

**AGENDA REGULAR MEETING  
PASADENA COMMUNITY ACCESS CORPORATION  
Tuesday, October 3, 2017  
7:00 p.m. at 150 S. Los Robles Ave., Suite 101**

**BOARD OF DIRECTORS**

Ann Marie Hickambottom (District 1)  
Grant Scott McComb, Chair (District 2)  
Robert Oltman (District 3)  
Perry Helm, (District 4)  
Yuny Parada (District 5)  
Sally Howell, Vice-Chair (District 7)  
Gail Schaper-Gordon, Treasurer (Mayor's Representative)  
William Boyer, Secretary (City Manager's Office Representative)  
Beth Leyden (PUSD Representative)  
Alexander Boekelheide (PCC Representative)

**STAFF**

George Falardeau, Executive Director CEO  
Chris Miller, Chief Operations Officer

**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.

Item 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.

**DISTRIBUTION:**

PCAC Board of Directors  
City Council  
City Manager  
City Attorney  
City Clerk  
Central Library  
Public Information Officer

Los Angeles Times  
Pasadena Star News  
Pasadena Journal  
Pasadena Weekly  
Pasadena Now

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

**NOTICE IS HEREBY GIVEN** that a regular meeting of the Pasadena Community Access Corporation (PCAC) Operating Company (dba Pasadena Media) is scheduled for **Tuesday, October 3, 2017**, starting at **7:00 p.m.**, at **Pasadena Community Access Corporation** located at **150 S. Los Robles Ave., Ste. 101, Pasadena, CA 91101**.

**AGENDA**

**PUBLIC MEETING**

- INTRODUCTION OF NEW MEMBERS/CALL TO ORDER/ROLL CALL
- APPROVAL OF SEPTEMBER 5, 2017 BOARD MEETING MINUTES
  - Motion to Approve
- PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA - Please limit comments to three minutes each.
- TREASURER REPORT
- EXECUTIVE DIRECTOR REPORT
- OLD BUSINESS
- NEW BUSINESS
- 
- ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF
- ADJOURNMENT

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Grant McComb, Chair, 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 29th day of September, 2017.

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Liza Rodriguez, Office Administrator

## **PASADENA COMMUNITY ACCESS CORPORATION (PCAC)**

### **MINUTES FOR THE REGULARLY SCHEDULED MEETING OF THE PCAC BOARD OF DIRECTORS FOR SEPTEMBER 5, 2017**

MEETING HELD AT PCAC, 150 S. LOS ROBLES AVE., SUITE 101, PASADENA, CALIFORNIA, 91101

#### **REGULAR MEETING**

##### **1. CALL TO ORDER/ROLL CALL**

Chair Grant Scott McComb called meeting to order at 7:00 p.m.

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

Ann Marie Hickambottom, District 1, present  
Grant Scott McComb Board Chair and District 2, present  
Robert Oltman, District 3, present  
Perry Helm, District 4, absent  
Yuny Parada, District 5, present  
(Vacant) District 6  
Sally Howell, Vice-Chair, District 7, present  
Gail Schaper-Gordon, Treasurer, Mayor's Representative, present  
Beth Leyden, PUSD Representative, present  
Alexander Boekelheide, PCC Representative, absent  
William Boyer, Secretary, City/City Manager Representative, present

Staff:

George Falardeau, Executive Director/CEO, present  
Chris Miller, Chief Operations Officer, present  
Javan Rad, Chief Assistant City Attorney, present

No public comment

##### **2. APPROVAL OF MINUTES FOR JUNE 6, 2017 BOARD MEETING**

Motion by Oltman, Second by Parada; Motion approved, no public comment

##### **3. APPROVAL OF MINUTES FOR AUGUST 1, 2017 BOARD MEETING**

Motion by Hickambottom, Second by Schaper-Gordon; Motion approved, no public comment

##### **4. PUBLIC COMMENT**

No public comment.

5. TREASURER'S REPORT

As presented by Treasurer Schaper-Gordon per Board agenda packet.  
Information item only. No action  
No public comment.

6. EXECUTIVE DIRECTOR'S REPORT

As presented by ED Falardeau, per Board agenda packet.  
Information item only. No action.  
No public comment

7. OLD BUSINESS

None; no public comment

8. NEW BUSINESS

None; no public comment

9. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

Misc. announcements per board members

10. ADJOURNMENT

Adjourned 8:20 p.m.

FUTURE MEETING DATES

- November 7, 2017
- December 5, 2017
- January 2, 2018 –potential conflict with New Year's Day schedules.

**Pasadena Community Access Corporation**  
**Statement of Financial Position**

As of September 29, 2017

	Total	
	As of Sep 29, 2017	As of Jun 30, 2017 (PP)
<b>ASSETS</b>		
Current Assets		
Bank Accounts		
1010 Petty Cash	200	200
1120 Bank of America Checking (1018)	369,888	186,803
1130 Bank of America Capital - Restricted (9451)	118,883	68,996
1140 Bank of America Savings (0990)	100,159	100,149
1150 Pex Debit Card	4,969	1,099
1160 Paypal	216	0
Total Bank Accounts	\$ 594,315	\$ 357,246
Accounts Receivable		
1200 Accounts Receivable	1,557	3,432
Total Accounts Receivable	\$ 1,557	\$ 3,432
Other Current Assets		
1190 Undeposited Funds	60	516
1300 Prepaid Expenses	-450	20,832
1330 Prepaid Insurance	3,939	7,957
Total Other Current Assets	\$ 3,549	\$ 29,304
Total Current Assets	\$ 599,421	\$ 389,983
Fixed Assets		
1600 Production Equipment	284,864	284,864
1620 Construction in Progress	18,901	18,901
1650 Accumulated Depreciation	-196,228	-196,228
Total Fixed Assets	\$ 107,536	\$ 107,536
Other Assets		
1800 Security Deposit	1,000	1,000
Total Other Assets	\$ 1,000	\$ 1,000
<b>TOTAL ASSETS</b>	<b>\$ 707,957</b>	<b>\$ 498,519</b>
<b>LIABILITIES AND EQUITY</b>		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 Accounts Payable	129	0
Total Accounts Payable	\$ 129	\$ 0
Other Current Liabilities		
2100 Payroll Liabilities	10,139	25,066
2200 Accrued Vacation	18,790	18,790
2400 Accrued Liabilities	16,000	17,547
2800 Deferred Income	126,161	141,272
Total Other Current Liabilities	\$ 171,091	\$ 202,675
Total Current Liabilities	\$ 171,220	\$ 202,675
Total Liabilities	\$ 171,220	\$ 202,675
Equity		
3000 Opening Bal Equity	-36,271	-36,271
3100 Retained Earnings	332,115	332,115
Net Income	240,894	
Total Equity	\$ 536,738	\$ 295,844
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 707,957</b>	<b>\$ 498,519</b>
Friday, Sep 29, 2017 12:00:00 PM GMT-7 - Accrual Basis		

Pasadena Community Access Corporation							
Pro Forma P&L - September 2017							
2018 YTD Actual vs 2018 Budget							
		vs. 3 mo. Budget			vs. Full Year Budget		
	YTD Actual	YTD Budget	\$	%	2018 Budget	\$	%
<b>Income</b>							
City of Pasadena	470,000	235,000	235,000	100.0%	940,000	(470,000)	-50.0%
Contributions & Grants	155	1,250	(1,095)	-87.6%	5,000	(4,845)	-96.9%
Production Services	3,533	5,075	(1,543)	-30.4%	38,300	(34,768)	-90.8%
Program Services	1,110	1,500	(390)	-26.0%	10,000	(8,890)	-88.9%
Other Revenue	496	125	371	297.2%	500	(4)	-0.7%
<b>Total Income</b>	<b>475,294</b>	<b>242,950</b>	<b>232,344</b>	<b>95.6%</b>	<b>993,800</b>	<b>(518,506)</b>	<b>-52.2%</b>
<b>Expenses</b>							
Payroll Expenses	120,712	127,717	7,005	5.5%	553,442	432,730	78.2%
Payroll Taxes	8,938	12,005	3,067	25.5%	52,024	43,086	82.8%
Employee Benefits	20,946	24,460	3,514	14.4%	108,616	87,670	80.7%
Occupancy Expenses	75,937	53,799	(22,138)	-41.2%	181,007	105,070	58.0%
Accounting & Audit	2,457	5,470	3,013	55.1%	12,500	10,043	80.3%
Advertising & Marketing	347	875	528	60.4%	3,500	3,153	90.1%
Automobile Expense	276	375	99	26.4%	1,500	1,224	81.6%
Bank & Payroll Processing Fees	113	375	262	69.9%	1,500	1,387	92.5%
Board Materials & Expenses	77	150	73	48.7%	600	523	87.2%
Cable Drop Fees	375	1,069	694	64.9%	4,274	3,899	91.2%
Contract Labor	240	1,000	760	76.0%	4,000	3,760	94.0%
Dues and Subscriptions	80	80	-	0.0%	2,270	2,190	96.5%
Legal & Professional Fees	-	-	-		28,000	28,000	100.0%
Licenses, Permits & Other Fees	-	1,025	1,025	100.0%	4,100	4,100	100.0%
Meals & Entertainment	255	375	120	32.0%	1,500	1,245	83.0%
Office Expense	1,132	2,750	1,618	58.8%	11,000	9,868	89.7%
Production Expense	2,185	5,205	3,020	58.0%	14,500	12,315	84.9%
Professional Development	330	300	(30)	-10.0%	2,500	2,170	86.8%
Travel & Lodging	-	1,400	1,400	100.0%	4,000	4,000	100.0%
<b>Total Expenses</b>	<b>234,400</b>	<b>238,430</b>	<b>4,030</b>	<b>1.7%</b>	<b>990,833</b>	<b>756,433</b>	<b>76.3%</b>
<b>Net Operating Income</b>	<b>240,894</b>	<b>4,521</b>	<b>236,374</b>	<b>5228.9%</b>	<b>2,967</b>	<b>237,927</b>	<b>8019.1%</b>
<b>PEG Capital Income Recognized</b>	<b>64,998</b>	<b>50,000</b>	<b>14,998</b>	<b>30.0%</b>	<b>200,000</b>	<b>(135,002)</b>	<b>-67.5%</b>
<b>PEG Capital Equipment Expense</b>	<b>64,998</b>	<b>50,000</b>	<b>(14,998)</b>	<b>-30.0%</b>	<b>200,000</b>	<b>(135,002)</b>	<b>-67.5%</b>

## **EXECUTIVE DIRECTOR CEO REPORT**

- Respectfully submitted by George Falardeau

### **Pasadena Community Access Corporation Board of Directors Meeting**

**Tuesday, October 3, 2017 - 7:00 PM**

ANNOUNCEMENTS – PCAC will be celebrating its 35<sup>th</sup> year of serving the City of Pasadena with Community Access Television. Please save the date of December 8<sup>th</sup> at 7:00 pm for an Anniversary/Holiday celebration here at our studio.

*The Corner Office* with producers Jackie Kibler and Gail Schaper-Gordon, completed their first taping session with guests Eric Duyshart, Economic Development Division Manager for the City of Pasadena and Jeff Allred, President and CEO of the San Gabriel Valley Economic Partnership. Show date TBA.

George Falardeau and Bobbie Ferguson met with William Boyer, City of Pasadena Public Information Officer and PCAC Board Member Perry Helm to discuss the Map Your Neighborhood (MYN) program and The Great ShakeOut on October 19<sup>th</sup>. We are planning for a series of videos to be shot for KPAS as well as The Arroyo Channel regarding preparedness, neighborhood mapping and emergency response in the event of a disaster. Perry and William to give details.

## **KEY HIGHLIGHTS:**

### **Member Relations/Outreach**

- George Falardeau and Aaron Wheeler met with Ruben Treviso, US Veteran and Latino Liason for “Welcome Home Vietnam Veterans” to discuss new programming highlighting the lives of Vietnam veterans.
- George Falardeau attended a meeting with former board members Phil Hopkins, Hoyt Hilsman, Barry Gordon and Tim Winter to discuss the formation of the Citizens Advisory Committee (CAC); further details forthcoming.

- Had a follow up meeting with Phil Hopkins to review potential members of the CAC for PCAC. Will submit a list of potential CAC members at our next Board Meeting. Candidates are being reviewed based on the criteria of the Municipal Code. If board members have any suggested potential CAC candidates, please submit them to Liza Rodriguez.
- Met with Robin Salzer and Andre Coleman to discuss *The New City Beat* show. Will review with Robin Salzer potential underwriting possibilities.
- Attended the “Taste of Pasadena” sponsored by the Pasadena Chamber of Commerce highlighting various businesses and restaurants throughout the city.
- Met with Trisha Muse, Director of Community Relations at SoCalGas Company, to get an update on current events with SoCalGas Company, its impact on energy conservation and how it affects the City of Pasadena.
- George Falardeau and Aaron Wheeler met with Jackeline Cacho and her producer. Jackeline is a Latina talk show host with multiple shows airing throughout California and on YouTube. Discussed potential partnership and programs for her involvement.

## **Financial**

- PCAC City audit with LSL CPAs and Advisors is near completion; details and board approval forthcoming.

## **Board**

- George Falardeau and Board Chair Grant McComb had their monthly review meeting to discuss future board meetings, CAC and board matters.

*Attached: Operations Report, Cable Complaint, Community Development Report and Production Services Report*



# Operations Report - September 2017

Notable Operations Projects and Their Statuses - Prepared by Chris Miller, Chief Operations Officer

## **Charter KPAS Issue 4/20: Monitoring**

A backup machine continues to work in place of the downed Carousel that played informational slides and music between shows. Video PSAs are being manually scheduled between shows. We expect to have a permanent solution for this issue as we enter the next phase of the fiber installation.

## **Fiber Installation: Phase 2 Commenced**

We have been testing the fiber run with the City's Dept. of Information Technology. Last week, they installed temporary test switches on each end that are functioning properly. This week we will install devices to send video between locations. Once that is proven functional, we will purchase and permanently install our own equipment. We will then stop utilizing the legacy equipment at City Hall for regular use and keep it as backup for the primary system at Pasadena Media.

## **AT&T/Streams PCC-TV Issue 9/22: Solved**

After a show ended at approximately 10:20am, one of the staff saw black on the multiviewer. By 10:30am, we determined that the power supply for the bulletin board display adapter had died. I have a spare standing by for these situations. After attaching the correct tip, it was in place and the channel was fully operational again at 10:45am. Charter was unaffected.

## **Arroyo Channel Original Programming Block: Begins 10/5**

With production of *The New City Beat* underway, we now have four regular series being produced by Pasadena Media for the community on the Arroyo Channel. We've made some scheduling changes to bring these four together, airing back-to-back, on Thursday nights. Starting on October 5th, you'll see *Impact Pasadena* at 6:00pm, *City Beat* at 6:30pm, *What's Up Pasadena?* at 7:00pm and *Arroyo Profiles* at 7:30pm.

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## Cable Complaint - D\*\*\*\* M 20170927

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Chris Miller <chris@pasadenamedia.org>  
To: svc\_corporateescalations@charter.com  
Cc: "Hidalgo, Peter G" <peter.hidalgo@charter.com>

Thu, Sep 28, 2017 at 12:33 PM

Mr. M\*\*\* D\*\*\*\* contacted us yesterday about an installation issue. Please find his contact info and comments below.

\*\*\*\* San Pasqual St, Pasadena, CA 91107  
[p\\*\\*\\*\\*\\*@m\\*\\*\\*\\*\\*.com](mailto:p*****@m*****.com)

"Spectrum will not connect us to their latest internet service unless we consent in advance to them performing an unspecified 90-day construction project on our private property, with 24x7 right of access subsequently.

Access to this service should not be conditional on the service provider building on our private property. Any required construction should be on city property."

Thank you for your attention to this matter. As the facilitator of these issues for the City of Pasadena, please inform us when the issue is resolved.

Thank you,  
**Chris Miller**  
**Chief Operations Officer**  
**Pasadena Media**  
150 S. Los Robles Ave., Suite 101  
Pasadena, CA 91101  
[626-794-8585 x 105](tel:626-794-8585)

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## Complaint submitted previously

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M\*\*\* D\*\*\*\* <[p\\*\\*\\*\\*\\*@m\\*\\*\\*\\*\\*.com](mailto:p*****@m*****.com)>  
To: [liza@pasadenamedia.org](mailto:liza@pasadenamedia.org) Cc: [chris@pasadenamedia.org](mailto:chris@pasadenamedia.org)

Wed, Sep 27, 2017 at 6:00 PM

Liza,

Further to my phone call to you earlier today, please find attached a copy of the complaint as submitted. Pasadena Citizen Service Center recommended I send the complaint to you.

Please reply with an email to let me know you've received it.

FYI: I tried to resolve the matter with Spectrum (pointing out that their franchise agreement does not allow them to force customers to accept an unspecified construction project on their private property as a condition of service), but their response was "Regardless of what you have read or believe, it's a construction project and the expected duration is 90 days".

Best regards  
-M\*\*\*

Full Name: M\*\*\* D\*\*\*\*  
Email: [p\\*\\*\\*\\*\\*@m\\*\\*\\*\\*\\*.com](mailto:p*****@m*****.com)  
Location where the problem occurred: Home  
Address: \*\*\*\* San Pasqual St, Pasadena, CA 91107

Phone: 4\*\*\*\*\*

Choose your Cable Provider: Charter  
Type of Issue Installation

Description of Complaint: Spectrum will not connect us to their latest internet service unless we consent in advance to them performing an unspecified 90-day construction project on our private property, with 24x7 right of access subsequently.  
Resolution Requested: Access to this service should not be conditional on the service provider building on our private property. Any required construction should be on city property.

## Community Development & Member Services Report for the month of September 2017

New Members	Returning Member(s)	Total Paid Members	Total Active Volunteers
18	1	54	214
New Producers Training	Returning Producer(s)	Total Active Producers	Productions in Development
3	1	54	52

New Series	Local Episodes	Local Bicycled Episodes	New Regional LA County Episodes
1	52	10	3

### Media Training Courses:

Orientation	18	Studio Camera	4	TD & Media Mgmt.	3	Teleprompter	8	Editing A	2
Producing Training	3	Floor Manager	4	Lighting	2	Character Generation	2	Editing B	1
Director	4	Audio	3	Field Production	3	Arroyo Profiles TV Training	0	Green Screen	0

### Pasadena Media Website Analytics

Total Visitors	Device Usage	Peak Visitors:
1174	Computer 88% / Mobile & Tablet 12%	Sept 26th - 82

### Social Media Marketing:



1622  
Followers



1075  
Likes



998  
Followers



70,086  
Channel Views

## **Community Outreach & Networking:**

Pasadena Media CoLAB collaboration with Innovate Pasadena for #CONNECT17  
<https://www.connectpasadena.com>

## **Upcoming CoLAB Event**

### ***Decentralization and Democratization of Animation and VFX Technology***

October 18th - 6:30p - 8:30p

Fireside Chat conversation with Aaron B. Wheeler, Head of Community Development and JT Nelson, Founder, SoCal Blender Group & Fracture Modifier Developer

**Pasadena Media CoLAB:** Total Members: 109

Pasadena Media's Official Media Collaboration Meetup Group

Meetup page: [www.meetup.com/PasadenaMediaCoLAB](http://www.meetup.com/PasadenaMediaCoLAB)

Official Hashtag: #PasadenaMediaCoLAB

## Pasadena Media Production Report - September 2017

### Studio Productions:

9/1: "Animals & Friends"- Pasadena Humane Society	9/1: "The New CityBeat"- Pasadena Media
9/5: "Is It Reasonable"- Walter Brown	9/6: "Open Mic with Aletha"- Aletha Johnson (Pre-pro)
9/6: "Late Nite Bride"- Peggy Kelley (Pre-pro)	9/6: "Pasadena LOVE"- Steven Bledsoe (Pre-pro)
9/7: "Kingdom Unity TV"- Anthony McFarland	9/7: "Open Mic with Aletha"- Aletha Johnson (Pre-pro)
9/7: "Late Nite Bride"- Peggy Kelley	9/8: "The People's View"- Macheo Shabaka (Pre-pro)
9/8: "SMILE and Spread a Little Joy"- Debra Johnson	9/8: "Open Mic with Aletha"- Aletha Johnson
9/9: "Yeshua Ministries"- Denise Maiden	9/9: "The Sure Truth"- Alice Muhammad (Pre-pro)
9/11: "Tongues of Fire"- Rob Reyes	9/12: "The Sure Truth"- Alice Muhammad
9/13: "The Rhythm of Life"- Sophia Russell	9/13: "Pasadena LOVE"- Steven Bledsoe
9/15: "The People's View"- Macheo Shabaka	9/15: "Power of One"- Brian Biery
9/15: "Behind the Curtains"- Eric Bailey	9/16: "The Nowman Show"- Dan Niswander
9/19: "A Journey With Me"- Nardine Sariwis-Jimenez	9/19: "SkeeLove House of Hip Hop"- Lonnie Lee (Pre-pro)
9/19: "Creative People Podcast"- Keno Deary	9/20: "Tongues of Fire"- Rob Reyes
9/20: "Yahusha Call"- Myra Waiters	9/20: "Casa Martinez"- Roberta Martinez
9/21: "Explora Pasadena"- Isabel Ramirez	9/21: "Choices"- Marion Cathcart
9/21: "Thursday Night Live"- M.C. Franklin	9/22: "From the Corner Office"- Gail Schaper-Gordon
9/22: "Our Music Live"- Billy Mitchell	9/22: "Sounds Within"- L.V. Smith
9/23: "Home Time"- Jarred Hodgdon	9/26: "Open Mic with Aletha"- Aletha Johnson (Pre-pro)
9/26: "The Conner Bubble"- Joe Conner	9/28: "Eddie's Gospel Hour"- Eddie Fulton
9/28: "SkeeLove House of Hip Hop"- Lonnie Lee	9/28: "Arroyo Profiles"- Pasadena Media
9/29: "M&M"- Olden Denham	9/30: "The Melody Trice Show"- Melody Trice

Total Number of Studio Productions/Pre-production Meetings: 42

**KPAS/City/Outside Productions:**

9/1: Rose Bowl Food Day	9/6: Board of Zoning Appeals Meeting (Audio Only)
9/9: Mid Summer Night Concert	9/12: Design Commission Meeting (Audio Only)
9/13: NASA Cassini Press Conference Broadcast	9/13: Planning Commission Meeting (Audio Only)
9/14: League of Women Voters Meeting	9/15: NASA Cassini Finale Broadcast
9/17: Tournament of Roses Royal Exhibit Grand Opening	9/18: Pasadena City Council Meeting
9/19: What's Up Pasadena- Magic Museum	9/19: Altadena Town Council Meeting
9/19: Special Historic Preservation Meeting (Audio Only)	9/20: What's Up Pasadena- Mountain View Cemetery
9/23: Launch of Pasadena as an Early Learning City	9/25: Pasadena City Council Meeting
9/26: Design Commission Meeting (Audio Only)	9/27: Rose Queen Finalist Photo Opportunity
9/27: Planning Commission Meeting (Audio Only)	9/29: Map Your Neighborhood
9/30: What's Up Pasadena!- Indigo Alliance	

Total Number of KPAS/City/Outside Productions: 21

## Public Speaker Card

Date 10/3/17

Name Dean Lee

Address \_\_\_\_\_

Telephone No. \_\_\_\_\_

**Please check the appropriate boxes:**

Are you speaking on behalf of a group or as an individual?

- ☒ Individual  
☐ Group \_\_\_\_\_  
GROUP NAME

Are you speaking in:

- ☐ Favor  
☐ Opposition

Agenda Item No. \_\_\_\_\_ or

☒ Public comment on items not on the Agenda

Subject Not on the Agenda  
Journalism workshop  
Altamira Library ←  
Tuesday →

**\*Please note:**

**Public comment is limited to three minutes.**



# #BeTheMedia

## CITIZEN JOURNALISM WORKSHOP

**SELECT TUESDAYS**  
**7:00 - 8:30PM**

**Small Meeting Room**  
**Main Library**  
**600 E. Mariposa Street**  
**Altadena 91001**



Each workshop consists of a formal lecture and then a group discussion about topics participants bring in from the community, similar to a typical newsroom setting, pitching ideas and determining as a group which issues qualify as news stories.

### **TUESDAY, OCTOBER 10<sup>TH</sup>** Identifying News

What makes information news-worthy? Learn how to use "news determinants" to understand information's importance in the community.

### **TUESDAY, OCTOBER 24<sup>TH</sup>** Digging for Information

Peel back the "layers of truth" from press releases to investigative news.

### **TUESDAY, NOVEMBER 7<sup>TH</sup>** Interviewing

Learn the types of interviews, from "in person" to the use of email correspondence. This will also cover "on the record" and "off the record."

### **TUESDAY, NOVEMBER 21<sup>ST</sup>** Structure of a News Story

Break down how to use "leads," including understanding the three different mediums of news, audio, video and writing to tell stories.

Registration is required, and workshops have limited space. To sign up for a specific workshop or multiple workshops, call (626) 798-0833 ext.117 or email [cchiu@altadenalibrary.org](mailto:cchiu@altadenalibrary.org)!

### **ABOUT FACILITATOR DEAN LEE**

Dean Lee is currently the City Editor at the Mountain Views News—a print publication covering Altadena, Pasadena and other local surrounding cities. He has been the instructor at the Public-access Network, Pasadena Media, for Citizen Journalism and host of the Technology TV show "Media Mashup." He has also been a tech producer for a weekend food show, "Dining with Dills," at KABC talk radio. He is certified as a Radio Operator with the Society of Broadcast Engineers.

Before working as a journalist, he worked for years at environmental organizations, including Greenpeace and the Sierra Club. He specialized in Public and Media Outreach. With an education in Geology from San Francisco State University and Cal State University Northridge, he worked on environmental issues, ranging from the dumping of radioactive waste to deforestation to groundwater pollution. He has also been a staff writer for the Pasadena Independent and the PCC Courier. He was also a contributing writer for the Daily Sundial at CSUN.





September 21, 2017

Dear: George, Aaron, Chavel, Ian and Pasadena Media

On behalf of the students at Learning Works Charter School we would like to thank you for the time you spent with them. Not only did they get a tour of your facility, they also received valuable insights into college and career options. Our hope for our summer intern program was to show students potential careers that are available to them. We as an organization are so thankful that you opened your doors to our students, as this has made the summer intern program an overwhelmingly huge success. As our students navigate high school, exposure to career and college options is so vital for understanding the possibilities for their futures. With your help, our students now have more possibilities in mind, and for this we thank you.

From the Learning Works Charter School staff and students,

Thank you,

Michael B. Toro  
Career Counselor

### **Dropouts Into Graduates**

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