

**AGENDA REGULAR MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Tuesday, February 6, 2018
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)
Vacant, (District 6)
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:

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City Council
City Manager
City Attorney
City Clerk
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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, February 6, 2018**, 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 DECEMBER 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
 - Direct the Citizens Advisory Committee to provide a report of potential partnerships to enhance our marketing and fundraising efforts.
 - Action Item
- ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF
- ADJOURNMENT

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 2nd day of February, 2018.

Liza Rodriguez, Office Administrator

PASADENA COMMUNITY ACCESS CORPORATION (PCAC)

MINUTES FOR THE REGULARLY SCHEDULED MEETING OF THE PCAC BOARD OF DIRECTORS FOR DECEMBER 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 7:09 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, absent
Perry Helm, District 4, present
Yuny Parada, District 5, present
(Vacant) District 6
Sally Howell, Vice-Chair, District 7, absent
Gail Schaper-Gordon, Treasurer, Mayor's Representative, present
Beth Leyden, PUSD Representative, present
Alexander Boekelheide, PCC Representative, present
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 NOVEMBER 7, 2017 BOARD MEETING

Motion by Boekelheide, Second by Leyden; Motion approved. No public
comment

3. PUBLIC COMMENT

No public comment.

4. TREASURER'S REPORT

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

5. EXECUTIVE DIRECTOR'S REPORT

As presented by ED Falardeau, and staff, per Board agenda packet.
Info item only. No public comment.

6. .OLD BUSINESS

None; no public comment

7. NEW BUSINESS

- Mini Briefing on Open Meeting and Public Records Laws. Presented by Javan Rad, Chief Assistant City Attorney. Information only. No action. No public comment.

Action Items

- Policy Recommendation of the PCAC Board of Directors to the City Council Legislative Policy Committee to Oppose Efforts by the FCC to Repeal Net Neutrality Rules. Presented by Secretary Boyer, per agenda report.

Motion by Boekelheide; Second by Leyden to approve recommendations as presented by Boyer to authorize PCAC Executive Director Falardeau to write a letter to Mayor Tornek on behalf of the PCAC Board seeking the Council's Legislative Policy Committee inclusion in the City's 2018 Legislative Platform language that the City of Pasadena (and PCAC) opposes any efforts to dismantle Net Neutrality rules on national or local levels and to support efforts to strengthen those protections.

Public Comment: Cliff Present spoke in favor of Net Neutrality but cautioned against basis neutrality solely on equal bandwidth access for all.

- Approve Appointments to the PCAC Citizens Advisory Committee.
As presented by Phil Hopkins and ED Falardeau.
Three-year term members: Barry Gordon, Robert Gorski, Roberta Martinez, Jan Sanders and Ishamel Trone.
Two-year terms: Geoff Baum, Rabbi Joshua Levine Grater, Phil Hopkins, Tom Selinski and Sheryl Turner.
One-Year Terms: Ann Erdman, Mic Hansen, Diana Peterson-More, Al Moses and Tim Winter.

Moved by Parada, second by Treasurer Shaper-Gordon.

No public comment

8. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

Misc. announcements per board members

9. ADJOURNMENT

Adjourned 9:10 p.m.

FUTURE MEETING DATES

- January 2, 2018 –To be Canceled due to New Year's Day schedules.
- February 6, 2018
- March 6, 2018

Pasadena Community Access Corporation		
Statement of Financial Position		
As of January 31, 2018		
	Total	
	As of Jan 31, 2018	As of Jun 30, 2017 (PP)
ASSETS		
Current Assets		
Bank Accounts		
1010 Petty Cash	200	200
1120 Bank of America Checking (1018)	294,245	186,803
1130 Bank of America Capital - Restricted (9451)	169,558	68,996
1140 Bank of America Savings (0990)	0	100,149
1150 Pex Debit Card	4,240	1,099
PFCU Savings (7181)	100,179	
Total Bank Accounts	\$ 568,421	\$ 357,246
Accounts Receivable		
1200 Accounts Receivable	3,525	3,402
Total Accounts Receivable	\$ 3,525	\$ 3,402
Other Current Assets		
1190 Undeposited Funds	100	516
1300 Prepaid Expenses	-450	20,832
1330 Prepaid Insurance	2,404	7,957
Total Other Current Assets	\$ 2,054	\$ 29,304
Total Current Assets	\$ 573,999	\$ 389,953
Fixed Assets		
1600 Production Equipment	305,564	284,864
1620 Construction in Progress	0	86,401
1650 Accumulated Depreciation	-196,228	-196,228
Total Fixed Assets	\$ 109,336	\$ 175,036
Other Assets		
1800 Security Deposit	1,000	1,000
Total Other Assets	\$ 1,000	\$ 1,000
TOTAL ASSETS	\$ 684,336	\$ 565,989
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Other Current Liabilities		
2100 Payroll Liabilities	18,161	19,431
2200 Accrued Vacation	18,790	18,790
2400 Accrued Liabilities	17,800	83,500
2800 Deferred Income	176,837	141,272
Total Other Current Liabilities	\$ 231,588	\$ 262,993
Total Current Liabilities	\$ 231,588	\$ 262,993
Total Liabilities	\$ 231,588	\$ 262,993
Equity		
3000 Opening Bal Equity	-36,271	-36,271
3100 Retained Earnings	339,267	339,267
Net Income	149,752	
Total Equity	\$ 452,748	\$ 302,996
TOTAL LIABILITIES AND EQUITY	\$ 684,336	\$ 565,989
Friday, Feb 01, 2018 12:29:53 AM GMT-8 - Accrual Basis		

Pasadena Community Access Corporation							
Pro Forma P&L - January 2018							
FY 2018 YTD Actual vs FY 2018 Budget							
		vs. 7 mo. Budget			vs. Full Year Budget		
	YTD Actual	YTD Budget	\$	%	2018 Budget	\$	%
Income							
City of Pasadena	705,000	705,000	-	0.0%	940,000	(235,000)	-25.0%
Contributions & Grants	4,673	2,917	1,757	60.2%	5,000	(327)	-6.5%
Production Services	8,724	11,842	(3,118)	-26.3%	38,300	(29,576)	-77.2%
Program Services	4,758	5,500	(743)	-13.5%	10,000	(5,243)	-52.4%
Other Revenue	349	292	57	19.6%	500	(151)	-30.2%
Total Income	723,503	725,550	(2,047)	-0.3%	993,800	(270,297)	-27.2%
Expenses							
Payroll Expenses	310,813	319,293	8,481	2.7%	553,442	242,629	43.8%
Payroll Taxes	25,501	30,014	4,513	15.0%	52,024	26,523	51.0%
Employee Benefits	67,469	57,711	(9,758)	-16.9%	108,616	41,147	37.9%
Occupancy Expenses	135,319	113,636	(21,683)	-19.1%	181,007	45,688	25.2%
Accounting & Audit	12,147	7,880	(4,267)	-54.1%	12,500	353	2.8%
Advertising & Marketing	1,373	2,042	669	32.8%	3,500	2,127	60.8%
Automobile Expense	547	875	328	37.5%	1,500	953	63.5%
Bank & Payroll Processing Fees	565	875	310	35.4%	1,500	935	62.3%
Board Materials & Expenses	181	350	169	48.3%	600	419	69.9%
Cable Drop Fees	984	2,493	1,509	60.5%	4,274	3,290	77.0%
Contract Labor	990	2,333	1,343	57.6%	4,000	3,010	75.3%
Dues and Subscriptions	270	2,270	2,000	88.1%	2,270	2,000	88.1%
Legal & Professional Fees	8,000	8,000	-	0.0%	28,000	20,000	71.4%
Licenses, Permits & Other Fees	150	2,392	2,242	93.7%	4,100	3,950	96.3%
Meals & Entertainment	669	875	206	23.5%	1,500	831	55.4%
Office Expense	2,287	6,417	4,130	64.4%	11,000	8,713	79.2%
Production Expense	5,476	10,058	4,582	45.6%	14,500	9,024	62.2%
Professional Development	400	1,100	700	63.6%	2,500	2,100	84.0%
Travel & Lodging	60	1,800	1,740	96.6%	4,000	3,940	98.5%
Total Expenses	573,202	570,414	(2,787)	-0.5%	990,833	417,631	42.1%
Net Operating Income	150,302	155,136	(4,834)	-3.1%	2,967	147,335	4965.8%
PEG Capital Income Recognized	64,998	116,667	(51,669)	-44.3%	200,000	(135,002)	-67.5%
PEG Capital Equipment Expense	65,548	116,667	51,119	43.8%	200,000	(134,452)	-67.2%

EXECUTIVE DIRECTOR CEO REPORT

- Respectfully submitted by George Falardeau

Pasadena Community Access Corporation Board of Directors Meeting

Tuesday, February 6, 2018 - 7:00 PM

ANNOUNCEMENTS:

Technical problems continue with complaints from City Officials and members of the community regarding our feed from Charter. While video signals leaving City Hall, Arroyo Channel, KLRN and PCCTV are clean, pixelization of video continues intermittently from Charter. Charter management has been notified, Mr. Miller will update and we will continue to closely monitor.

The *New City Beat* show had an exclusive interview with Congressman Adam Schiff and is currently airing on The Arroyo Channel.

Aaron Wheeler submitted Pasadena Media's grant applications to the Tournament of Roses Foundation and Pasadena Rotary.

KEY HIGHLIGHTS:

Community Development

- Celebrating our 35th year anniversary providing the City of Pasadena with community access television.
- Attended and covered Mayor Tornek's 2018 State of the City address at Marshall Fundamental High School which can be seen on KPAS.
- Appointed to the new Board of Rose City Center, a nonprofit psychological counseling and treatment center offering low cost mental health services.
- Media sponsor for the 2018 City of Pasadena NBA Experience with the LA Clippers hosted by Ideal Youth, Inc. at the Staples Center.

- Established PCAC's Citizens Advisory Committee (CAC) and notified the Mayor and City Council.
- Met with Peter Hidalgo, Director of Government Affairs at Charter Communication to discuss Pasadena Media's issues concerning Spectrum.
- Finalist in three categories for the upcoming 2018 Wave Awards. The programs selected were *Centennial Square Boxing Show 2017*, *What's Up Pasadena!* and *Astronomy Week 2016*.

Financial

- Finalized and transferred our savings account from Bank of America to Pasadena Federal Credit Union.
- Pasadena Media received a stipend of \$1,500 in partnership with Exploring the Arts (ETA) Fall 2017 Apprenticeship Program.

Personnel

- Successfully completed Disaster Preparedness Training with staff.
- Successfully completed Violence in the Workplace Training with staff.
- Successfully completed Sexual Harassment Training with staff.
- Completed and reviewed our current Employee Handbook with staff.

Attached: Operations Report, Community Development Report and Production Services Report

Operations Report - December 2017 / January 2018

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

Fiber Installation: Testing Concluded

As testing is complete, we will work with the City's Dept. of Information Technology to formalize usage of the City's fiber and permanently install our equipment. DoIT's temporary test switches will be removed when parts for our switches arrive this week. We will also purchase the last round of equipment to add PCC TV transmission and the ability to send live video from City Hall to Pasadena Media. When completed, legacy equipment will be kept for use as backup for the primary system.

Charter Cable Issues: Ongoing

In late November, we reached out to Charter technicians as well as replaced all of the cabling and modulators that interface with Charter equipment to ensure we send the best signal possible. These steps increased the quality of KPAS to normal levels. Arroyo quality remained sub-par until we installed a freshly-repaired modulator.

On 1/23, we met with Peter Hidalgo, Director of Government Affairs at Charter, to discuss various issues including the quality of channel signals and technical issue responsiveness. Mr. Hidalgo reiterated that Charter was interested in carrying high-quality local channels and pledged to continue working closely with us to ensure this.

On 1/29, an intermittent pixelization problem appeared on all four Charter cable channels. This digital issue happens somewhere downstream of our analog handoff to Charter. Charter technicians have verified that the signal is clean to the local hub. After the hub, the signal is handled by a different set of engineers who have not yet resolved the issue. We will continue to log errors and work with Charter to restore quality to at least minimum standards on all channels.

KPAS A/V Issue 12/18: Solved

An issue with Charter KPAS consisting of constant warbly audio accompanied by frequent (every 10 to 90 seconds) drops in video signal for a period of 3 to 5 seconds. After testing each component in our system at City Hall and confirming with Charter technicians that their gear was fully functional, we systematically replaced each component in our system. This method revealed a malfunctioning HDMI to SDI converter, one of many conversions that our signal goes through in order to be delivered to Charter. While this replacement solved the problem, we are awaiting contact from a Charter engineer to explore better delivery methods.

Winter Hiatus Maintenance: Completed

We were closed to the public for studio productions and editing during December. During that period, we performed routine maintenance and took several items out of service for minor repairs. Tasks included obtaining new green screen flooring / repainting the cyc wall, modifying audio settings in the control room, resetting the TriCaster 460 and editing computers, repainting and general cleaning.

Council Chamber Presentation / Audio Issues 1/8: Monitoring

On 1/8, several issues with the Council Chamber meeting technology system affected several Councilmember computers, a staff computer, the display system and the audio system. While these were present during the afternoon finance committee meeting, DoIT technicians believed they had resolved all of these prior to the start of the Council meeting. During the meeting, a couple of the issues resurfaced, chiefly with audio. Feedback, mics cutting off (limiting) before and after council and public statements, balance, bad EQ, and workability were severe enough that Councilmembers and the public commented numerous times throughout the meeting. DoIT made an appointment with the vendor (Pinnacle) to address the issue later that week.

Despite the work performed, the audio issues returned to a lesser extent during the 1/22 Council meeting. Subsequent testing by DoIT and Pinnacle escalated the case to the manufacturer. The Pinnacle tech made programming changes that were suggested by the manufacturer and attended the meeting on 1/29. During this meeting, one subsequent issue of half the mics being noticeably quieter than the others was noted and addressed after the fact.

While this set of issues has been fully addressed, we are keeping a close eye on it for the next several weeks.

Community Development Report December 2017 / January 2018

Members	New Members	Returning Member(s)	Total Paid Members	Total Active Volunteers
Volunteers	20	29	52	255
Trainees	New Trainees	Returning Producer(s)	Total Active Producers	Productions in Progress
Producers	20	29	49	42

December Bi-Annual Membership Meeting: number of Attendees 15

New Series	Local Episodes	Local Bicycled Episodes	New Regional LA County Episodes
22	152	21	7

Media Training Courses:

Orientation	12	Studio Camera	2	TD & Media Mgmt.	8	Teleprompter	4	Editing A	1
Producing Training	4	Floor Manager	2	Lighting	3	Character Generation	4	Editing B	4
Director	8	Audio	6	Field Production	6	Arroyo Profiles TV Training	10		

Community Outreach & Networking:

Advisory to John Muir's Arts, Entertainment and Media Academy - several meeting and presentations

Met with John Muir's Principal Dr. Lawton Grey

Partnership discussion with Leadership Pasadena holding Vet Media Workshop

Attended Ideal Youth's 2018 City of Pasadena NBA Experience

Attended Vistage Leadership Group Meeting

Attended Grant Web Seminar for CA Arts Council Foundation

Attended University Club's Leadership Luncheon: Non-Profit Seminar

Attended Summer Intern Group Interviews - Pasadena Chamber of Commerce Workforce Development

Attended Chamber Commerce & John Muir's Event the Opening of Pasadena Service Federal Credit Union

Community In-Kind Donations:

Black Studio Flooring

Lighting Gels

Lighting Kit

Grant Submission and Stipend:

\$1500 stipend received for Exploring the Arts Foundation Apprenticeship Program

Pasadena Tournament of Roses Foundation: Amount requesting \$10,000

Pasadena Rotary: Amount requesting \$4,000

Pasadena Media CoLAB MeetUp: Total Members: 137

Meetup page: www.meetup.com/PasadenaMediaCoLAB

2018 January Advance CoLAB Workshops:

Workshop: Animation & CGI for Television - 12 participants

Pasadena Media Website Analytics

Months of December 2017 / January 2018

Total Visitors	Peak Visitors	Device Usage
2586	Dec. 10th 335 / Jan. 14th - 328	Computer 90% / Mobile & Tablet 10%

Past 12 months - 1/2017 to 1/2018

Total Visitors

01/01/2017 - 01/31/2018



Jan 2017 Total Visitors	12 Months Total Visitors	12 Months Total Device Usage
269	5947	Computer 89% / Mobile & Tablet 11%

Social Media Marketing:



1675
Followers



1,124
Likes



1120
Followers



89,901
Channel Views

Pasadena Media Production Report - December 2017

KPAS/City/Outside Productions:

12/1: Mayor's Annual Holiday Tree Lighting Ceremony	12/2: CCTF Meeting (Audio Only)
12/4: Pasadena City Council Meeting	12/11: Pasadena City Council Meeting
12/12: Design Commission Meeting (Audio Only)	12/13: Planning Commission Meeting (Audio Only)
12/19: Altadena Town Council Meeting	12/21: Rose Parade and Rose Bowl Game Safety Press Conference
12/29: Equestfest 2017	

Total Number of KPAS/City/Outside Productions: 9

Pasadena Media Production Report - January 2018

Studio Productions:

1/2: "Buzz'd Out"- Roe Moore (Pre-pro)	1/2: "Skeelove's House of Hip Hop"- Lonnie Lee (Pre-pro)
1/3: "Tongues of Fire"- Rob Reyes	1/4: "Buzz'd Out"- Roe Moore
1/4: "Casa Martinez"- Roberta Martinez	1/5: "The Melody Trice Show"- Melody Trice
1/6: "Behind the Curtains"- Eric Bailey	1/8: "Buzz'd Out"- Roe Moore (Pre-pro)
1/9: "Yahusha's Call"- Myra Waiters	1/9: "Is It Reasonable?"- Walter Brown
1/11: "Nuclear Popcorn"- Maurice Smith	1/11: "Late Nite Bride"- Peggy Kelley (Pre-pro)
1/11: "Sounds Within"- L.V. Smith	1/12: "Animals & Friends"- Pasadena Humane Society
1/12: "SMILE & Spread a Little Joy"- Debra Johnson	1/13: "Skeelove's House of Hip Hop"- Lonnie Lee
1/16: "Late Nite Bride"- Peggy Kelley	1/17: "Buzz'd Out"- Roe Moore
1/17: "Tongues of Fire"- Rob Reyes (Pre-pro)	1/18: "Kingdom Unity TV"- Anthony McFarland (Pre-pro)
1/18: "Thursday Night Live"- M.C. Franklin	1/19: "Kingdom Unity TV"- Anthony McFarland
1/19: "Power of One"- Brian Biery	1/20: "The Nowman Show"- Dan Niswander
1/22: "The MicWom Show"- Michael Womble (Pre-pro)	1/23: "The People's View"- Macheo Shabaka
1/23: "The Sure Truth"- Alice Muhammad (Pre-pro)	1/24: "Tongues of Fire"- Rob Reyes
1/24: "Eddie's Gospel Hour"- Eddie Fulton	1/24: "Arroyo Profiles"-Pasadena Media
1/25: "Choices"- Marion Cathcart	1/25: "Casa Martinez"- Roberta Martinez
1/26: ""What the HEA..LTH are you talking about?"- Eva Zolotova	1/26: "The New City Beat"- Pasadena Media
1/27: "The MicWom Show"- Michael Womble	1/30: "Yahusha's Call"- Myra Waiters
1/30: "The Sure Truth"- Alice Muhammad	1/31: "The Conner Bubble"- Joe Conner

Total Number of Studio Productions/Pre-production Meetings: 38

KPAS/City/Outside Productions:

1/1: 2018 Tournament of Roses Rose Parade	1/2: Post Parade 2018
1/4: NBA Experience with Ideal Youth and City of Pasadena	1/8: Pasadena City Council Meeting
1/9: What's Up Pasadena!- Starks Spirits Distillery	1/9: What's Up Pasadena!- Pasadena Media
1/9: Design Commission Meeting (Audio Only)	1/10: What's Up Pasadena!- New School of Cooking
1/10: Planning Commission Meeting (Audio Only)	1/13: What's Up Pasadena!- IMATS
1/16: State of the City 2018	1/16: Altadena Town Council Meeting
1/20: CCTF Meeting (Audio Only)	1/22: Pasadena City Council Meeting
1/23: Design Commission Meeting (Audio Only)	1/27: Red, Black & Green Honors Celebration
1/29: Pasadena City Council Meeting	1/30: What's Up Pasadena!- CalTech Robotics
1/30: Inclusionary Housing Workshop	1/31: What's Up Pasadena!- Off Kilter Kilts
1/31: From the Corner Office- Little Flower Bakery B-Roll Footage	

Total Number of KPAS/City/Outside Productions: 21