. Recommendation:**
 - Find that the proposed action is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061(b)(3) (Common Sense Exemption); and

- Authorize the Executive Director CEO to distribute PEG capital funds to Pasadena Unified Schools District in an amount not to exceed 230,092.
 1. *Action Item: Motion to approve by James De Pietro, second by Alan Clelland. All in favor with Beth Leyden abstaining. No public comment.*

VII. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

- No announcements by Board Members and Staff. President Kim Washington requests that we all celebrate the PUSD Board Room repairs and to keep Chris Miller in our thoughts as he recovers.

VIII. ADJOURNMENT

- *President Kim Washington adjourned the meeting at 7:46 p.m.*

FUTURE MEETING DATES

- **June 3, 2024**
- **July 1, 2024**

Pasadena Community Access Corporation		
Statement of Financial Position		
As of May 28, 2025		
	Total	
	As of May 28, 2025	As of Jun 30, 2024 (PP)
ASSETS		
Current Assets		
Bank Accounts		
1010 Petty Cash	200	200
1125 Bank of America Checking (8566)	401,543	298,920
1130 Bank of America Capital - Restricted (9451)	20,748	182,052
1170 PFCU Savings (7181)	0	124,054
1180 CA Asset Management Program (CAMP)	127,437	
Total Bank Accounts	\$ 549,928	\$ 605,226
Accounts Receivable		
1200 Accounts Receivable	2,505	710
Total Accounts Receivable	\$ 2,505	\$ 710
Other Current Assets		
1210 Other Receivables	60	339
1330 Prepaid Insurance	0	11,388
Total Other Current Assets	\$ 60	\$ 11,727
Total Current Assets	\$ 552,493	\$ 617,663
Fixed Assets		
1600 Production Equipment	647,262	647,262
1610 Vehicles	61,671	61,671
1635 Leasehold Improvements	101,092	101,092
1640 Right-to-Use Lease Assets	530,402	546,520
1650 Accumulated Depreciation	-436,142	-436,142
1660 Accumulated Depreciation - LHI	-94,177	-94,177
1670 Accumulated Amortization	-304,334	-147,708
Total Fixed Assets	\$ 505,773	\$ 678,517
Other Assets		
1800 Security Deposit	16,440	16,440
Total Other Assets	\$ 16,440	\$ 16,440
TOTAL ASSETS	\$ 1,074,705	\$ 1,312,621
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 Accounts Payable	0	20,004
Total Accounts Payable	\$ 0	\$ 20,004
Credit Cards		
2050 Chase Visa Credit Card	2,686	1,739
2060 Divvy Credit Card	1,343	2,379
Total Credit Cards	\$ 4,029	\$ 4,118
Other Current Liabilities		
2100 Payroll Liabilities	683	37,237
2200 Accrued Vacation	20,538	42,536
2500 Current Lease Liability	176,595	175,952
Total Other Current Liabilities	\$ 197,816	\$ 255,725
Total Current Liabilities	\$ 201,845	\$ 279,847
Long-Term Liabilities		
Lease Payables	51,871	229,175
Total Long-Term Liabilities	\$ 51,871	\$ 229,175
Total Liabilities	\$ 253,716	\$ 509,023
Equity		
3000 Opening Bal Equity	-36,271	-36,271
3100 Retained Earnings	819,121	657,817
3200 Temporarily Restricted Assets	20,748	182,052
Net Income	17,391	
Total Equity	\$ 820,989	\$ 803,598
TOTAL LIABILITIES AND EQUITY	\$ 1,074,705	\$ 1,312,621

Pasadena Community Access Corporation

Pro Forma P&L - May 2025

FY 2025 YTD Actual vs FY 2025 Adopted Budget

		vs. 11 mo. Budget			vs. Full Year Budget		
	YTD Actual	YTD Budget	\$	%	FY25 Budget	\$	%
Income							
City of Pasadena	1,155,000	1,155,000	-	0.0%	1,155,000	-	0.0%
Contributions & Grants	3,106	7,333	(4,227)	-57.6%	8,000	(4,894)	-61.2%
Production Services	23,031	32,633	(9,602)	-29.4%	33,600	(10,569)	-31.5%
Program Services	12,323	7,700	4,623	60.0%	8,400	3,923	46.7%
Other Revenue	3,391	917	2,475	270.0%	1,000	2,391	239.1%
Total Income	1,196,851	1,203,583	(6,732)	-0.6%	1,206,000	(9,149)	-0.8%
Expenses							
Payroll Expenses	627,425	650,025	22,600	3.5%	705,178	77,753	11.0%
Payroll Taxes	49,743	54,602	4,859	8.9%	59,235	9,492	16.0%
Employee Benefits	93,384	108,972	15,588	14.3%	117,879	24,495	20.8%
Occupancy Expenses	203,052	206,952	3,899	1.9%	225,546	22,494	10.0%
Accounting & Audit	14,345	20,367	6,022	29.6%	20,817	6,472	31.1%
Advertising & Marketing	2,550	2,750	200	7.3%	3,000	450	15.0%
Automobile Expense	1,402	1,833	431	23.5%	2,000	598	29.9%
Bank & Payroll Processing Fees	1,659	1,558	(100)	-6.4%	1,700	41	2.4%
Board Materials & Expenses	80	110	30	27.7%	120	40	33.7%
Cable Drop Fees	11,035	9,218	(1,818)	-19.7%	9,451	(1,584)	-16.8%
Contract Labor	5,284	1,833	(3,450)	-188.2%	2,000	(3,284)	-164.2%
Dues and Subscriptions	2,457	3,500	1,043	29.8%	3,500	1,043	29.8%
Legal & Professional Fees	20,000	20,000	-	0.0%	20,000	-	0.0%
Licenses, Permits & Other Fees	244	224	(20)	-9.0%	224	(20)	-9.0%
Meals & Entertainment	1,560	1,742	182	10.4%	1,900	340	17.9%
Office Expense	5,603	6,875	1,272	18.5%	7,500	1,897	25.3%
Production Expense	18,930	19,867	937	4.7%	21,000	2,070	9.9%
Professional Development	4,998	1,925	(3,073)	-159.6%	2,100	(2,898)	-138.0%
Travel & Lodging	7,957	2,600	(5,357)	-206.0%	2,850	(5,107)	-179.2%
Total Expenses	1,071,708	1,114,953	43,245	3.9%	1,206,000	134,292	11.1%
Net Operating Income	125,143	88,630	36,513	41.2%	-	125,143	
PEG Capital Income Recognized	78,886	127,500	(48,614)	-38.1%	170,000	(91,114)	-53.6%
PEG Capital Equipment Expense	240,190	166,881	(73,309)	-43.9%	182,052	58,138	31.9%

Administrative Staff Report

April - May 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 – April - May 2025

Respectfully submitted by George Falardeau, Executive Director CEO

Government and Leadership Interactions

Meetings & Strategic Engagements

- We continue to address issues related to our strategic plan, with a focus this month on the marketing aspect of Pasadena Media. Our meeting aimed to discuss ways to further engage the community and raise awareness of our work. Met with **Cesar Quesada**, Social Media Consultant, along with Pasadena Media's administrative team to discuss marketing strategies, social media, and ways to expand our communications citywide; details forthcoming.
- Presented our PCAC Operating Budget for FY 2026 to the **Economic Development and Technology Committee** along with COO Chris Miller. The committee consists of Councilmembers Tyron Hampton, Jason Lyon, Steve Madison, and Jessica Rivas.
- We are pleased to announce that the annual \$22,000 compensation from **LA County** for coverage of monthly Altadena Town Council meetings is en route.
- Participated in several meetings with **Civitas, Rotary, Rotary Board, Pasadena Executive Roundtable**, and the **Pasadena Chamber of Commerce**, focusing on ongoing community initiatives and regional collaboration.
- Met with **Danny Parker**, Chair of the Reconnecting Communities 710 Advisory Group, to receive an update on the progress of the 710 project; details forthcoming.

- Met with **Mic Hansen, Bill Bogaard, and Claire Bogaard** to discuss civic matters and updates regarding the City of Pasadena.
- Met with **Lisa Derderian, Fire Chief Chad Augustin**, and their spouses for an informal engagement and relationship-building with City leadership.
- Met with **Robin Salzer** to discuss local business support and ongoing community service efforts.
- Met with **Joan De Souza** to discuss upcoming events at the Pasadena Chamber of Commerce, as well as her **Business 4 Business Think Tank**, a nonprofit organization that supports small and medium-sized businesses.
- Met with **Noreen Sullivan** and former Chief of Police **Jason Clawson** to discuss issues in District 4 and receive updates on the fire mitigation status in her district.

Community Events & Recognition

- Celebrated Pasadena Media's Studio Coordinator **Sharon Huang** with an **anniversary lunch** at Gale's, acknowledging her outstanding contributions to the organization.
- Covered the **Special Joint Meeting of the Pasadena City Council and Los Angeles County Supervisor Kathryn Barger**, focusing on cross-jurisdictional priorities and community planning as it relates to the Eaton Fire Disaster.

- Attended and covered the **Police and Fire Memorial 2025**, honoring first responders for their dedication to public service.
- Celebrated Pasadena Media's Technical Support Engineer **Joe Carbonetta** with a lunch at Houston's to mark his 6-year anniversary and recognize his contributions to the team.
- Attended the ribbon-cutting event for **Mr. Mushroom Burger Farm**, celebrating the opening of a new business in Pasadena.
- Attended and covered the **Memorial Day Commemoration at Memorial Park**, honoring those who made the ultimate sacrifice for their country.
- Appointed as Chair of the Membership Committee for the Twilight Club of Pasadena. The club, over a hundred years old, consists of business and civic leaders from the Los Angeles area.

Forums & Public Safety

- Attended the **KBLA Talk 1580 Town Hall "Eaton Fire – 100 Days After Disaster"** held at the Robinson Park Recreation Center. The event featured powerful community testimonies and updates on recovery efforts. Pasadena Media's Director of Community Engagement, Jasiri Jenkins-Glenn, was also in attendance.
- Attended and recorded the **District 6 Town Hall Meeting** hosted by Councilmember **Steve Madison** at the Pasadena Convention Center. Notable guest speakers included **City Manager Miguel Márquez**, **Police Chief Gene Harris**, and **Fire Chief Chad Augustin**, who addressed key topics such as public safety and city planning.

Networking & Public Affairs

- Attended the **Pasadena Chamber After Hours Social & Mixer** at the Kensington Sierra Madre to strengthen local business relationships and foster community collaboration.
- Participated in the **2025 Pasadena Post 13 Police and Fire Persons of the Year Awards Luncheon** at American Legion Post 13, honoring first responders, service members, veterans, and their families for their exemplary service and support of the communities they serve.
- Attended and televised the **52nd Annual Pasadena Mayor's Interfaith Prayer Breakfast** at the Pasadena Convention Center, an important event highlighting unity, hope, and shared values across our diverse community. This year's event highlighted the victims of the fire, and arranged a table of 12 for the Pasadena Rotary Club.
- Attended the **Pasadena Chamber of Commerce New Member Orientation**.

Operations Report – April - May 2025

Respectfully submitted by Chris Miller, Chief Operating Officer

- UPDATE - Vehicle Wraps PEG Request: In Progress

The wrap for the electric van was completed April 17. Artwork for the older van is being finalized and will be installed in the next few weeks.



- UPDATE - KPAS Outages: Ongoing

City Dept. of IT staff have decided to upgrade the current Granicus system and revisit replacement of the system from an alternate vendor in the future. We have no timetable for the upgrade, so our staff continues to perform tasks before and after each meeting to ensure the most functionality possible.

- UPDATE - FY26 Budget: Presented to EDTech Committee

We presented next fiscal year's proposed budget to the Economic Development & Technology Committee meeting on May 8. After meeting with the City Manager's leadership team and Finance staff in March, the additional \$17,000 from the general fund discussed at the March board meeting is being recommended. The presentation was very brief with no questions.

- UPDATE - KLRN PEG Request: Ongoing

The PEG request to restore functionality for the PUSD boardroom has been funded and is expected to get underway in June.

- Charter-Cox Merger: Ongoing

Charter and Cox announced this month their intention to merge to form the nation's largest cable company. Much like Charter's 2016 merger with Time Warner, I expect we'll be dealing with the consequences for years to come. Watch this space.

- Alliance for Community Media Conference: June 24-26

I will travel to Boston for the annual conference and trade show. In addition to running the West region meeting, attending informative panels, and taking tours of at least three community media centers, I will pick up our Hometown Award for *Disaster Preparedness 101*, hosted by Lisa Derderian, as the Best of the Emergency Communications category.

Production Report – April 2025 - May 2025

Respectfully submitted by Bobbie Ferguson, Chief Production Officer

Type of Production	April 2024	May 2025 *as of May 28
Member Productions & Preproduction Meetings	8	8
Pasadena Media Productions - Studio	5	5
Pasadena Media Productions - Field (Includes <i>PMN</i>)	22	23
KPAS/City Productions	22	32
Pro Services	5	6
Special Projects	0	0

Program Highlights:

- Pasadena Media is now partnering with the City of Pasadena's Public Information Office to produce a bi-weekly talk show recorded in the studio. Each episode will feature 3 City of Pasadena staff members and a Shop Local segment, highlighting a local business.
- Pasadena Media was hired for pro services by Huntington Health to livestream, cover and provide audio support for their Black Maternal Health Week Panel.
- Pasadena Media provided community meeting coverage for Council Districts 3, 4, 6 and 7.
- Pasadena Media captured several large events such as the Mayor's Interfaith Prayer Breakfast, Police and Fire Memorial and the Memorial Day Commemoration.
- This month's episode of *On The Move* focused on a month-long series of events happening in the City during May under the banner of Pasadena Bike Month from its goals and objectives through to actual events occurring throughout May, and featured guests Scott Johnson, Senior Planner with the City of Pasadena Transportation Department and Colin Bogart, Active Transportation Director with Day One.
- Pasadena Media provided coverage of the Water Safety Press Conference at Rose Bowl Aquatics Center and the Robinson Park EV Chargers Ribbon Cutting.
- As in past years, Pasadena Media provided a scholarship video to play during a gala at the University Club.
- Pasadena Media has been working with the Planning Department to promote and highlight the Historic Places Pasadena Project for several months with a mini-documentary and various social media posts. The documentary was shown at the "Our History, Our Places: Celebrating Pasadena's Cultural Heritage" event and Pasadena Media will be creating a short video to highlight the event.

Community Engagement Report – April & May 2025

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

Membership

- April new members: 4
- May new members: 12

Pasadena Media Productions

- *Pasadena Monthly with Justin Chapman*
 - April:
 - [Andre Coleman, Managing Editor at Pasadena NOW \(click here to view\)](#)
 - May:
 - [Ellen Snortland, Writer & Filmmaker \(click here to view\)](#)
- *Arroyo Now*
 - Episode 2 of the Eaton Fire series in the works
 - Focused on local businesses
 - Featuring an interview with James De Pietro
- *Access For All: Integrating Accessibility*
 - Filmed in April, released in May for Mental Health Awareness month:
 - [Dr. Francisco Navarro, Founder and CEO of ResWell \(click here to view\)](#)

Community Partnerships

- April
 - Providence Christian College Advanced Production class ended successfully with a watch party of content they created for their final class project
 - Interviewed and accepted new ReDesign learning intern - will be working partially with Joe Carbonetta, Chief Technical Engineer
 - Connected with Altadena Historic Society to confirm Media Release needs to be submitted to legal for revisions (in progress)
- May
 - Confirmed ongoing internship relationship and new InternPasadena partnerships with PCC
 - Completing interview for PUSD students and new InternPasadena student interns who will be joining us this summer
 - Councilmember Jason Lyon, Brandon Mathis, Dianne Durazo, and Brian Biery have all confirmed participation in our 2025 Summer Internship

Social Media

- April
 - Youtube
 - 5.9K views, 551.2 hours of watch time, and +54 new subscribers
 - Facebook
 - 5.1K views, 3K reach, 205 content interactions, & 8 follows
 - Instagram

- 8.6K views, 4.3K reach, 150 content interactions, & 46 follows
 - LinkedIn
 - Content: 1,224 Impressions, 31 reactions, 3 comments, 3 reposts
 - Visitors: 60 page views & 27 unique visitors
- May
 - YouTube (through May 28th)
 - 5.5K views, 440.9 hours of watch time, and +32 new subscribers
 - Facebook (through May 28th)
 - 3.9K views, 1.8K reach, 92 content interactions, & 11 follows
 - Instagram (through May 28th)
 - 6.5K views, 2.3K reach, 143 content interactions, & 49 follows
 - LinkedIn (through to May 27th)
 - Content: 1,116 Impressions, 28 reactions, 5 comments, 0 reposts
 - Visitors: 41 page views & 20 unique visitors