



OPEN MEETING

**REGULAR MEETING OF THE
GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE***

**Tuesday, February 22, 2022 - 9:30 a.m.
Board Room / Virtual Meeting**

Laguna Woods Village owners/residents are welcome to participate in all open committee meetings and submit comments or questions regarding virtual meetings using one of two options:

1. Join the Committee meeting via a Zoom link at: <https://us06web.zoom.us/j/82817619487> or by calling
a. 900-6833 Access Code: 828-1761-9487.
2. Via email to meeting@vmsinc.org any time before the meeting is scheduled to begin or during the meeting. Please use the name of the committee in the subject line of the email. Name and unit number must be included.

NOTICE AND AGENDA

THIS MEETING MAY BE RECORDED

1. Call to Order
2. Acknowledgment of Media
3. Approval of the Agenda
4. Approval of Meeting Report for January 17, 2022
5. Chair's Remarks
6. Member Comments

The comments of directors, staff, consultants or other guests during committee meetings are not comments of Golden Rain Foundation (GRF) and are only the speaker's opinions. The position of GRF is only that expressed in motions or resolutions which are adopted by the Board of Directors. Members may speak on subjects not on the agenda, but under this committee's jurisdiction. Member comments are limited to three minutes.

Items for Discussion:

7. Media and Communications Report - Eileen Paulin
8. Broadband Services Report - Paul Ortiz

New Business:

- Update on Community Survey
- The Broadband Group (TBG) Update
- Website Action Plan
- Docent Recruitment and Training

Items for Future Agendas:

Concluding Business:

- Committee Member Comments
- Date of Next Meeting: March 21, 2022
- Adjournment

*A quorum of the GRF Board or more may also be present at the meeting.

Joan Milliman, Chair
Eileen Paulin, Staff Officer
Telephone: 949-268-2020



**REGULAR MEETING OF THE
GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE**

**Monday, January 17, 2022 – 1:30 p.m.
Virtual Meeting**

REPORT

Members Present: Chair Joan Milliman; Directors Deborah Dotson, Juanita Skillman, James Cook, Annie McCary, Maggie Blackwell and Ryna Rothberg; Advisors Tom Nash, Carmen Pacella and Lucy Parker; Alternate Lynn Jarrett

Members Absent: Director Neda Ardani; Advisor Theresa Frost

Others Present: Bunny Carpenter, Egon Garthoffner, Ira Lewis, Richard Rader

Staff Present: Eileen Paulin, Ellyce Rothrock, Susan Logan-McCracken

1. Call to Order

Meeting was called to order at 1:30 p.m. and a quorum was established by Chair Milliman.

2. Acknowledgement of Media

None present.

3. Approval of Agenda

Approved by unanimous consent.

4. Approval of Report for November 17, 2021

Director McCary pointed out that text was missing under Chair Milliman’s signature. With this corrected, the report was approved by unanimous consent.

5. Chair's Remarks

Chair Milliman welcomed the committee members who attended the meeting virtually via Zoom.

6. Member Comments

Ms. Rothrock read one emailed comment from United Mutual member Dan Kenney, who inquired about including KTLA television in Village Television’s channel listings, as it is one of the primary local programming stations in the greater Los Angeles area and one to which Southern California locals are accustomed.

Ms. Paulin responded that she will forward this comment to Broadband Services General Manager Paul Ortiz to review and respond.

Items for Discussion

7. Media and Communications Report - Eileen Paulin

Highlights from the Media and Communications report include:

- The December 2021/January 2022 issue of the Village Breeze is out.
- The “What’s Up in the Village” e-newsletter open rate climbed from one-third to two-thirds of the Village.
- The Media and Communications Department is working with the Globe on a feature story on Village Management Service’s new CEO.
- The Manor Alterations biweekly news bulletin continues to go well.
- The board training video has been re-released and is available on the website’s GRF, Third Mutual and United Mutual documents webpages. It also can be accessed by [clicking here](#).
- At the request of the docents, docent tours have been canceled until the indoor mask mandate is lifted.
- New resident orientations are going virtual, beginning with the one on Friday.

8. The Broadband Group Update - Eileen Paulin

Ms. Paulin gave an update on meetings with The Broadband Group (TBG) consultant.

9. Broadband Services Report - Eileen Paulin

Ms. Paulin summarized the 2022 Realignment of Cable Channels staff report that was included in the agenda packet. This initiative aims to save money by removing duplicate channels.

Director Cook raised the question about whether removing duplicate channels from different time zones would affect the ability to record programming from an earlier time zone. This question will be forwarded to Mr. Ortiz.

Highlights from the Broadband Services report include:

- 2021 cable operations
- 2021 Broadband Services operations
- Contracts coming up in 2022
- Premium movie channels
- Broadband subscriber counts
- Programming contracts forecast
- Internet subscriptions

Director Skillman mentioned that some residents lack awareness of TV6 access. She suggested communication efforts to let residents know that the channel is available to them and how to access it. A discussion ensued.

Director Dotson mentioned that a lot of new residents are just streaming. She suggested mentioning in the new resident orientations that residents have access to TV6 through the cable

that comes out of a wall in their units. The other option is to watch programming on the Village Television YouTube channel.

Ms. Paulin addressed Director Rothberg regarding the Towers' participation in the Transportation informational meeting broadcast on January 21. A discussion ensued. Ms. Paulin stated she would reach out to Towers management to engage residents and instruct them to send questions prior to the broadcast.

Richard Rader suggested emailing questions ahead of time to eliminate duplicate questions. Director Skillman concurred that there are a lot of duplicate questions asked at meetings. Chair Milliman added that sometimes questions come up during the presentation.

New Business

Community Survey

Ms. Paulin mentioned that she will meet with the CEO and COO regarding the community survey.

Advisor Nash stated that survey research was part of his doctoral studies and he would like to participate. Ms. Paulin requested he join the group. Chair Milliman stated she would like to be involved if possible. Director Rothberg requested to be included in the survey meeting.

Items for Future Agendas

Focus groups for website

Ms. Paulin envisioned these focus groups to be small—around 10 to 12 people. One initiative for the website is to organize a good deal of resident information in an easy-to-navigate portal.

Concluding Business

Committee Member Comments

Advisor Pacella stated that if he was quiet it was because he listened to a lot of good information at today's meeting, to which Advisor Nash agreed.

Director Blackwell stated that Diane Casey should have been at this meeting and requested we send her the report.

Director McCary stated this was a great, informative meeting.

Advisor Parker commended the meeting.

Ms. Paulin and Director Dotson thanked everyone in attendance.

GRF President Carpenter stated that the meeting was informative, as always, and commended Ms. Paulin.

Director Jarrett commended the meeting and thanked everyone for all their work.

Director Rothberg commended the meeting and thanked Director McCary for her informative article on Kwanzaa.

Chair Milliman thanked Ms. Paulin, the staff and everyone in attendance.

Golden Rain Foundation of Laguna Woods
Media and Communications Committee
February 22, 2021

Ms. Paulin extended good wishes for the Martin Luther King Jr. holiday.

Director McCary commended Mr. Ortiz for airing movies on TV6 in honor of Black History Month in February.

Date of Next Meeting – Tuesday, February 22, 2022, at 9:30 a.m.

Adjournment

Chair Milliman adjourned the meeting at 3:00 p.m.

p.p. Joan Milliman / SLM
Joan Milliman, Chair
Media and Communications Committee

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STAFF REPORT

DATE: February 22, 2022
FOR: GRF Media and Communications Committee
SUBJECT: Marketing and Communications Activities Report – January

RECOMMENDATION

Review Marketing and Communications Report.

BACKGROUND

Media and Communications staff prepares a monthly report for MACC. This report includes, but is not limited to, Media and Communications activities, communications projects, website management, analytics, docent tours, new resident orientations and more.

DISCUSSION

The website is an ever-evolving information hub updated daily via input from all departments, residents and clubs. Media and Communications maintains webmaster duties by writing, editing and posting content, which includes, but is not limited to, governance, news, club news, club updates, training, activities and calendars.

Media and Communications staff also continues to proactively engage, inform and share vital information with residents. The attached report presents engagement efforts in January through the iContact direct email service, through which flyers, newsletters and other tools are used to disseminate news and information. The average open and click rates illustrate interest and engagement in the content disseminated.

Workflow continues to be managed through the online project management system, Trello, which tracks work performed by staff and a freelance graphic artist, including deadlines, content, artwork, editing, fact checking, graphic design and distribution. **Trello tracked 71 projects in January.** Additionally, **Media and Communications entered 80 email addresses into iContact and posted 148 items on the website in January.**

The Office of the CEO and the Department of Media and Communications work together to handle **an average of 24 phone calls and 20 emails each day, totaling more than 500 calls and 400 emails per month.**

Regular publications completed by the Media and Communications team in January include:

- February/March 2022 Village Breeze
- What's Up in the Village (Friday email blast): Four editions
- Weekly press releases for the Globe: Four weeks
- Garden Center Winter 2022 newsletter: One edition
- Third Board weekly email blasts: Four editions
- Manor Alterations biweekly news bulletin: Two editions
- Board meetings informational email blast: One edition
- COVID-related email blast: One edition
- CR&R informational email blast: One edition

Media and Communications staff also maintains specific email lists for select recipients to allow for more targeted communication while reducing communication fatigue. Current specialized lists include pool users, golf cart owners, Garden Center plot holders and real estate professionals. When the financial packet was distributed, residents were encouraged to sign up for the email distribution list. A new feature was provided allowing residents to choose specific communications and opt out of others they preferred not to receive. Media and Communications also can send email communications to VMS employees and directors on each of the boards.

Key messages that Media and Communications delivered in January include:

- Treat Your Sweet Valentine's Day Dinner Dance
- Concert Lovers, Rejoice!
- What Are You Waiting For? Enjoy these resort-style amenities now!
- Emeritus Postpones In-Person Classes
- Switch Starz Encore Feed
- AARP Smart Driver Class
- Get Free COVID Tests, N95 Masks
- Do Not Relocate Organic Recycling Carts
- Get the Most From a Zoom Meeting
- Saturday Village Bazaar / Don't Miss the Next Village Bazaar
- Clubhouse 4 Extends Hours
- Updated Tennis Court Use
- Mulch Days Are Here / First Community Mulch Day Is Approaching
- Bicycle Registration Is Tomorrow
- Santa Ana Winds Tonight
- Broadband Services Fee Update
- CR&R Letter Mailed to Residents Today
- Meetings Go Virtual Only
- Transportation Informational Meeting Rescheduled
- My Cable Is Down!
- Read About the Village Before It Was the Village
- Let's Talk Tech
- Watch and Subscribe to Village Television YouTube
- Pool 4 Is Closed for Annual Maintenance

- Enjoy Monday Movies at the PAC
- Like a Good Neighbor Captain the Disaster Preparedness Task Force is there!
- ETWD Board Elects New Officers
- California Extends Mask Mandate
- COVID Hits Resident Services
- Village Bus Update
- Transportation to Hold Informational Meeting
- Organic Recycling Carts Coming Your Way Now
- Jan. 7 Manor Alterations News Bulletin
- Tell CA No to HOA Insurance Increases
- How to Get Important Intel
- Challenge Yourself in 2022
- TV6 Weekly Featured Movies
- Village Meeting Calendar

Additionally, Media and Communications assisted other departments, staff, directors and outside agencies with the following projects in January:

- Edited and formatted recreational amenity information document for Recreation
- Produced Super Bowl flyer for Recreation
- Edited Security director brochure
- Produced tennis court signs for Recreation
- Produced and delivered weekly Third Mutual emails
- Produced and delivered Garden Center newsletter for Recreation
- Created Black Market Trust marketing materials for Recreation
- Produced and delivered bi-weekly Manor Alterations news bulletin
- Produced PAC 2022 season flyers and tri-fold brochure for Recreation
- Produced solid waste update PowerPoint deck for General Manager's office
- Created Valentine's Day dinner/dance marketing materials for Recreation
- Produced AARP Smart Driver course for Recreation
- Proofed Age Well meeting agenda for Transportation
- Produced Age Well PowerPoint deck for General Services
- Updated and published to website updated pickleball rules for Recreation
- Edited notices for Maintenance and Construction
- Rewrote and edited mega-event email notification to clubs for Recreation
- Organized a docent meeting
- Designed four new flyers for Disaster Preparedness Task Force office
- Redesigned business envelope for Security resident vehicle citations
- Edited United election ballot
- Organized and managed campaign for COO's transition to CEO/General Manager
- Liaised with El Toro Water District to promote newsletter, election of new board president and vice president
- Updated new resident packet documents for Community Services
- Produced board director PowerPoint decks
- Organized and ran Third Communications Committee meeting

- Edited PowerPoint deck for CEO
- Produced Monday Movies at the PAC for Recreation
- Produced CEO updates for GRF, United and Third mutuals
- Updated “Stress-Less Meditation” flyers for Recreation
- Produced college football championship flyer for Recreation
- Reviewed and edited VMS PowerPoint for United Board
- Helped New York Club rebuild webpage
- Added Trash block to Resident Services webpage
- Updated Equestrian Center webpage
- Coordinated and ran Third New Resident Orientation via Zoom
- Posted United and Third resale documents
- Posted four Landscaping schedule updates
- Produced documents and correspondence for CEO, Maintenance and Construction, and Recreation
- Posted regular Facebook updates
- Posted TV and movie programming guides for Village Television
- Posted events for various clubs on the website
- Posted litigation letters and reports on the website for GRF, Third and United
- Updated club contact information, posted events and provided login access for club webmasters
- Proofed the weekly Monday Memo
- Produced various signage throughout the Village

Tasking Completed by Village Television (TV6) in January:

- “This Day” live six days a week focused on Village updates with two rebroadcasts each day at 12:30 p.m. and 5 p.m.
- CEO Jeff Parker and new CEO/General Manager Siobhan Foster appeared on Village Television weekly.
- The popular “Trading Post” aired on Mondays and Wednesdays at 10 a.m. and 5:30 p.m.
- The message board was updated daily with important community information.
- Movies for residents’ enjoyment were broadcast each Monday, Friday and Saturday with and without closed captioning.
- The Village Television guide was posted online and included program descriptions on the digital guides.
- Special exercise classes for residents were broadcast daily.
- Produced City Council meetings for the City of Laguna Woods
- Produced Special Third Mutual Meeting
- Produced three shows from the clubhouses
- Produced two commercials for cable network advertisers
- Produced 22 segments for cable network advertisers
- Produced “Let’s Talk Tech” with Debbie Dotson, “Tales from the Woods” and a new show “Writers and Readers”
- Produced over 40 hours of governance meetings
- Broadcast over 2,000 minutes of original content

Docent Tours

The Village docent tour program is offered as marketing outreach to prospective residents looking to learn more about the community. Tours are available to new residents who wish to become familiar with the community, amenities and history. Although docent tours were canceled in January due to COVID-related concerns, the chart below shows the number of prospective residents who signed up.

Date	Signed Up
Thursday, January 6	11
Thursday, January 13	12
Thursday, January 27	15
	38

New Resident Orientations

New resident orientations occur once a month for each mutual and are presented by one staff member and one board member, and serve as another way to subscribe residents to iContact. They had been conducted virtually during the California State indoor mask mandate; in-person events will resume with the March new resident orientations. In addition, staff continues to write letters and contact new residents via email.

FINANCIAL ANALYSIS

None

Prepared By: Susan Logan-McCracken, Media and Communications Associate

Reviewed By: Eileen Paulin, Director of Media and Communications
Ellyce Rothrock, Supervisor of Media and Communications
Paul Ortiz, General Manager of Broadband Services

Workflow Report, January 2022

Village Television	Media and Communications
Produced "This Day" live six days a week	Completed February/March Village Breeze
CEO Jeff Parker/Siobhan Foster on air weekly	1/6 Globe press releases
Trading Post on air Monday, Wednesday	1/7 Friday eblast
Message boards updated daily	1/13 Globe press releases
Movies Mondays, Fridays, Saturdays	1/14 Friday eblast
TV6 guide, movies/meetings schedule	1/20 Globe press releases
Special daily exercise classes for residents	1/21 Friday eblast
Produced City Council meetings for the City	1/27 Globe press releases
Produced special Third Mutual meeting	1/28 Friday eblast
Produced three shows from the clubhouses	Docent regroup meeting
Produced two commercials for cable advertisers	Email subscriber list maintenance
Produced 22 segments for cable advertisers	Mail Village Breeze to residents nondelivered
Produced "Tales From the Woods" show	MACC activities report, agenda, minutes
Produced new show "Writers and Readers"	Proofing Monday Memo
Produced "Let's Talk Tech" with Debbie Dotson	Regular Facebook posting
Produced over 40 hours of governance meetings	Board Relations
Broadcasted over 2,000 minutes of original content	Weekly Third Mutual email blasts
Webmaster	General Manager's Office solid waste update
Helped rebuild New York Club webpage	United Board election ballot
Added Trash block to Resident Services webpage	CEO/General Manager campaign
Posted TV & movie programming guides	El Toro Water District newsletter/election promos
Posted non-club related events	Third Communications Committee meeting
Posted various committee agendas/reports	VMS PowerPoint presentation for United Board
Posted club events, updated contacts	1/21 Third new resident orientation
Provided login credentials for club webmasters	Posted GRF, Third, United litigation letters, reports
Helped rebuild New York Club webpage	CEO Updates: GRF, Third, United
Updated Equestrian Center landing page	CEO correspondence
Posted 148 items to the website	PowerPoint decks for various directors on TV6
Recreation	Sales and Leasing
Recreation amenity information documents	Posted monthly real estate sales reports
Super Bowl flyer	Security Services
Garden Center newsletter	Security director brochure
Black Market Trust marketing materials	Business envelopes for resident vehicle citations
PAC 2022 season flyers, tri-fold brochure	Four flyers for Disaster Preparedness Task Force
AARP Smart Driver course marketing materials	Landscaping Services
Village Bazaar flyers	Weekly Landscape Maintenance Schedules
Valentine's Day dinner/dance marketing materials	General Services
Updated pickleball rules for website	Age Well PowerPoint deck
Mega-event email notification to clubs	Age Well meeting agenda
"Stress-Less Meditation" flyers	Maintenance & Construction
College football championship flyer	Two Manor Alterations news bulletins
Signage for tennis courts	Edited various notices
Monday Movies at the PAC promotions	Correspondence
Recreation webpage updates	Resident Services
Various signage throughout the Village	Updated new resident packet documents

iContact Report, January 2022

Date	Title	Contact	Open	Bounce	No Info	Clicks	Smartphone	Tablet	Computer	Unsubscribe	Complain	
01/28/22	What's Up in the Village	17,500	55.51%	0.39%	44.10%	47.08%	34%	7%	59%	11	2	
01/28/22	Garden Center Newsletter Winter 2022	502	70.92%	4.18%	24.90%	57.30%	39%	8%	53%	0	0	
01/26/22	Why the HOA Assessment Has Increased	4,231	71.31%	0.26%	28.43%	0.00%	28%	5%	67%	1	0	
01/21/22	What's Up in the Village	17,506	55.22%	0.34%	44.44%	52.83%	38%	7%	54%	10	0	
01/21/22	Manor Alterations News Bulletin	92	48.91%	1.09%	50.00%	17.78%	5%	0%	95%	1	0	
01/19/22	Just How Much Insurance Is Third Required to Purchase?	4,234	65.45%	0.28%	34.27%	0.00%	32%	8%	60%	2	0	
01/14/22	What's Up in the Village	17,525	49.57%	0.37%	50.05%	50.20%	39%	6%	55%	20	4	
01/12/22	Correction Regarding Wednesday, January 26, Town Hall	4,237	65.64%	0.58%	34.13%	0.58%	38%	7%	55%	2	0	
01/12/22	Board Meeting Agenda Item Regarding Proposed Leasing Cap	4,239	62.63%	0.28%	37.08%	0.98%	37%	6%	57%	3	0	
01/10/22	Board, Committee Meetings Go Virtual Only; Transportation-Age Well Meeting Rescheduled	17,546	51.50%	0.34%	48.15%	0.94%	37%	7%	56%	24	3	
01/07/22	What's Up in the Village	17,550	49.71%	0.15%	50.14%	55.22%	43%	5%	51%	6	0	
01/07/22	Manor Alterations News Bulletin	88	47.73%	0.00%	52.27%	19.05%	31%	0%	69%	0	0	
01/06/22	Resident Services Walk-Ins Temporarily Suspended Due to COVID-Related Staffing Issues	17,375	54.09%	0.38%	45.53%	0.00%	40%	6%	55%	8	0	
01/05/22	Contact CR&R Help Center for All Trash, Recycling and Organic Waste Collection Queries	4,240	66.13%	0.28%	33.58%	0.00%	38%	7%	55%	1	0	
			Averages								Totals	
			58.17%	0.64%	41.22%	21.57%	34%	6%	60%	89	9	

New Resident Orientations Year to Date

United Mutual

Date	Attendance	Director
Wednesday, January 12, 2022	CANCELED	
Friday, February 04, 2022		
Wednesday, March 9, 2022		
Friday, April 1, 2022		
Wednesday, May 11, 2022		
Friday, June 3, 2022		
Wednesday, July 13, 2022		
Friday, August 5, 2022		
Wednesday, September 7, 2022		
Friday, October 7, 2022		
Wednesday, November 9, 2022		
Friday, December 2, 2022		

Third Mutual

Date	Attendance	Director
Friday, January 21, 2022	12	Jarrett
Wednesday, February 16, 2022		
Friday, March 18, 2022		
Wednesday, April 20, 2022		
Friday, May 20, 2022		
Wednesday, June 15, 2022		
Friday, July 15, 2022		
Wednesday, August 17, 2022		
Friday, September 16, 2022		
Wednesday, October 19, 2022		
Friday, November 18, 2022		
Wednesday, December 21, 2022		
	12	



STAFF REPORT

DATE: February 22, 2022
FOR: GRF Media and Communications Committee
SUBJECT: Broadband Services Update

RECOMMENDATION

Receive and file report.

BACKGROUND

Regular monthly reports are submitted to the Media and Communications Committee (MACC) for review.

DISCUSSION

The Broadband Services Division, including TV Operations, TV studio, media services, high-speed internet and digital services, are a part of the Media and Communications Department. Paul Ortiz, General Manager for Broadband Services, will provide updates on an ongoing basis.

FINANCIAL ANALYSIS

None

Prepared By: Susan Logan-McCracken, Communications Specialist

Reviewed By: Eileen Paulin, Director of Media and Communications; Paul Ortiz, General Manager of Broadband Services

ATTACHMENTS(S)

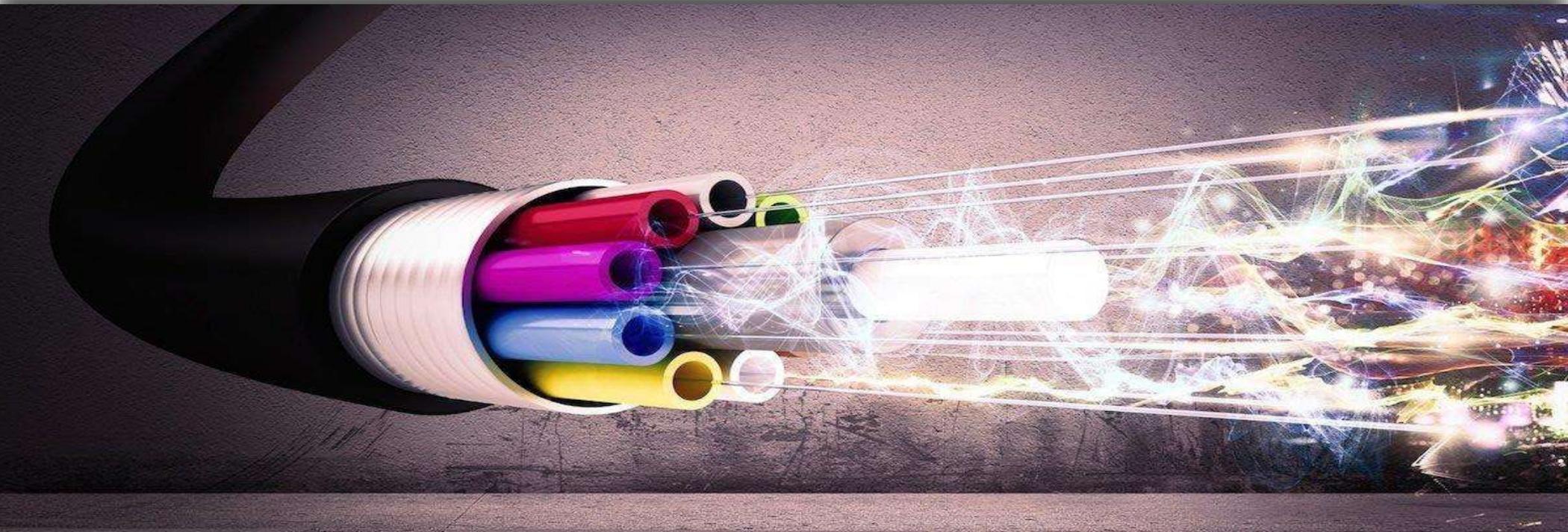
- i. Broadband Services presentation

Media & Communications Committee Meeting

 GOLDEN RAIN FOUNDATION
of LAGUNA WOODS

February 22, 2022

Broadband Services: “Literally working at the speed of light”



2021 Cable Operation *Year End Report*



WC 20	Actuals	Budget
Operating costs	(\$5,567,243.00)	3.38% better
Non-assessment revenue	\$2,369,967.00	6.20% worse
Programming costs	(\$3,751,938.00)	0.00% better
Franchise fees	(\$153,820.00)	35.91% better
Net revenue/(Expense)	(\$3,197,276.00)	1.17% better

- **In 2021, the CABLE OPERATION cost each resident \$20.92 (PMPM)**
- The Cable TV Network operation budget for 2021 was \$21.17 PMPM
- National average for cable television is approximately \$110 per month*

*Leichtman Research Group

2021 Broadband Services Operation *Year End Report*

Work Center	Net Revenue/(Expense)	PMPM
Internet	\$1,779,453.00	\$11.64
Cable Operation	(\$3,197,276.00)	(\$20.92)
Village Television	(\$458,892.00)	(\$3.00)
Media Services	\$274,538.00	\$1.80

- **In 2021, Broadband Services cost each resident \$10.48 PMPM**
- Broadband Services accounts for 42% of the GRF's Non-Assessment Revenue

Broadband Subscriber Count Report



Subscriber Counts	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	YOY
VillageTV YouTube	1,614	1,705	1,824	1,886	1,930	1,948	2,009	2,045	2,082	2,141	2,170	2,219	2,278	29.15%
DIGITAL Households	7,110	7,107	7,082	7,002	6,981	6,964	6,948	6,944	6,907	6,903	6,902	6,890	6,897	-3.09%
Set-Top Boxes														
DVR's	5,661	5,661	5,618	5,593	5,590	5,551	5,490	5,467	5,381	5,373	5,348	5,327	5,328	-6.25%
HD Standard	2,001	2,001	2,001	1,988	1,941	1,941	1,898	1,946	1,978	1,857	1,848	1,846	1,846	-8.40%
TiVo MG2	524	524	548	551	546	552	574	589	618	622	635	647	662	20.85%
TiVo Qi3	533	533	533	548	544	545	573	592	615	617	626	637	651	18.13%
HD DTA's	2,002	2,002	2,050	2,037	1,981	1,941	1,934	1,947	1,973	1,989	2,000	1,981	1,964	-1.93%
PREMIUM MOVIES														
HBO	815	803	800	785	776	763	749	742	727	724	706	698	688	-18.46%
Cinemax	111	112	111	114	110	111	110	108	107	107	106	104	102	-8.82%
Showtime	411	405	403	394	386	379	368	364	358	353	352	351	345	-19.13%
Starz/Encore	273	271	273	269	266	258	254	246	239	239	240	238	233	-17.17%
Playboy	18	18	17	17	15	16	15	16	16	17	17	16	16	-12.50%
International Pay TV														
TV Asia	1	1	2	2	2	2	2	2	2	2	2	2	1	0.00%
CTI-Zhong Tian	14	14	14	14	14	14	14	13	12	12	12	12	12	-16.67%
Fillipino Channel	30	30	30	28	27	27	27	27	26	25	25	25	24	-25.00%
TV5 Monde	25	25	25	25	23	22	22	22	21	21	19	19	19	-31.58%
CCTV4	8	8	8	8	8	8	8	8	8	8	8	8	8	0.00%
Channel One Russia	9	9	9	9	9	9	9	9	9	9	9	10	10	10.00%
TVKorea	10	10	10	9	9	9	9	9	9	11	10	10	9	-11.11%
RAI Italia	11	11	10	10	11	11	11	11	12	12	11	12	13	15.38%
TV Japan	56	57	58	60	59	58	59	60	60	60	60	61	60	6.67%
High Speed Internet														
15Mbps/3Mbps	4503	4495	4464	4,389	4389	4387	4361	4336	4320	4284	4265	4259	4247	-6.03%
30Mbps/3Mbps	2611	2657	2648	2,602	2663	2679	2690	2700	2709	2735	2731	2751	2775	5.91%
50Mbps/5Mbps	1782	1792	1829	1,839	1836	1838	1852	1857	1883	1886	1900	1929	1960	9.08%
100Mbps/10Mbps	1550	1547	1569	1,559	1578	1619	1628	1663	1687	1716	1748	1789	1825	15.07%
Internet Total	10,446	10,491	10,510	10,389	10,466	10,523	10,531	10,556	10,599	10,621	10,644	10,728	10,807	3.34%

Premium Movie Channels

The HBO logo, consisting of the letters "HBO" in a bold, blue, sans-serif font. The letter "O" is a white circle with a blue outline.

For many years, Premium Movie subscribers have been viewing a combination of East Coast and West Coast feeds of their favorite movie channels that they subscribe to.

The CineMax logo, featuring the word "cine" in a blue, lowercase, sans-serif font and "max" in a yellow, lowercase, sans-serif font, both set against a blue circular background.

Staff recommends that all of the available Premium Movie channels be broadcast utilizing the West Coast feed instead of a combination of the two coastal feeds. This will enable the Broadband Engineer to better manage the broadcast feeds of the Premium Movie channels.

The SHOWTIME logo, with the word "SHOWTIME" in a bold, red, sans-serif font. The letter "S" is white and set within a red circle.

Approximately 1300 Premium Movie Channel subscribers will have to **reschedule their series recordings** with the new time zone.



Questions? Email programming@vmsinc.org

Expiring Contract



Channel 75 SD

Channel 475 HD

The Weather Channel agreement expires on February 28, 2022.

TWC is currently owned by Allen Media. In addition to TWC, Allen Media owns Entertainment Studios Networks which is comprised of 7 networks including Cars.TV, Comedy.TV, ES.TV, MyDestination.TV, Pets.TV, Recipe.TV and JusticeCentral.TV (the “ES Networks”). TWC has never been carried as part of any bundle of services and has always been negotiated as an individual service.

Allen Media is requesting that each Member must distribute TWC, TWC en Español and all 7 of the ES Networks on basic or expanded basic to 85% of total subscribers and pay a per subscriber fee per month which is a **400%** increase over the current rate. The agreement also stipulates a **5%** increase each year commencing January 1, 2023.

In a recent survey, over 200 NCTC members responded and 85% of those members said they would discontinue distributing TWC if they were required to launch an additional 8 networks and pay an additional fee to maintain that distribution.

Questions? Email programming@vmsinc.org

Programming Contracts Forecast Report



2021	2022	2023	2024	2025
\$3,752,088	\$4,015,000	\$4,276,581	\$4,484,487	\$4,712,235
\$24.55 PMPM	\$26.27 PMPM	\$27.98 PMPM	\$29.34 PMPM	\$30.83 PMPM
	7.1% INCREASE	4.6% INCREASE	4.6% INCREASE	4.8% INCREASE

PER MANOR PER MONTH (PMPM) IS FOR PROGRAMMING FEES ONLY AND DOES NOT INCLUDE OPERATIONAL COSTS



Start Free Trial

\$69.99



Start Free Trial

\$35.00
and Up



Start Free Trial

\$64.99
and Up



Start Free Trial

\$64.99



Start Free Trial

\$64.99

INTERNET SUBSCRIBERS *YEAR END REPORT*



10,728 internet subscribers December 2021

10,644 internet subscribers November 2021

4,259 internet subscribers 15/3 Mbps	\$23.50/month
2,751 internet subscribers 30/3 Mbps	\$28.50/month
1,929 internet subscribers 50/5 Mbps	\$38.50/month
1,789 internet subscribers 100/10 Mbps	\$48.75/month

INTERNET PRICES have not increased since 2014

- 65% of subscribers utilize 30/3 Mbps or less
- GRF shares revenue with West Coast Internet
- Non-assessment revenue for 2021 equaled \$1,779,453.00

VILLAGE TELEVISION

Celebrating Black History Month with specific movie selections

Get on Up – The James Brown Story airs on February 25

Malcolm X starring Denzel Washington airs February 26

King Richard starring Will Smith airs on February 28

Over 2,000 minutes of content is broadcast each month

