



**THE GOLDEN RAIN FOUNDATION  
MEDIA AND COMMUNICATIONS COMMITTEE**

**Monday, April 19, 2021 – 1:30 p.m.  
VIRTUAL MEETING  
Laguna Woods Village Community Center Board Room  
24351 El Toro Road**

**NOTICE OF MEETING AND AGENDA**

***This meeting will be recorded.***

Laguna Woods Village owner/residents are welcome to participate in committee meetings and submit comments or questions regarding virtual committee meetings using one of three options

1. **Join the Zoom meeting at <https://us06web.zoom.us/j/82817619487>**
2. Email [meeting@vmsinc.org](mailto:meeting@vmsinc.org) any time before the meeting is scheduled to begin or during the meeting. Include the name of the committee in the subject line of the email. You must provide your name and manor number.
3. Call 949-268-2020 beginning one half hour before the meeting begins and throughout the remainder of the meeting. You must provide your name and manor number.

1. **Call to Order**
2. **Acknowledgement of Media**
3. **Approval of Agenda**
4. **Approval of Meeting Report – February 22, 2021**
5. **Chair's Remarks**
  - Year in Review video link: <https://www.youtube.com/watch?v=Z6txjMzwnZc>
  - Updated Media and Communications Committee Charter
  - Reopening Plan
6. **Member Comments – Open Forum (Items Not on the Agenda)**

**Zoom link: <https://us06web.zoom.us/j/82817619487>**

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.

7. **Director and Staff Responses to Member Comments**

**REPORTS:**

- 8. Media and Communications Report – Eileen Paulin**
- 9. Broadband Consultant Update – Paul Ortiz**
  - **TV Programming Contracts**

**ITEMS FOR DISCUSSION AND CONSIDERATION:**

- **Recommendations to GRF from The Broadband Group report**
- **Printing and Distribution of Resident Phone Books**

**ITEMS FOR FUTURE AGENDAS:**

**CONCLUDING BUSINESS:**

- 10. Committee Member Comments**
- 11. Date of Next Meeting – May 17, 2021, at 1:30 p.m.**
- 12. Adjournment**



OPEN MEETING  
THE GOLDEN RAIN FOUNDATION  
MEDIA AND COMMUNICATIONS COMMITTEE  
Monday, February 22, 2021, at 11:30 a.m.  
Laguna Woods Village Community Center  
Virtual Meeting  
24351 El Toro Road, Laguna Woods, CA 92637

REPORT

**MEMBERS PRESENT:** Chair Joan Milliman; Directors Elsie Addington, Neda Ardani, Maggie Blackwell, Lynn Jarrett, Annie McCary and Ryna Rothberg; Advisors Tom Nash, Carmen Pacella, Lucy Parker and Juanita Skillman; Alternates Bunny Carpenter and Deborah Dotson

**MEMBERS ABSENT:** Advisor Theresa Frost

**OTHERS PRESENT:** None

**STAFF PRESENT:** Eileen Paulin, Chuck Holland, Susan Logan-McCracken, Paul Ortiz and Ellyce Rothrock

1. **Call to Order**  
Meeting was called to order at 11:30 a.m. and a quorum established by Chair Milliman.
2. **Acknowledgement of Media**  
None present.
3. **Approval of the Agenda**  
Approved by unanimous consent.
4. **Approval of Meeting Report from January 18, 2021**  
Approved
5. **Chair's Remarks**  
Chair commended Ms. Rothrock on the latest issue of the Village Breeze (February/March 2021) and discussed a few of its highlights. She also commended Mr. Ortiz and his team for the broadcasts they produce on Village

Television. She also commended the numerous ways the Media and Communications Department communicates with residents—through targeted emails such as the Friday “What’s Up in the Village” email blast, the CodeRED emergency system and the Laguna Woods Village Globe.

Chair Milliman announced that The Broadband Group’s report will be repeated at the GRF Board meeting on Tuesday, March 2.

**6. Member Comments (Items Not on the Agenda)**

Ms. Paulin read questions from Richard Rader, who asked:

- Are there committee meetings available for retrospective review by residents either by video or voice?
- Is there a way to ensure that PowerPoint slides can be presented on Granicus so that they are not blurred and thus unreadable?
- Is it possible to post agenda packets for committee meetings on the TeamUp calendar so that everything is in one place--date, time, agenda and agenda packet?

**7. Director’s and Staff Responses to Member Comments**

Ms. Paulin answered Mr. Rader’s first question, stating it depends on the committee and whether that meeting is recorded.

Ms. Paulin answered the second question, stating that we're moving open meetings to a Zoom platform, which will allow residents to come on and ask questions and receive answers live. Mr. Holland added that the goal is to move all committee meetings to the Zoom platform beginning with the March meetings.

Ms. Paulin stated that she will forward the third question to the corporate secretary.

**REPORTS:**

**8. Media and Communications Report – Eileen Paulin**

Ms. Paulin discussed:

- Moving committee meetings to a Zoom platform
- The 2020 year-in-review presentation at the next VMS Board meeting
- The February/March 2021 issue of the Village Breeze
- The new board training series
- Board of Directors handbooks
- Vaccination clinics in Clubhouse 7
- Utilization of the CodeRED system for the vaccination clinics

Ms. Paulin mentioned favorable media coverage on the vaccination clinics including one CBS report by Michele Gile.

**9. Broadband Update – Eileen Paulin and Chuck Holland**

Ms. Paulin stated that the GRF Board made the decision to rerun and discuss The Broadband Group's report at the next board meeting.

Mr. Holland presented the year-end financials for Broadband Services, Media Services, the TV Studio and Media and Communications Administration within the Media and Communications Department. He went over revenues and expenses in each of the divisions.

Director Carpenter asked about payment for advertising and a discussion on the standard industry process ensued.

Mr. Holland commended Broadband Services staff who worked throughout the year while having to adjust to PPE and other pandemic working conditions.

Director Ardani asked about the transition to the Zoom platform and a discussion on how this will enable members to participate live in committee meetings ensued.

**ITEMS FOR DISCUSSION AND CONSIDERATION:**

**ITEMS FOR FUTURE AGENDAS:**

**CONCLUDING BUSINESS:**

**13. Committee Member Comments**

Director McCary commended the Media and Communications team on the February/March 2021 issue of the Village Breeze.

Director Jarrett and Advisor Skillman mentioned social media policies in the works.

Director Ardani asked about the vaccine clinic this weekend. Ms. Paulin stated that upcoming clinics at the Village will focus on second doses and encouraged everyone age 65 and over to register on Othena.com if they haven't already received their first dose.

**14. Date of Next Meeting – March 15, 2021, at 1:30 p.m.**

**15. Adjournment**

12:37 p.m.

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

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## STAFF REPORT

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**DATE:** April 19, 2021  
**FOR:** GRF Media and Communications Committee  
**SUBJECT:** Marketing and Communications Activities Report – February-March 2021

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### **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, CodeRED enrollment 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 February 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 53 projects in February and 54 in March.** Additionally, **Media and Communications entered 116 emails into iContact in February and 47 in March,** and **posted 91 items on the website and microsite in February and 130 in March.**

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 February include:

- Village Breeze completed and mailed (February/March 2021)
- What's Up in the Village (Friday email blast): Four editions
- Garden Center newsletter (Spring 2021)
- Employee newsletter (January/February 2021)
- Vaccination clinic updates: Six email blasts

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

- Village Breeze digital edition online (February/March 2021)
- What's Up in the Village (Friday email blast): Four editions
- Equestrian Center newsletter (March 2021)
- Manor Alterations Biweekly News Bulletins: Two editions
- Transportation, Recreation and Special Events Departments Updates
- Third and United Mutual email blasts: Two editions

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 February include:

- Board, Committee Meetings Move to Zoom
- Be Red Cross Ready
- Village Trash, Recycling and Bulky-Item Pickup
- This Weekend's Vaccine Clinic
- Tennis, Driving Range Open This Weekend
- Additional Village Vaccination FAQs
- The Resident Portal Is Restored
- Discover Senior Cuisine Delivered to Your Door
- Alzheimer's OC MindFit for Better Brain Health
- Village Vaccine Clinic Faces Temporary Setback
- Join Recreation's 1,000-Mile Club!
- Discover Senior Cuisine Delivered
- Lunar New Year Celebrations Start Today
- Presidents' Day Hours
- Equestrian Center Gets \$2K Boost
- Update: COVID-19 Village Vaccination Program
- Help a Neighbor in Need
- CVS Offers COVID-19 Vaccinations
- Arizona Pipeline/SCE Work Postponed

- Village Vaccination Program to Date
- Tennis Courts Open This Weekend
- New Schedule for Coin Exchange Program
- Lower Your Monthly Energy Bill
- Walk-Up COVID-19 Testing
- TV6 Movie Schedule Update
- Coronavirus and Our Community
- Upcoming Meetings

Key messages that Media and Communications delivered in March include:

- The Thrive Project Celebrates Kindness and Resilience
- California Expands Vaccine Eligibility
- Help Protect Public Health
- Resident Services, Manor Alterations Reopen
- Manor Alterations Offers Permitless Alterations for United Members
- Board and Committee Meetings Move to Zoom
- Village Trash, Recycling and Bulky-Item Pickup
- Driving Workshops
- Alzheimer's OC MindFit for Better Brain Health
- Updates From Transportation and Recreation and Special Events
- Resident Portal Restored!
- What's New at the Equestrian Center
- Make Tee Time Reservations Online
- Carport Cleaning Schedule
- Happy Norwruz
- Virtual Caregiver Support Group
- March Is Social Work Month
- Vaccine Supply Set to Ramp Up
- Why Post-Vaccination Masks Remain Important
- Arizona Pipeline/SCE Work Begins
- Pool 1 Boiler Replacement Underway
- Doubles Play for Pickleball, Paddle Tennis
- This Weekend's Village Vaccine Clinic
- Tennis, Driving Range Open This Weekend
- Virtual Arts Cafe Geared to Inspire
- TV6 Movie Schedule Update
- Coronavirus and Our Community
- Upcoming Meetings

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

- At least one Media and Communications staff member worked every single day of every single vaccination clinic
- Vaccination clinic messaging, email blasts, signage, management and coordination

- Conditional reopening of Equestrian Center riding lesson program documents
- Recreation Department letter replies to the Globe
- All gates COVID-19 signage updates
- Manor Alterations contractors news bulletin
- 1,000-Mile Club flyer and news announcement for Recreation Department
- VMS Year-in-Review PowerPoint presentation
- Reworked Manor Alterations page on Village website
- TV6 talking points for GRF board president
- Maintenance and Construction Department letter proofing
- Greenbook 2021 cover mockups
- GRF, Third and United CEO updates
- GRF bylaws
- HR Department PowerPoint deck for director
- PowerPoint slides for United board secretary
- Regular Facebook posting
- Address multiple daily requests for email subscriber lists
- Posted events and updated contacts for various Village clubs
- Daily COVID stats update
- Proof Monday Memo for assistant corporate secretary
- Recruitment brochure edits
- Village Breeze editorial meeting minutes
- Proofed and posted Village TV6 guide and movie/meetings schedule
- Daily "This Day" TV6 broadcasts posted on microsite
- Tracked Village vaccination clinic press coverage
- Compiled Google Analytics reports for executive analyst
- Updated Towers link on website and worked with Tech Support to fix issues
- Posted Third and United resales reports
- Recreation Department website changes
- Attended Zoom training webinar
- Orange tier Village Reopening PowerPoint deck
- Landscaping PowerPoint deck
- Manor Alterations news bulletins
- Third Mutual Q&A email blast
- Recreation and Special Events Department PowerPoint deck for reopening presentation
- Confirmation calls for house-bound residents' second COVID-19 vaccination
- VMS Year-in-Review video
- Edited Recreation and Special Events Department survey
- Edited ForeUp email and story for Recreation and Events Department
- Maintenance and Construction, Landscaping carport cleaning posts on website
- Website updates to Recreation and Special Events Department landing page
- Updated pickleball/paddle tennis play protocols
- Updated Equestrian Center riding lessons reopening protocols
- Created Caregiver Support Group flyer for Social Services
- Edited TV6 PowerPoint deck for fully vaccinated people

Tasking Completed by Village Television (TV6) in February:

- “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 was on air weekly (Mondays and Fridays)
- Message board was updated daily with important community information
- Movies for residents’ enjoyment each Monday, Friday and Saturday; with and without closed captioning
- February movies were selected in honor of Black History Month
- Village Television Guide posted online and program descriptions on the Rovi Digital Guide
- Special exercise classes for residents were broadcast every day of the week
- Co-produced four public service announcements
- In the final stages of working with the City to transition the City channel from analog to high definition
- Produced three commercials for Media Services 55 clients
- Produced over 2,500 minutes of original programming each month
- Produced MemorialCare's health show "Beyond Medicine," which is broadcast each Sunday at 6 p.m.
- Produced a number of vaccination PSAs and related programs in partnership with MemorialCare

Tasking Completed by Village Television (TV6) in March:

- “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 was on air weekly (Mondays and Fridays)
- Message board was updated daily with important community information
- Movies for residents’ enjoyment aired each Monday, Friday and Saturday; with and without closed captioning
- Village Television Guide posted online and program descriptions on the Rovi Digital Guide
- Special exercise classes for residents were broadcast every day of the week
- Co-produced two public service announcements
- In the final stages of working with the city to transition the city channel from analog to high definition
- Four commercials in production for Media Services 55 clients
- Produced over 2,500 minutes of original programming each month
- Produced the second episode of MemorialCare's health show "Beyond Medicine," which is broadcast each Sunday at 6 p.m.
- Produced Year in Review video for Village Management Services
- Produced Village Management Services' Employee Excellence Awards video
- Produced State of the City video for the City of San Juan Capistrano

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. Docent tours remained canceled due to the COVID-19 pandemic.

New resident orientations occur once a month for each mutual and are presented by one staff member and one board member. They are currently offered virtually and serve as another way to subscribe residents to iContact. In addition, staff continues to write letters and contact new residents via email.

### **FINANCIAL ANALYSIS**

None

**Prepared By:** Eileen Paulin, Director of Media and Communications  
Ellyce Rothrock, Supervisor of Media and Communications  
Susan Logan-McCracken, Communications Specialist

**Reviewed By:** Siobhan Foster, COO

**Workflow Report, February 2021**

<b>Recreation</b>	<b>Media and Communications</b>
Conditional reopening of Equestrian Center	Completed February/March Village Breeze
Letter to Globe for Recreation Dept	Worked on April/May Village Breeze
Spring 2021 Garden Center newsletter	Village Breeze editorial meeting, minutes
1,000-Mile Club flyer, news releases	January/February employee newsletter
Recreation website changes	Email subscriber list maintenance
<b>Board Relations</b>	02/04 Globe press releases
CEO Updates: GRF, Third, United	02/05 Friday eblast
TV6 talking points for GRF board president	02/11 Globe press releases
2021 Greenbook cover mockups	02/12 Friday eblast
GRF bylaws	02/18 Globe press releases
Attended Zoom training for board meetings	02/19 Friday eblast
CEO correspondence	02/25 Globe press releases
PPT presentations for various directors	02/26 Friday eblast
VMS 2020 accomplishments PPT presentation	Daily microsite posting of This Day broadcast
Updated, fixed Towers links on website	Monthly proofing, posting TV, movie guides
Posted GRF, Third and United litigation letters	Mail Village Breeze to residents nondelivered
<b>Human Resource Services</b>	Tracked vaccine clinic press coverage
PowerPoint deck for director	Daily web COVID-19 county counts
CFO recruitment brochure	Google Analytics reports
<b>Maintenance &amp; Construction</b>	Village-wide signage
Manor Alterations page on website	MACC activities report, agenda, minutes
Manor Alterations contractors news bulletin	Proofing Monday Memo
Letter proofing	Regular Facebook posting
<b>Sales and Leasing</b>	Convert PDF to Word docs for various depts
Posted monthly real estate sales reports	<b>Village Television</b>
<b>Social Services</b>	This Day live six days a week
Village Vaccination Program coordination	CEO Jeff Parker on air twice weekly
Village Vaccination Program signage	Message boards updated daily
<b>Resident Services</b>	Movies Mondays, Fridays, Saturdays
Daily resident correspondence, emails	TV6 guide, movies/meetings schedule
Fielding resident requests related to Media	Special daily exercise classes for residents
<b>Landscaping Services</b>	Co-produced three PSAs
Landscape Maintenance Schedules	City channel transition to high definition
<b>Webmaster</b>	Two Media Services 55 client commercials
Posted club events, updated contacts	2,500 minutes of original programming
Posted 91 items to the website	Health show for MemorialCare

### Workflow Report, March 2021

Recreation	Media and Communications
Orange tier reopenings	Linked/posted online Feb/Mar Village Breeze
March 2021 Equestrian Center newsletter	Worked on April/May Village Breeze
PowerPoint deck for reopening presentation	Worked on March/April employee newsletter
Club president survey	Email subscriber list maintenance
ForeUp email and story	03/04 Globe press releases
Updated website landing page	03/05 Friday eblast
Updated pickleball/paddle tennis protocols	03/11 Globe press releases
Updated Equestrian Center riding protocols	03/12 Friday eblast
Edited EC riding lesson conditional reopening	03/18 Globe press releases
Letter replies to the Globe	03/19 Friday eblast
<b>Board Relations</b>	03/25 Globe press releases
CEO Updates: GRF, Third, United	03/26 Friday eblast
TV6 talking points for GRF board president	Daily microsite posting of This Day broadcast
VMS 2020 Year in Review presentation	Monthly proofing, posting TV, movie guides
Third Board Q&A email blast	Mail Village Breeze to residents nondelivered
CEO correspondence	Tracked vaccine clinic press coverage
PPT presentations for various directors	Daily web COVID-19 county counts
Posted GRF, Third and United litigation letters	Google Analytics reports
<b>Maintenance &amp; Construction</b>	Village-wide signage
Manor Alterations page on website	MACC activities report, agenda, minutes
Manor Alterations contractors news bulletin	Proofing Monday Memo
Launched biweekly Manor Alterations bulletin	Regular Facebook posting
Letter proofing	Convert PDF to Word docs for various depts
<b>Sales and Leasing</b>	<b>Village Television</b>
Posted monthly real estate sales reports	This Day live six days a week
Sales/Real Estate bulletin email blast	CEO Jeff Parker on air twice weekly
<b>Social Services</b>	Message boards updated daily
Vaccination calls to house-bound residents	Movies Mondays, Fridays, Saturdays
TV6 PowerPoint deck for fully vaccinated	TV6 guide, movies/meetings schedule
Created Caregiver Support flyer	Special daily exercise classes for residents
Village Vaccination Program coordination	Co-produced three PSAs
Village Vaccination Program signage	City channel transition to high definition
<b>Resident Services</b>	Two Media Services 55 client commercials
Daily resident correspondence, emails	2,500 minutes of original programming
Fielding resident requests related to Media	Health show for MemorialCare
<b>Landscaping Services</b>	<b>Webmaster</b>
Landscape Maintenance Schedules	Posted club events, updated contacts
Edited PowerPoint deck	Posted 130 items to the website

**iContact Report, February 2021**

Date	Title	Contact	Open	Bounce	No Info	Clicked	Smartphone	Tablet	Computer	Unsubscribe	Complain
02/04/21	Help a Neighbor in Need Get Their COVID-19 Vaccination	15,276	50.9%	0.2%	48.9%	2%	55%	7%	38%	6	2
02/05/21	What's Up in the Village	15,443	56.2%	0.2%	43.7%	35%	53%	6%	40%	6	3
02/11/21	Update: Village Vaccine Supply	15,267	56.9%	0.1%	43.0%	3%	57%	5%	38%	2	1
02/12/21	Important Update: Today's COVID-19 Vaccine Clinic	1,894	61.6%	1.3%	37.2%	0%	59%	6%	36%	0	0
02/12/21	Important Update: Today's COVID-19 Vaccine Clinic	1,744	63.9%	1.7%	34.4%	0%	64%	5%	31%	2	1
02/12/21	Important Update: Today's COVID-19 Vaccine Clinic	790	62.0%	1.4%	36.6%	0%	66%	4%	30%	1	0
02/12/21	What's Up in the Village	15,440	55.6%	0.1%	44.3%	33%	50%	7%	44%	5	2
02/18/21	Employee Newsletter January/February 2021	216	54.6%	0.0%	45.4%	40%	4%	1%	95%	0	0
02/19/21	What's Up in the Village	15,439	56.6%	0.1%	43.3%	35%	54%	6%	40%	4	0
02/24/21	Garden Center Newsletter Spring 2021	321	63.9%	0.0%	36.1%	36%	45%	5%	50%	0	0
02/25/21	Garden Center Newsletter Spring 2021	321	61.7%	0.0%	38.3%	36%	52%	4%	44%	0	0
02/26/21	What's Up in the Village	15,459	54.2%	0.2%	45.6%	32%	51%	6%	43%	9	2
02/28/21	Sunday, Feb 28th Second Dose Alert	391	61.4%	4.3%	34.3%	0%	58%	6%	36%	1	1
			Averages							Totals	
			58.4%	0.7%	40.9%	19%	51%	5%	44%	36	12

**iContact Report, March 2021**

Date	Title	Contact	Open	Bounce	No Info	Clicked	Smartphone	Tablet	Computer	Unsubscribe	Complain	
03/03/21	February/March 2021 Village Breeze Online	247	44.5%	0.0%	55.5%	25%	16%	1%	83%	0	0	
03/05/21	What's Up in the Village	15,455	47.7%	0.2%	52.1%	31%	50%	6%	44%	8	2	
03/09/21	Informational Bulletins and Resolutions for Third, United Mutuals	321	44.2%	1.2%	54.5%	19%	31%	2%	67%	1	0	
03/12/21	What's Up in the Village	15,457	53.5%	0.2%	46.3%	33%	51%	6%	43%	14	6	
03/15/21	New Manor Alterations Biweekly News Bulletin	48	50.0%	8.3%	41.7%	23%	46%	0%	54%	0	0	
03/16/21	Check Out the March 2021 Equestrian Center Newsletter	35	60.0%	0.0%	40.0%	49%	40%	1%	58%	0	0	
03/17/21	Transportation, Recreation and Special Events Departments Updates	15,273	51.3%	0.2%	48.6%	7%	55%	5%	40%	11	4	
03/19/21	What's Up in the Village	15,447	51.2%	0.1%	48.6%	27%	56%	6%	38%	8	2	
03/26/21	What's Up in the Village	15,441	52.5%	0.2%	47.3%	26%	52%	7%	41%	6	1	
03/30/21	Third Board Answers Members' Questions About the Ballot Initiative	8,454	54.8%	0.3%	44.8%	7%	53%	5%	42%	18	3	
03/31/21	Manor Alterations Biweely News Bulletin	49	49.0%	0.0%	51.0%	18%	26%	1%	73%	0	0	
				Averages							Totals	
			50.8%	1.0%	48.2%	24%	43%	4%	53%	66	18	

**New Resident Orientations Year to Date**

**United Mutual**

<b>Date</b>	<b>Attendance</b>	<b>Director</b>
Wednesday, January 13, 2021	20	Addington
Friday, February 05, 2021	22	Addington
Wednesday, March 10, 2021	15	Addington
Friday, April 02, 2021		
Wednesday, May 12, 2021		
Friday, June 04, 2021		
Wednesday, July 14, 2021		
Friday, August 06, 2021		
Wednesday, September 08, 2021		
Friday, October 01, 2021		
Wednesday, November 10, 2021		
Friday, December 03, 2021		
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**Third Mutual**

<b>Date</b>	<b>Attendance</b>	<b>Director</b>
Friday, January 15, 2021	18	McCary
Wednesday, February 17, 2021	17	Mutchnick
Friday, March 19, 2021	12	Rane-Szostak
Wednesday, April 21, 2021		
Friday, May 21, 2021		
Wednesday, June 16, 2021		
Friday, July 16, 2021		
Wednesday, August 18, 2021		
Friday, September 17, 2021		
Wednesday, October 20, 2021		
Friday, November 19, 2021		
Wednesday, December 15, 2021		
	47	



## STAFF REPORT

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**DATE:** April 19, 2021  
**FOR:** GRF Media and Communications Committee  
**SUBJECT:** Broadband Services Update

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### **RECOMMENDATION**

Receive and file report.

### **BACKGROUND**

Regular monthly reports are submitted to the Media and Communications Committee (MACC) for review. Included in this staff report are the subscriber counts and contract renewals.

### **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. Eileen Paulin, Director of Media and Communications, will be providing Broadband Services updates on an ongoing basis.

### **FINANCIAL ANALYSIS**

None

**Prepared By:** Susan Logan-McCracken, Communications Specialist

**Reviewed By:** Eileen Paulin, Director of Media and Communications

### ATTACHMENTS(S)

- i. Subscriber Counts

**Subscriber Counts  
 February 2020 - February 2021**

	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB
<b>Subscriber Counts</b>													
Digital Subscribers	6851	6811	6814	6812	6815	6812	6812	6812	6829	6853	6841	6828	6830
<b>Set-Top Boxes</b>													
DVR's	5809	5783	5764	5756	5749	2736	5740	5736	5718	5715	5683	5661	5661
Standard	236	131	104	26	1	1	1	1	0	0	0	0	0
HD Standard's	2029	2034	2036	2045	2043	2043	2037	2027	2026	2024	2011	2001	2001
TiVo MG2's	424	427	436	443	452	455	468	476	487	506	520	524	524
TiVo Qi3's	450	452	459	467	472	472	476	481	494	510	525	533	533
DTA's	337	337	335	332	332	332	305	210	202	202	202	195	195
HD Converter's	1492	1576	1613	1677	1709	1709	1721	1745	1763	1799	1806	1827	1827
<b>Pay-TV</b>													
HBO	861	860	857	860	859	859	847	842	839	842	833	815	803
Cinemax	115	120	115	115	116	116	116	117	112	110	110	111	112
Showtime	428	427	426	430	426	426	414	411	417	411	417	411	405
Starz/Encore	293	296	297	293	289	289	278	277	280	280	277	273	271
PBC	19	18	20	18	19	19	17	17	18	17	15	18	18
<b>International Ch.</b>													
TV Asia	1	1	1	1	1	1	1	1	1	1	1	1	1
CTI-Zhong Tian	14	14	14	14	14	14	15	15	14	14	14	14	14
The Filipino Channel	41	42	43	40	39	39	35	34	33	31	31	30	30
CCTV4	8	8	8	8	8	8	8	8	8	8	8	8	8
Channel One Russia	10	10	10	10	10	11	10	10	9	11	9	9	9
tvK	11	11	11	11	11	11	12	11	11	11	11	10	10
TV5Monde	24	24	23	24	24	26	26	25	25	25	25	25	25
RAI Italia	8	8	9	9	9	9	9	9	9	9	10	11	11
TV Japan	50	50	51	51	53	54	54	55	55	55	55	56	57
Total International	167	168	170	168	169	173	170	168	165	165	164	164	165
<b>High Speed Data</b>													
High Speed Data	10181	10190	10200	10217	10241	10271	10303	10350	10364	10401	10463	10446	10491

**Subscriber Counts  
 March 2020 - March 2021**

	MAR	APR	MAY	JUN	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR
<b>Subscriber Counts</b>													
Digital Subscribers	6811	6814	6812	6815	6812	6812	6812	6829	6853	6841	6828	6830	6816
<b>Set-Top Boxes</b>													
DVR's	5783	5764	5756	5749	2736	5740	5736	5718	5715	5683	5661	5661	5618
Standard	131	104	26	1	1	1	1	0	0	0	0	0	0
HD Standard's	2034	2036	2045	2043	2043	2037	2027	2026	2024	2011	2001	2001	1988
TiVo MG2's	427	436	443	452	455	468	476	487	506	520	524	524	548
TiVo Qj3's	452	459	467	472	472	476	481	494	510	525	533	533	548
DTA's	337	335	332	332	332	305	210	202	202	202	195	195	194
HD Converter's	1576	1613	1677	1709	1709	1721	1745	1763	1799	1806	1827	1827	1856
<b>Pay-TV</b>													
HBO	860	857	860	859	859	847	842	839	842	833	815	803	800
Cinemax	120	115	115	116	116	116	117	112	110	110	111	112	111
Showtime	427	426	430	426	426	414	411	417	411	417	411	405	403
Starz/Encore	296	297	293	289	289	278	277	280	280	277	273	271	273
PBC	18	20	18	19	19	17	17	18	17	15	18	18	17
<b>International Ch.</b>													
TV Asia	1	1	1	1	1	1	1	1	1	1	1	1	2
CTI-Zhong Tian	14	14	14	14	14	15	15	14	14	14	14	14	14
The Filipino Channel	42	43	40	39	39	35	34	33	31	31	30	30	30
CCTV4	8	8	8	8	8	8	8	8	8	8	8	8	8
Channel One Russia	10	10	10	10	11	10	10	9	11	9	9	9	9
tvK	11	11	11	11	11	12	11	11	11	11	10	10	10
TV5Monde	24	23	24	24	26	26	25	25	25	25	25	25	25
RAI Italia	8	9	9	9	9	9	9	9	9	10	11	11	10
TV Japan	50	51	51	53	54	54	55	55	55	55	56	57	58
Total International	168	170	168	169	173	170	168	165	165	164	164	165	166
<b>High Speed Data</b>													
High Speed Data	10190	10200	10217	10241	10271	10303	10350	10364	10401	10463	10446	10491	10510