



SOCIAL MEDIA MARKETING





SOCIAL MEDIA MARKETING

Pasadena Media



Population City of Pasadena: 150,000

With proper planning, social media can make an impact on a limited budget

- Community Centric Campaigns
- Scheduled Posts
- LIVE Streaming
- Get To Know Your Audience
- Demographics
- Analytics





Pasadena Media

SUBSCRIBED



HOME

VIDEOS

PLAYLISTS

CHANNELS

DISCUSSION

ABOUT



Arroyo Channel Shows


Pasadena Media •

Pasadena Media Highlight Reel • 0:45

Peggy Kelley - Late Nite Bride • 0:52

[VIEW FULL PLAYLIST \(40 VIDEOS\)](#)

PASADENA, CA - LOCAL CHANNELS

 **Pasadena City Websites**

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 **KLRN Pasadena**

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 **Pasadena City College**

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Uploads [PLAY ALL](#)



NewsRap - Friday, January 25, 2019 Part 1 of 2

6 views • 1 day ago



NewsRap - Friday, January 25, 2019 Part 1 of 2

2 views • 1 day ago



Dirección de Estado de la Ciudad 2019 del alcalde de...

17 views • 3 days ago



NewsRap - Friday, January 18, 2019

28 views • 1 week ago



Pasadena Mayor Terry Tornek's State Of The City...

243 views • 1 week ago

POPULAR CHANNELS

 **CNN**

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INSTAGRAM

1,374
Followers



pasadena_media

Follow

199 posts

1,374 followers

525 following

Pasadena Media



www.pasadenamedia.org



Community



Member M...



#GivingTue...



LIVE at 5pm



Special Guest



#Studio



Vet Fun!

POSTS

TAGGED





Tweets 1,947 Following 394 Followers 1,788 Likes 257 Lists 0 Moments 0

Edit profile

TWITTER

1,788
Followers

PasadenaMedia

@PasadenaMedia

Since 1983, Pasadena Media, a 501(c)(3) nonprofit corporation has inspired dialogue, foster freedom of expression and continues to bridge diverse communities.

Pasadena, CA

pasadenamedia.org

Joined July 2009

Photos and videos



Tweets Tweets & replies Media

- PasadenaMedia** @PasadenaMedia · Jan 26
#NewsRap and the #fightfor15 with Dr. Peter Dreier PART 2
- NewsRap - Friday, January 25, 2019 Part 2 of 2**
Day 35 of the partial government shutdown and it is finally over! Check in with NewsRap for more of the weeks news for January 25, 2019. NewsRap airs live at... youtube.com
- PasadenaMedia** @PasadenaMedia · Jan 26
#NewsRap and the #fightfor15 with Dr. Peter Dreier PART 1
- NewsRap - Friday, January 25, 2019 Part 1 of 2**
This week hosts Barry & Andre welcome Dr. Peter Dreier, Political Science professor at Occidental College to discuss Pasadena's next steps in reaching the \$1... youtube.com
- PasadenaMedia** @PasadenaMedia · Jan 25
State of the City Address 2019, Recreation Rundown & NewsRap - mailchi.mp/b7bf47b1576/2...

Your Tweet activity

Your Tweets earned 4,836 impressions over the last 28 days

View your top Tweets

Who to follow · Refresh · View all

- Villages Pasadena** @ttvpa...
Follow
- Followed by Colorado Boulevard and others
- MUSE/IQUE** @museique_e...
Follow
- Courtyard Pasadena** @pa...
Follow

Find people you know

Trends for you · Change

#IAmTheNight
Chris Pine & Patty Jenkins reunite, TONIGHT on TNT
Promoted by I Am The Night

FACEBOOK

1,264 Followers



Pasadena Media
@PasadenaMedia

Home

About

Events

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Create Ad

Manage Promotions



Liked Following Share

Contact Us

Create Post Live Event Offer Job

Write a post...

Photo/Video Get Messages Feeling/Activ...

Share a recent photo from your Instagram account

Only you can see this

News Rap ON LOCATION CAMERA LIGHTING BASICS

Create an Ad For Your Page

Only you can see this

Boost a Post Get More Website Pu

New! Connect your Instagram account to boost those posts from Facebook. get better results

Upcoming Events



4.7 4.7 out of 5 Based on the opinion of 50 people



Arroyo Profiles

Once a month Pasadena Media puts on a live training show that features Arroyo Channel producers and ...

See More

Page Tips

See All

Know Friends Who Might Like Your Page? Invite friends to like Pasadena Media and help you connect with more people

See All Page Tips

50% response rate, 3 days response time Respond faster to turn on the badge

Community

See All

Jarred Hodgdon and 61 other friends like this or have checked in



Invite Friends

1,264 people like this

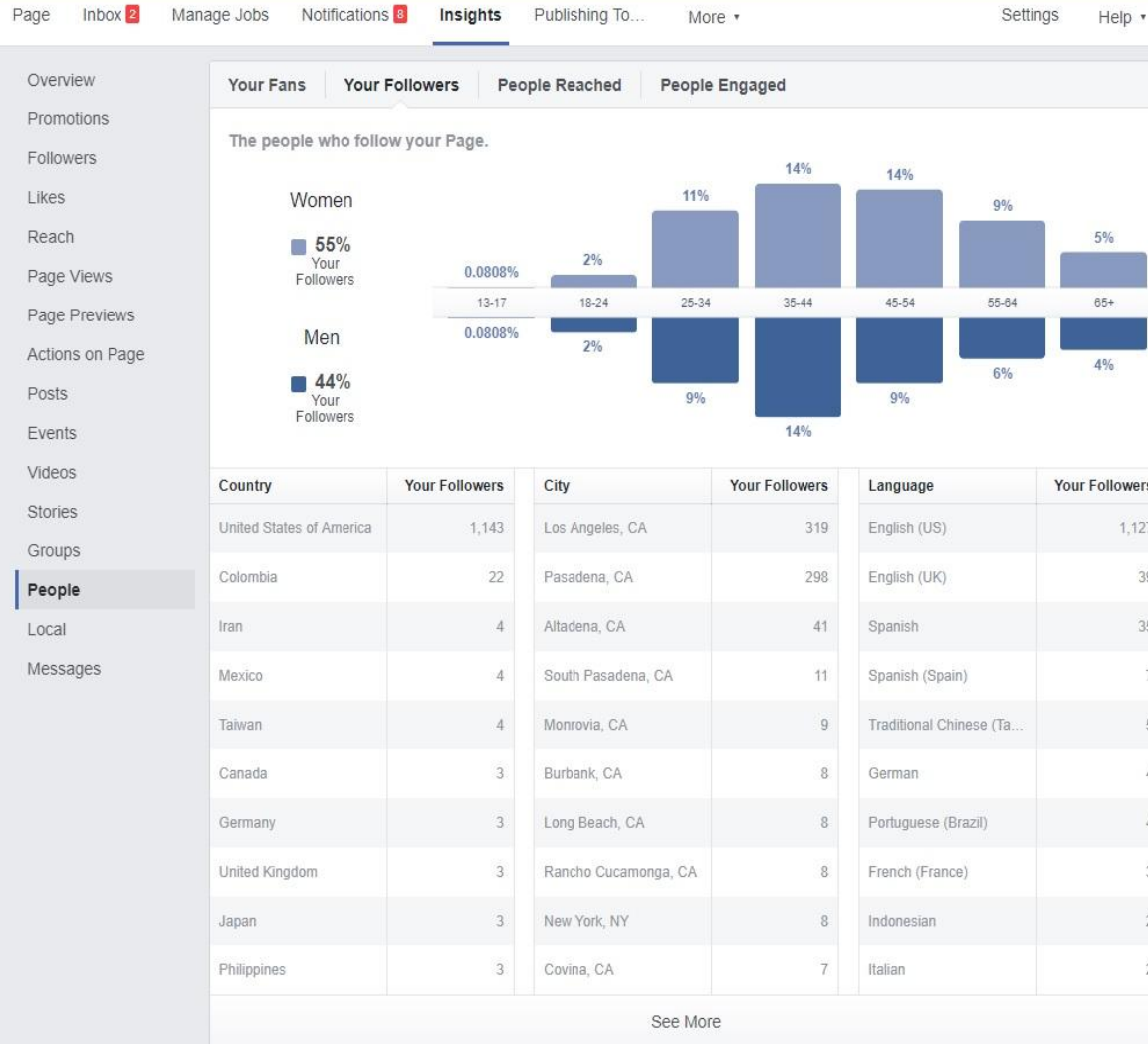
1,200 people follow this

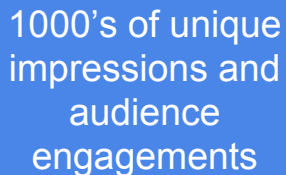
About












































































See All



Audience





	Page	Inbox 2	Manage Jobs	Notifications 8	Insights	Publishing To...	More ▾	Settings	Help ▾
Overview	07/28/2018 12:40 PM		Busy today? If not, stop by the STEAM Fair '18 at the Pasadena			88		4 10	
Promotions									
Followers	07/27/2018 5:00 PM		On NewsRap Friday, July 27 w discuss the weeks most pressin			1.8K		202 96	
Likes									
Reach	07/26/2018 4:43 PM		Local nonprofits working together. We love it when the Pasadena			72		12 12	
Page Views									
Page Previews	07/25/2018 7:29 AM		Tomorrow's the day! Visit the Pasadena Media booth at LA's			51		2 3	
Actions on Page	07/20/2018 4:45 PM		NewsRap July 20, 2018 - And Coleman and Barry Gordon disc			1.7K		156 112	
Posts									
Events	07/19/2018 7:39 PM		Head over to our YouTube channel and check out some of the latest			77		5 3	
Videos									
Stories	07/17/2018 7:23 AM		Training Notice: Technical Director & Media Management Wed., July 18			65		3 2	
Groups									
People	07/16/2018 4:30 PM		Pasadena's hot meal program returns to Jackie Robinson Center.			88		6 1	
Local	07/16/2018 7:23 AM		Training Notice: Director Basics Tues., July 17 6:30 pm - 8:30 pm			58		1 1	
Messages	07/15/2018 4:41 PM		IMPACT PASADENA recently welcomed Councilmember, Steve			106		5 11	
	07/15/2018 7:27 AM		Visit us at the "ultimate business networking" event at the Pasadena			65		6 2	
	07/14/2018 4:08 PM		Training Notice: Producer Mon., July 16 6:30 pm - 8:30 pm Signup at			56		0 3	
	07/14/2018 1:57 PM		Pasadena Heritage is throwing a party! Colorado Street Bridge Party.			151		17 13	
	07/13/2018 5:01 PM		**Audio begins at 2:30** News Friday, July 13, 2018 "If you're			1.9K		304 135	
	07/13/2018 7:25 AM		We have a booth at LA's Largest Mixer this year! Come by and mix			64		2 0	





TRAINING

STUDIO EFFECTS GREEN SCREEN

Thursday, October 18th

6:30PM-8:30PM

pasadenamedia.org/get-involved



TRAINING

TECHNICAL DIRECTOR MEDIA MANAGEMENT

Wednesday, October 17th

6:30PM-8:30PM

pasadenamedia.org/get-involved

TRAINING SCHEDULE

Sat	Jan	5	Orientation + Tour
Mon	Jan	7	Orientation + Tour
Wed	Jan	9	Studio Cam + Floor Mgr
Mon	Jan	14	Producer Bootcamp
Tue	Jan	15	Lighting Basics
Wed	Jan	16	Audio Basics
Thu	Jan	17	Teleprompter + On Camera
Fri	Jan	18	Character Generator
Tue	Jan	22	Arroyo Profiles
Tue	Jan	23	Director Basics

SIGNUP: PASADENAMEDIA.ORG



JANUARY 2019

PRO SERVICES

PASADENA MEDIA

Pasadena Media 150 S. Los Robles Ave., Suite 101, Pasadena, CA 91101, 626-794-8585, pasadenamedia.org



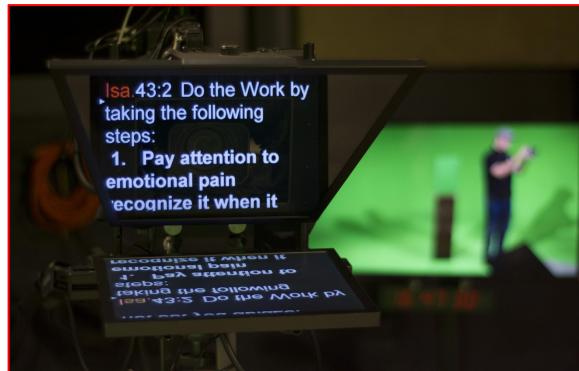
PRO SERVICES

PASADENA MEDIA

Pasadena Media provides a full array of video production services and equipment for your production needs.

Pasadena Media is a nonprofit award-winning community media organization that has garnered seven national media awards, including a recent Emmy nomination. Our unique facility is a one stop shop that offers a full-service staff of media engineers, producers, editors, graphic designers, and professional production crew.

The media center is an open space multi-purpose studio great for filming, workshops, meetings, and events. The facility is a PC based facility that houses two stages, including a state-of-the-art green screen cyc. In studio there are three Panasonic P2 AG-HPX600P pedestal cameras with a fourth camera output capability to the Tricaster switcher and built-in lighting grid with professional lights. In addition we also have LIVE streaming capabilities from the studio and much more!



PRO SERVICES

Amenities

Pasadena Media provides a full array of video production services and equipment for your production needs.

- 135' Sq. Ft. Control Room
- 256' Sq. Ft. Green screen stage
- 315' Sq. Ft. Black stage
- 9, 767 Sq. Ft. facility
- Adobe Creative Suite Editing
- 3x Panasonic P2 AG-HPX600P
- Lighting Grid (Height 11' 6")
- Climate Control Studio
- Flats for Set Design
- Green Room with HD Monitors
- Live Streaming
- DIT/Edit Bay
- Parking Spaces
- Photography & Video Cameras
- WiFi
- Lighting & Grip Equipment
- Street Level Access
- Tricaster Switcher
- Panasonic Digital Record Deck
- Teleprompters
- Multi-colored Seamless Backdrops
- Access to Scene Dock
- Eartec Wireless Channel Intercom
- In-House Production Services Available.
- Easy Load-in/out
- Wheelchair Access
- Freshly painted cyc.
- Friendly, helpful studio managers

