



**GRF MEDIA & COMMUNICATIONS MEETING OF THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE**

**Monday, March 18, 2019 - 1:30 PM
Laguna Woods Village Community Center Board Room 24351 El Toro Road**

NOTICE OF MEETING AND AGENDA

- 1. Call to Order**
- 2. Acknowledgement of Media**
- 3. Approval of the Agenda**
- 4. Approval of Meeting Report - February 26, 2019**
- 5. Chair's Remarks**
- 6. Member Comments (Items Not on the Agenda)**
- 7. Director's and Staff Forum**

CONSENT: - *All matters listed under the Consent Calendar are considered routine and will be enacted by the Committee by one motion. In the event that an item is removed from the Consent Calendar by the Chair of the Committee, such item(s) shall be the subject of further discussion and action by the Committee.*

REPORTS:

- 8. Broadband & Contracts Report-Chuck Holland**
- 9. Marketing and Communications Report-Eileen Paulin**
- 10. Docent Tour Update-Becky Jackson**

ITEMS FOR DISCUSSION AND CONSIDERATION:

- 11. Combining Communications Committees-Eileen Paulin**
- 12. Press Policy-Eileen Paulin**

ITEMS FOR FUTURE AGENDAS:

CONCLUDING BUSINESS:

13. Committee Member Comments

14. Date of Next Meeting-Monday, April 15 at 1:30 p.m.

15. Adjournment



OPEN MEETING
THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE
Tuesday, February 26, 2019, at 1:30 p.m.
Laguna Woods Village Community Center, Board Room
24351 El Toro Road, Laguna Woods, CA 92637

REPORT

MEMBERS PRESENT: Chair Joan Milliman, Directors Juanita Skillman, Pat English, Annette Sabol Soule, Maggie Blackwell, Lynn Jarrett, Advisers Lucy Parker and Sheila Bialka.

MEMBERS ABSENT: Directors Ryna Rothberg, Roy Bruninghaus and Adviser Steve Carmen.

OTHERS PRESENT: Dick Rader—VMS, Andre Torng—United and Diane Phelps—GRF

STAFF PRESENT: Eileen Paulin, Chuck Holland and Becky Jackson.

1. **Call to Order**
Chair Joan Milliman called the meeting to order at 9:33 a.m.
2. **Acknowledgement of Media**
No media present.
3. **Approval of the Agenda**
Chair Milliman requested the committee discuss agenda item # 11 before the other reports since one of the speakers had to leave early. Committee agreed.
4. **Approval of Meeting Report January 21, 2019**
Report was approved.
5. **Chair's Remarks**
Chair Milliman welcomed the committee noting the change of usual date and time due to the President's Day holiday on February 18, 2019.
6. **Member Comments (Items not on the Agenda)**
Jeffrey Wu 5519 was called to speak. He reported the channel numbers are scrambled and there are discrepancies in the list of channels.

Andre Torng 389-Q was called to speak. He reported on the New Resident Orientations in Mandarin. He stated there were 50 attendees and it was successful.

7. Director's and Staff Forum

Chuck Holland addressed Mr. Wu letting him know the issues depend on what type of tuner and television residents have. He stated the only way this can be permanently fixed is to put a device on the television, which can be pricey. He advised using the alternative DTA box, that costs \$4.95 a month, to solve this problem.

REPORTS:

8. Broadband and Contracts Report—Chuck Holland

Mr. Holland updated the committee with the ongoing maintenance and repairs of fiber optic nodes and cables.

Mr. Holland reported on the contract renewals, negotiations and who signs off on them. He discussed pending negotiations and the involvement of the Finance Committee and the Finance Department in reviewing these contract negotiations. He presented the committee with subscriber counts which included different levels of services and devices in the community. Mr. Holland provided financials to explain the revenues accrued with Ad insertion and then described the expenses. He concluded that the financials balance is (\$279,859) or nine percent below budget.

Director Juanita Skillman suggested charging \$40 a month to bundle television and internet. Mr. Holland said that they were looking into ways to drive down the cost of the renewals and set-top boxes, but had no plans to raise the monthly fee at this time.

9. Marketing and Communications Report-Eileen Paulin

Eileen Paulin reported on the signs created before gate closures and the efforts made to inform residents. She provided a list of focus areas which include:

- Gate Closures
- Testing of alternative formulas for weed abatement
- Security awareness, mail safety and recommendations for avoiding petty theft
- Keeping Residents informed about the gate construction
- RFID decals – as gates are completed the decal becomes necessary
- Water conservation
- Waste disposal – organic composting now being done at all Clubhouses with kitchen facilities
- Continued promotion of CodeRED registration
- Third Board openings
- Pedestrian safety
- Storm preparation
- Learning to avoid online fraud and phishing
- New dryer installation in Third laundry rooms

Ms. Paulin updated the committee on iContact and Facebook engagement and presented the positive feedback received from the storm message on Valentine's Day.

10. Policy Review on Photography, Filming and Media in the Village-Eileen Paulin

Ms. Paulin reported that an initial meeting had taken place with subcommittee members. This included a policy drafted by Siobhan Foster.

Director Juanita Skillman suggested having a spokesman for the Village when addressing the media.

11. Docent Tours-Becky Jackson

Becky Jackson presented an update on the Docent Tours and the savings since April 2018 and introduced one of the docents, Aloha Saxon. Ms. Saxon gave an overview of the talking points and stops and suggested standardizing the tour among all docents.

Ms. Paulin presented the brochure that MarComm has been working on and the pushback that the department has been receiving from docents.

Director Annette Sabol Soule suggested printing a marketing brochure and putting links to the website for financial information only in lieu of printing financials.

Director Skillman made a motion to recommend to the GRF that Docent Tours be standardized and training of docents be implemented. Director Pat English seconded the motion. Motion passed unanimously.

ITEMS FOR DISCUSSION AND CONSIDERATION:

12. Combining Communications Committee

This item will be moved to next month's agenda.

ITEMS FOR FUTURE AGENDAS:

13. Director Sabol Soule would like to add a Press Policy to future agendas.

CONCLUDING BUSINESS:

14. Committee Member Comments

Adviser Sheila Bialka stated she was impressed with Ms. Saxon's information on the tours and would like to see a separate tour for residents and buyers.

Adviser Lucy Parker agreed with Director Skillman's suggestion with bundling television and internet services.

Director Skillman suggested having more Tree Walk Brochures printed and asked which budget it would come out of.

Director Sabol Soule commented that not all residents have television and internet in their homes so the committee needs to be careful about charging services. She was very impressed with the changes the staff has made so far.

Director Lynn Jarrett thanked staff for all the information they provided today.

Mr. Holland cautioned raising assessments for services.

Ms. Paulin stated reaching the unreachable is the theme.

Chair Milliman thanked staff for a wonderful job.

15. **Date of Next Meeting—Monday, March 18, 2019, 1:30 p.m. in the Board Room**
16. **Adjournment**
Meeting was adjourned at 11:33 a.m.

A handwritten signature in cursive script, appearing to read "Joan Milliman", is written over a horizontal line.

Joan Milliman, Chair
Media and Communications Committee

STAFF REPORT

DATE: March 18, 2019
FOR: Media & Communication Committee
SUBJECT: Broadband Services Update

RECOMMENDATION

Receive and file report.

BACKGROUND

Regular monthly reports are submitted to Media & Communications Committee (MACC) for review. Included in Staff Report are the Contract Renewals, Analog Conversion Schedule, Subscriber Counts and the Proforma Operating Statement.

DISCUSSION

The Broadband Services Division, including TV Operations, TV Studio, Media Services, High-Speed Internet, and Digital Services, are part of the Information Technology Department. Chuck Holland, Information Technology Director, will be providing Broadband Services updates on an ongoing base.

1. Contract Renewals
2. Subscriber Counts
3. Proforma Operating Statements

Prepared By: Paul Ortiz, Village Television Manager

Reviewed By: Chuck Holland, Information Services Director

ATTACHMENT(S)

2019 Contract Renewals

Channel	Parent Company	Expiration Date	Estimated Increase	Negotiations
TVG2 Horse Racing TV	Betfair Group Network	3/31/2019	0%	NCTC
CSPAN	C-SPAN Networks	3/31/2019	5%	NCTC
C-SPAN 2	C-SPAN Networks	3/31/2019	0%	NCTC
C-SPAN 3	C-SPAN Networks	3/31/2019	0%	NCTC
Display Systems CH. 3 Guide	Display Systems International	5/6/2019	5%	Independent
BET	Viacom	9/30/2019	10%	NCTC
Comedy Central	Viacom	9/30/2019	10%	NCTC
A & E	A&E Television Networks	12/31/2019	10%	NCTC
Crime & Investigation	A&E Television Networks	12/31/2019	0%	NCTC
FYI	A&E Television Networks	12/31/2019	0%	NCTC
Viceland	A&E Television Networks	12/31/2019	10%	NCTC
History	A&E Television Networks	12/31/2019	10%	NCTC
Lifetime	A&E Television Networks	12/31/2019	10%	NCTC
Lifetime Movie Network	A&E Television Networks	12/31/2019	10%	NCTC
Military History Channel	A&E Television Networks	12/31/2019	0%	NCTC
Fox Business News	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
Fox College Sports	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
Fox News Channel	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
Fox Sports 1	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
Fox Sports Net - Prime Ticket	Fox Cable Network Services LLC	12/31/2019	25%	Independent
Fox Sports Net West	Fox Cable Network Services LLC	12/31/2019	25%	Independent
FX	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
FX Movie	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
FX	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
KCOP My 13	Fox Cable Network Services LLC	12/31/2019	15%	NCTC
KTTV Fox	Fox Cable Network Services LLC	12/31/2019	20%	NCTC
Nat Geo Wild	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
National Geographic	Fox Cable Network Services LLC	12/31/2019	10%	NCTC
WGN America	Tower Distribution Co.	12/31/2019	5%	Independent
The Cowboy Channel	Family Network	12/31/2019	0%	NCTC

2019 Subscriber Counts

	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB
Subscriber Counts								
Digital Subscribers	6,048	6,080	6,087	6,108	6,128	6,256	6,379	6,634
Set-Top Boxes								
DVR's	6,010	6,030	6,000	6,019	6,035	6,027	6,064	6,076
Standard	648	640	624	617	622	698	704	711
HD Standard	1,891	1,931	1,930	1,951	1,974	2,053	2,072	2,068
TiVo MG2	114	138	141	155	174	183	184	191
TiVo Qi3	109	132	135	151	171	182	182	194
DTA	401	396	395	393	389	388	386	380
HD Converter's	313	341	346	395	431	536	598	764
Pay-TV								
HBO	945	945	933	929	922	915	916	914
Cinemax	131	128	127	122	123	126	122	124
Showtime	475	473	464	461	463	453	448	448
Starz/Encore	315	315	310	309	323	325	323	306
PBC	15	15	13	13	13	13	17	18
International Ch.								
TV Asia	2	2	2	2	2	2	2	2
CTI-Zhong Tian	13	13	13	13	13	14	14	14
The Filipino Channel	44	45	47	45	45	45	45	46
CCTV4	9	10	10	10	10	10	10	10
Channel One Russia	11	11	11	11	12	12	12	12
tvK	8	8	8	9	9	9	10	10
TV5Monde	26	25	25	25	26	26	27	27
RAI Italia	7	7	6	7	8	9	9	9
TV Japan	50	50	49	50	50	50	50	50
Total International	170	171	171	172	175	177	179	180
High Speed Data								
High Speed Data	9,716	9,741	9,746	9,780	9,814	9,879	9,905	9,934

Golden Rain Foundation of Laguna Woods

Broadband Services Update

Golden Rain Foundation of Laguna Woods Proforma Broadband Services Summary of Operations 2/28/2019

	<u>Cable Television</u>	<u>TV6</u>	<u>Ad Insertion</u>	<u>Internet</u>	<u>YTD ACTUAL</u>	<u>YTD BUDGET</u>
Revenues:						
Non-Assessment Revenues:						
Merchandise Sales						
41503500 - Merchandise Sales - Broadband	\$7,560	\$0	\$0	\$0	\$7,560	\$4,166
Total Merchandise Sales	7,560	0	0	0	7,560	4,166
Broadband Services						
45001000 - Ad Insertion	0	0	89,639	0	89,639	108,332
45001500 - Premium Channel	61,924	0	0	0	61,924	83,332
45002000 - Cable Service Call	18,625	0	0	0	18,625	25,000
45002500 - Cable Commission	13,679	0	0	0	13,679	8,332
45003000 - High Speed Internet	0	0	0	264,096	264,096	266,666
45003500 - Equipment Rental	291,267	0	0	2,800	294,067	286,832
45004000 - Video Production	0	7,213	0	0	7,213	9,166
45004500 - Video Re-Production	0	249	0	0	249	416
45005000 - Message Board	0	2,800	0	0	2,800	3,166
45005500 - Advertising	0	9,043	0	0	9,043	7,082
Total Broadband Services	385,495	19,305	89,639	266,896	761,335	798,324
Miscellaneous						
47001500 - Late Fee Revenue	1,033	0	0	0	1,033	1,666
49009000 - Miscellaneous Revenue	5	0	0	0	5	0
Total Miscellaneous	1,038	0	0	0	1,038	1,666
Total Non-Assessment Revenue	394,093	19,305	89,639	266,896	769,932	804,156
Expenses:						
Employee Compensation						
51011000 - Salaries & Wages - Regular	81,418	53,265	40,429	1,692	176,803	210,488
51041000 - Wages - Overtime	4,324	367	501	7	5,199	950
51061000 - Holiday & Vacation	11,858	8,997	1,431	262	22,548	15,722
51071000 - Sick	3,746	0	87	0	3,833	6,413
51091000 - Missed Meal Penalty	43	207	0	9	259	290
51101000 - Temporary Help	0	0	0	0	0	166
51981000 - Compensation Accrual	9,201	5,178	1,483	158	16,019	582
Total Employee Compensation	110,589	68,013	43,932	2,127	224,660	234,611
Compensation Related						
52411000 - F.I.C.A.	7,456	4,568	3,127	149	15,301	17,796
52421000 - F.U.I.	471	203	84	6	764	644
52431000 - S.U.I.	3,607	1,560	644	47	5,858	3,220
52451000 - Workers' Compensation Insurance	6,894	5,041	510	115	12,561	6,545
52461000 - Non Union Medical & Life Insurance	10,211	7,631	1,920	256	20,018	24,165
52481000 - Non-Union Retirement Plan	2,432	2,123	1,698	0	6,253	9,021
52981000 - Compensation Related Accrual	(2,491)	(1,902)	(124)	(66)	(4,583)	266
Total Employee Compensation and Related	28,580	19,226	7,859	507	56,172	61,657
Materials and Supplies						
53001000 - Materials & Supplies	5,560	271	98	0	5,929	7,780
53004000 - Freight	292	0	0	0	292	250
Total Materials and Supplies	5,852	271	98	0	6,221	8,030
Utilities and Telephone						
53301000 - Electricity	19,307	0	0	0	19,307	20,600
Total Utilities and Telephone	19,307	0	0	0	19,307	20,600
Legal Fees						
53401500 - Legal Fees	0	0	0	0	0	416
Total Legal Fees	0	0	0	0	0	416
Outside Services						
53601500 - Credit Card Transaction Fees	11,178	0	2,464	0	13,643	9,832
53602500 - Licensing Fees	0	0	2,400	0	2,400	982
53704000 - Outside Services	74,156	9,488	55	0	83,699	86,400

**Golden Rain Foundation of Laguna Woods
Proforma Broadband Services Summary of Operations
2/28/2019**

	<u>Cable Television</u>	<u>TV6</u>	<u>Ad Insertion</u>	<u>Internet</u>	<u>YTD ACTUAL</u>	<u>YTD BUDGET</u>
Total Outside Services	85,334	9,488	4,919	0	99,741	97,214
Repairs and Maintenance						
53701000 - Equipment Repair & Maint	135	0	0	0	135	7,452
Total Repairs and Maintenance	135	0	0	0	135	7,452
Other Operating Expense						
53801000 - Mileage & Meal Allowance	0	0	545	0	545	684
53801500 - Travel & Lodging	0	0	3	0	3	666
53802000 - Uniforms	322	0	0	0	322	332
53802500 - Dues & Memberships	537	0	0	0	537	506
53803000 - Subscriptions & Books	0	0	0	0	0	16
53803500 - Training & Education	0	675	0	0	675	0
53901500 - Volunteer Support	0	0	0	0	0	16
54502500 - Cable Promotions	0	0	423	0	423	582
Total Other Operating Expense	859	675	971	0	2,505	2,802
Property and Sales Tax						
54301500 - State & Local Taxes	544	18	0	0	562	32
Total Property and Sales Tax	544	18	0	0	562	32
Cable Programming/Copyright/Franchise						
54501000 - Cable - Programming Fees	797,138	0	0	0	797,138	766,666
54501500 - Cable - Copyright Fees	(363)	0	0	0	(363)	9,166
54502000 - Cable - City of Laguna Woods Franchise Fees	(19,057)	79	7,789	0	(11,189)	44,582
Total Cable Programming/Copyright/Franchise	777,718	79	7,789	0	785,585	820,414
Uncollectible Accounts						
54602000 - Bad Debt Expense	0	0	0	0	0	4,206
Total Uncollectible Accounts	0	0	0	0	0	4,206
Total Expenses	1,028,918	97,769	65,567	2,634	1,194,888	1,257,433
Net Revenue/(Expense)	(\$634,825)	(\$78,464)	\$24,072	\$264,262	(\$424,956)	(\$453,277)

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STAFF REPORT

DATE: March 18, 2019
FOR: GRF Media and Communications Committee
SUBJECT: Marketing and Communications Activities Report February 2019

RECOMMENDATION

Review Marketing and Communications Report.

BACKGROUND

Marketing and Communications (MarComm) Staff prepare a monthly report for MACC. This report includes, but is not limited to, MarComm activities, website analytics, social media stats, Docent Tours, New Resident Orientations and significant large communications projects.

DISCUSSION

VMS MarComm Staff continues to proactively engage, inform and share vital information with Residents. The attached report presents engagement efforts in February through the iContact direct email service, flyers, newsletters and other tools used to disseminate news and information. The average open and click rates explain interest and engagement in the content disseminated.

MarComm Staff continues to assist other departments with flyers, brochures, posters, signs, emails, letters and marquee slides. Efforts to collaborate with Security and Maintenance and Construction have been underway during the closures of Gates 2 and 8 with signs and frequent updates in the Friday blast. Marcomm provided signage that was placed at the approach to both gates prior to the closures. The signage directs Residents to alternative gates. Marcomm produced a map of alternative gates that has been available at all gates, in Resident Services and on the Village website.

The nightly closure of the Service Center Equestrian Gate was implemented for the first time on March 4.. The gates will be closed from 9:30 p.m. to 5 a.m. daily as a security measure. The new procedure has been announced in *What's Up in the Village* on February, 8, 15 and 22. MarComm designed and produced signage that was posted on the access gate on February 19.

Docent Tours continue as marketing outreach to potential Residents as a means for new Residents to familiarize themselves with the community. New Resident Orientations occur once a month for each Mutual, and are presented by one Staff member and a Board Member. To welcome new Residents, Staff continues making personal telephone calls, writing letters

and contacting new Residents via email. United Mutual canceled the New Resident Orientation for February. Third Mutual had 45 in attendance.

Workflow continues to be managed through Trello – an online project management system. Trello tracks work performed by Staff and freelance graphic artists to streamline content, which include deadlines, run sheets, writing, editing, fact checking, graphic design and distribution. The weekly Friday eblast and monthly issue of the Village Breeze are distributed through iContact. In addition, more than 1,000 print copies of the Village Breeze are distributed at the library, club houses, The Towers and in the Community Center. Starting with the February issue of the Village Breeze, copies are being distributed through the Friendly Visitor Program administered by the Social Services Division whenever Staff makes house calls.

Current key messages that MarComm is focused on include:

- The test of alternative formulas for weed abatement
- Security awareness, mail safety and recommendations for avoiding petty theft
- Keeping Residents informed about the gate construction
- RFID decals – as gates are completed the decal becomes necessary
- Water conservation
- Waste disposal – organic composting now being done at all clubhouses with kitchen facilities
- Continued promotion of CodeRED registration
- Third Mutual Board of Director vacancies
- Third Mutual vacancy on VMS Board of Directors
- Pedestrian safety
- Storm preparation and response
- Avoiding online fraud and phishing
- New dryer installation in Third laundry rooms
- Pilot program for street lighting in Third Mutual
- Pickleball court grand opening
- Bus Services Evaluation workshop

A new procedure for notifying Residents of buildings with out of order elevators has been put in place. Pursuant to the new procedure, an email will be sent to all Residents in the affected building when there is an outage. Residents will be reminded that if they need assistance exiting and/or entering their units when the elevator is out of order, they may dial 9-1-1 and request Care Ambulance assistance. There is no charge for this service. Residents will be emailed regular updates when the elevator outage is going to last more than a few hours.

Several large projects have been completed:

- CodeRED with over 4,800 form entries (Phase One)
- Third Fumigation Packet
- Board of Director's Handbook

FINANCIAL ANALYSIS

None.

Prepared By: Eileen Paulin, Marketing and Communications Manager
Becky Jackson, Public Relations Specialist

Reviewed By: Siobhan Foster, COO

Committee Routing: None.

Docent Tours, February 2019

Date	Attendance	Visitors	Residents	Web	Friend	Agent	Other
2/7/2019	23	21	2	1	9	0	11
2/14/2019	14	9	5	5	0		4
2/21/2019	18	15	3	6	4	2	3
2/23/2019	18	14	4	7	0	4	3
2/28/2019	16	12	4	5	0	3	4
	89	71	18	24	13	9	25

New Resident Orientations

United Mutual		
Date	Attendance	Director
Wednesday, January 9, 2019	0	Canceled
Friday, February 01, 2019	20	Skillman
Wednesday, March 13, 2019		Morrison
Friday, April 05, 2019		Blackwell
Wednesday, May 08, 2019		Achrekar
Friday, June 07, 2019		Addington
Wednesday, July 10, 2019		Randazzo
Friday, August 02, 2019		Armendariz
Wednesday, September 11, 2019		Bastani
Friday, October 04, 2019		Margolis
Wednesday, November 13, 2019		Torng
Friday, December 06, 2019		Skillman
Total YTD	20	
Third Mutual		
Date	Attendance	Director
Friday, January 18, 2019	45	Frankel
Wednesday, February 20, 2019	32	Carpenter
Friday, March 15, 2019		diLorenzo
Wednesday, April 17, 2019		Parsons
Friday, May 17, 2019		Bruninghaus
Wednesday, June 19, 2019		Pearlstone
Friday, July 19, 2019		Frankel
Wednesday, August 21, 2019		Carpenter
Friday, September 20, 2019		diLorenzo
Wednesday, October 16, 2019		Parsons
Friday, November 15, 2019		Bruninghaus
Wednesday, December 18, 2019		Pearlstone
Total YTD	77	

Workflow

Recreation	
1-page Oscar Party Flyer - 8.5x11, 11x17, Marquee	
1-page Jewelry Class Flyer - 8.5x11, 24x36, Marquee	
1-page St. Patrick's Day Flyer - 8.5x11, 11x17, 24x36, Marquee	
1-page Aquatics Fitness Flyer - 8.5x11, 24x36, Marquee	
1-page Disco Flyer - 8.5x11, 11x17, 24x36, Marquee	
1-page Village Bazaar Flyer - 8.5x11, 11x17, 24x36, Marquee	
1-page Flamingo Flyer - 8.5x11, 11x17, 24x36, Marquee	
Clogging, Cycling, Zumba - Marquees	
Assisted Listening - Marquee	
Chair Yoga - Marquee	
1-page Health Wellness Flyer - 8.5x11, 24x36, 11x17, Marquee	
Stress-Less Mindfulness Meditation	
Monthly Dinner Flyer, Marquee	
Movie Night Flyer, Marquee	
Guided Autobiography, Flyer, Marquee	
Pool Schedule	
PAC Celeb Series 2019 Flamingos'	
Pour and Paint March Flyer, Marquee	
Recreation Print guide	
Human Resources	
Employee Newsletter	
Marketing and Communications	
FEB19 LWV EBLAST FRI 020119	
FEB19 LWV EBLAST FRI 020819	
FEB19 LWV EBLAST FRI 021519	
FEB19 LWV EBLAST FRI 022219	
FEB19 LWV PHONE NUMBER LISTING EDIT	
LWV Globe Hero Shot Edit	
CodeRED Manuscripts	
Maintenance and Construction	
Fumigation Package	
Transportation	
Newsletter	
Village Television	
TV6 Guide Proofing	
Social Services	
Brochure Redesign	

iContact Report for February 2019

Date	Title	Contacts	Open	Bounce	No Info.	Clicks	Smartphone	Tablet	Computer	Unsubscribe	Complained
2/1/2019	What's Up	12,813	44.5%	0.4%	55.1%	20.0%	36.0%	23.0%	42.0%	7	2
2/4/2019	Breeze	12,804	45.5%	0.3%	54.2%	26.0%	32.0%	23.0%	45.0%	4	0
2/8/2019	What's Up	12,796	44.5%	0.3%	55.3%	23.0%	35.0%	24.0%	41.0%	4	2
2/11/2019	Garden Center	467	63.0%	6.6%	30.4%	42.0%	36.0%	25.0%	38.0%	0	0
2/14/2019	Rainy Warn(m)ing	12,377	42.7%	0.3%	57.0%	0.0%	44.0%	23.0%	33.0%	47	31
2/15/2019	What's Up	12,750	45.7%	0.3%	54.0%	22.0%	34.0%	26.0%	40.0%	8	1
2/22/2019	What's Up	12,740	44.5%	0.4%	55.2%	24.0%	34.0%	26.0%	40.0%	4	0
2/25/2019	Recreation	12,312	42.1%	0.4%	57.6%	23.0%	35.0%	24.0%	42.0%	5	0
2/26/2019	Easy Rider	12,304	38.5%	0.4%	61.2%	11.0%	36.0%	23.0%	41.0%	9	2

Facebook Analytics

