



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

**Monday, August 16, 2021 – 1:30 p.m.  
VIRTUAL MEETING  
Laguna Woods Village Community Center  
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. **Acknowledgment of Media**
3. **Approval of Agenda**
4. **Approval of Meeting Report – July 19, 2021**
5. **Chair's Remarks**
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. Members may speak on subjects not on the agenda, but under this committee's jurisdiction. Member comments are limited to three minutes.

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

**REPORTS:**

- 8. Media and Communications Report – Eileen Paulin**
- 9. Broadband Services Report – Paul Ortiz**
  - **Programming update**
  - **Subscriber counts**

**ITEMS FOR DISCUSSION AND CONSIDERATION**

**ITEMS FOR FUTURE AGENDAS:**

**CONCLUDING BUSINESS:**

- 10. Committee Member Comments**
- 11. Date of Next Meeting – September 20, 2021, at 1:30 p.m.**
- 12. Adjournment**



OPEN MEETING  
THE GOLDEN RAIN FOUNDATION  
MEDIA AND COMMUNICATIONS COMMITTEE  
Monday, July 19, 2021, at 1:30 p.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:** James Hopkins and Egon Garthoffner

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

1. **Call to Order**  
Meeting was called to order at 1:30 p.m. and a quorum established by Chair Milliman.
2. **Acknowledgement of Media**  
None present.
3. **Approval of the Agenda**  
Day change from Tuesday to Monday; approved with correction by unanimous consent.
4. **Approval of Meeting Report from April 19, 2021**  
Approved by unanimous consent.
5. **Chair's Remarks**  
Did not get recorded.

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

Herbert Kim inquired about premium sports channels like Fox Sports Network West and why they are not offered in the Village.

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

Ms. Paulin explained the decision of the GRF Board after much consideration to cancel the programming due to costs. Reports from the meetings are posted on the website. For further inquiries, email [info@lagunawoodsvillage.com](mailto:info@lagunawoodsvillage.com).

Before the report, Ms. Paulin discussed staff's motivation of making life in the Village as pleasant as possible. This was the motivation behind the accomplishments launching the magazine, TV6 programming, Ayers hotel media crisis communication and the Village vaccination program. She mentioned the importance of kindness as the Thrive Project's theme. She reminded committee members, that as communicators, we need to point people to where they can get the right information.

Chair Milliman reiterated the importance of kindness and to point people in the right direction other than social media for accurate information.

**REPORTS:**

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

Ms. Paulin discussed that the website—which contains a wealth of information, but is difficult to research—is in the budget for a revamp next year. As soon as the budget is approved, focus groups will be conducted to receive input on the website. Anticipate sometime in October.

Ms. Paulin also noted that the department produced much new signage because of amenities and facilities reopening, adding that if we have to go back to masking, more signage will need to be produced or revised.

Ms. Paulin highlighted from the Media and Communications Activities Report:

- The June/July Village Breeze is out
- Weekly What's up in the Village email blasts
- Weekly press releases sent to Globe
- Bi-weekly Manor Alterations newsletters
- May/June employee newsletter went out
- Fourth of July Golf Cart Parade promotions
- GRF program to recruit board members promotions

Ms. Paulin stated that docent tours will resume and new resident orientations will go live in August.

Advisor Skillman inquired about the Globe and a discussion ensued.

Director McCary inquired about tracking TV6 viewership and a discussion ensued.

**9. Broadband Update – Paul Ortiz**

Mr. Ortiz commended the cable technicians and Broadband services staff for doing an incredible job.

Mr. Ortiz highlighted from the Broadband Services Staff Report:

- 2021 cable operation report
- 2021 Broadband Services operation report
- Expiring programming contracts
- Pay subscription report
- Broadband Services fee report
- Broadband subscriber count report
- Village Television report
- Internet
- Programming legislation report

Chair Milliman inquired about alternatives to smart TVs, and a discussion ensued on set top boxes, remotes and other devices.

Director McCary inquired about Showtime's automatic renewal from the pay subscription report, and a discussion ensued.

The report stated that GRF has 379 Showtime subscribers and pays higher than the retail rate for the subscription. GRF can raise the monthly price to cover the Showtime programming fee, migrate current subscribers to Showtime Anytime or operate the Showtime offer at a loss each month.

Mr. Ortiz recommended a 10% increase to cover the 4.25% increases for this year and next year. That would allow a year and a half to educate those subscribers about smart TVs or devices that enable older TVs to get streaming services.

Chair Milliman said she would entertain a motion.

Director Jarrett made a motion to recommend to GRF to renew Showtime and to raise the rate by 10%.

Director Rothberg seconded the motion and a discussion ensued.

Director Skillman asked whether the motion should include all pay TV subscriber fees.

Mr. Ortiz stated that Showtime is one of two services that the community is losing money on each month.

The motion to make this recommendation to GRF passed by a vote of 5 to 1.

Mr. Ortiz brought to the committee's attention that GRF is paying \$100 each month for 10 subscribers to watch adult services. GRF is losing money every month to provide this service and would need to raise the rate from \$9 to \$23 per event to recoup that programming cost. He asked whether we should raise the rate or stop offering adult paid services.

A discussion ensued about the programming cost, low number of subscribers and the availability of this type of content on the internet and elsewhere.

Director Rothberg made a motion to recommend to GRF to discontinue adult programming due to cost, low number of subscriptions and availability of content elsewhere.

Director Jarrett seconded the motion and a discussion ensued.

The motion to make this recommendation to GRF passed by unanimous consent.

Mr. Ortiz recommended 5% fee increases for Broadband services as costs have increased and we haven't increased our rates in years. Discussion ensued as to which committee should propose.

GRF Treasurer James Hopkins stated that the Media and Communications Committee should propose these fee increases to the Finance Committee.

Director Rothberg made a motion that the Broadband Services fee increases for 2022 be sent to the Finance Committee for their endorsement and recommendation to the GRF board.

Director McCary seconded the motion.

The motion passed by unanimous consent.

Mr. Ortiz reported that subscriber counts and pay services are trending down, while TiVo products and internet services are increasing.

Mr. Ortiz announced the premier broadcast of the Trading Post program with Advisor Skillman on Village Television. He reported that the YouTube channel has almost 2,000 subscribers.

Mr. Ortiz reported on a meeting with West Coast Internet and further discussion ensued on internet speeds and the infrastructure in place to support them.

#### **ITEMS FOR DISCUSSION AND CONSIDERATION:**

##### **10. The Broadband Group Contract**

Ms. Paulin reported on The Broadband Group (TBG) contract, stating that the money is already in the budget, and that their analyses would increase revenue and reduce costs without negative impact. She also highlighted the need for short- and long-term strategies from TBG on how GRF should spend its resources on cable and internet in the Village.

Discussion ensued on the potential return on investment and savings in franchise tax fees.

Director McCary made a motion to recommend that GRF approve The Broadband Group contract for \$120,000.

Director Jarrett seconded the motion.

The motion passed by unanimous consent.

**ITEMS FOR FUTURE AGENDAS:**

- 11. Focus groups for website**
- 12. Review and revise the Village website usage policy**

**CONCLUDING BUSINESS:**

**13. Committee Member Comments**

Advisor Pacella signaled his commendation for the meeting.

Advisor Nash stated he appreciated and enjoyed the meeting.

Director Dotson commended the meeting.

Director Ardani commended the meeting and thanked everyone.

Advisor Parker commended the meeting, stating it covered a lot of great information. She also looks forward to commenting on the website.

Advisor Skillman congratulated Mr. Ortiz on a fantastic report. She also expressed frustration over the technical issues with hybrid meetings and that they should be in person only.

Director Rothberg stated she is so happy to be back in person with everyone and also expressed frustration with Zoom meetings. She thanked Mr. Ortiz.

Director Blackwell commended the staff for a great meeting and appreciated Ms. Paulin's and Mr. Ortiz' reports.

Director Jarrett stated that the meeting was interesting and educational. She thanked Mr. Ortiz and Ms. Paulin for their reports.

Director McCary echoed the comments that this was a good meeting and very informative. She thanked and commended the staff and committee.

Chair Milliman encouraged kindness toward staff.

Ms. Logan-McCracken commended the committee, stating she appreciates the opportunity to work with each committee member.

Mr. Ortiz stated much work needs to be done and he appreciates the support.

Ms. Paulin stated she enjoys this group very much.

**14. Date of Next Meeting – Monday, August 16, 2021, at 1:30 p.m.**

**15. Adjournment**  
3:39 p.m.

*p.p. Joan Milliman / SLM*

Joan Milliman, Chair  
Media and Communications Committee



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# GOT (the Right) INFO?



Questions or curiosity about something you heard that doesn't sound quite right? Village Management Services has answers—in person, online, via email, on Village Television, in the Village Breeze and more!

## GET FACTS

- Email **info@lagunawoodsvillage.com**, which is monitored and answered daily by staff.
- Read the every-Friday “What’s Up in the Village.” Not subscribed? Send a request to **info@lagunawoodsvillage.com**.
- Read the bi-monthly Village Breeze. Didn’t receive your copy? The Village Breeze is delivered to every manor via the United States Postal Service’s Every Door Direct program. Call the regional postmaster to inform them of missed delivery at **949 837-1848**. Copies are available throughout the Village at Clubhouse 1 fitness; clubhouse offices 1, 2, 4 and 5; Community Center concierge desk; Community Center fitness; Community Center Recreation office; Equestrian Center office; Garden Center 2 office; Golf pro shop; Par 3 office; Tennis clubhouse; and Village Library.
- Check out the latest news at **lagunawoodsvillage.com > News > News Home (lagunawoodsvillage.com/news)**.
- Watch “**This Day**” on TV6 Monday through Saturday at 9 a.m. (rebroadcast at 12:30 and 5 p.m. daily).
- Visit our Facebook page at **facebook.com/LagunaWoodsVillage**.

## ATTEND OPEN MEETINGS

- At **lagunawoodsvillage.com** under **Calendars**, go to **Calendars Home** and **select All**

## Governance Boards, GRF, Third or United.

- Clicking the Calendars Home button also will take you to a landing page from which you can select the governing board calendar of your choice. Click on the meeting of interest.
- Meeting information and agenda packets can be found by clicking on the meeting of interest on the calendar.

## GET ANSWERS TO FAQs

- Click **How Do I?** at the top main menu of the Village website for a list of answers to frequently asked questions regarding general information, sales and leasing, billing, decals and passes and more.
- Visit **<https://bit.ly/3mEYYJE>** to find out how to reach the department to best meet your needs.

## WHO CAN YOU CALL?

- Click **Contact Us** in the top right-hand corner of the Village website for general information, important phone numbers and more. A **What can we help you with?** online form (scroll to the bottom of the Contact Us landing page) allows you to make an inquiry to be answered by staff.
- Visit **<https://bit.ly/3uJZF7h>** to view the full phone list or click **View Full Phone List** at Contact Us.
- Visit **<https://bit.ly/2PXD8VV>** for a comprehensive list of frequently called numbers.



## STAFF REPORT

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**DATE:** August 16, 2021  
**FOR:** GRF Media and Communications Committee  
**SUBJECT:** Marketing and Communications Activities Report – July 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 62 projects in July**. Additionally, **Media and Communications entered 50 email addresses into iContact in July**, and **posted 115 items on the website in July**.

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 April include:

- August/September Village Breeze
- What's Up in the Village (Friday email blast): Five editions
- Weekly press releases for the Globe: Five weeks
- Manor Alterations Biweekly News Bulletin: Two editions
- July/August Employee Newsletter

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 July include:

- Finding Solid Footing (Equestrian Center enhancements)
- GRF, Third and United Budget Meetings
- Pour and Paint Returns
- Protecting Village Asphalt
- Potential Broadband/Cable TV Programming Changes
- Third General Notice of 2021 Annual Election
- Third Board Appointment Stands
- Third and United 2021 Annual Election Schedules
- CDPH Recommends Indoor Face Coverings
- UCI Dialogue Society Offers Exciting Events
- Got (the Right) Info?
- Car Washing and Overwatering
- July 23 and July 9 Manor Alterations News Bulletins
- Alzheimer's/Dementia Caregiver Support Group
- OCHCA Urges Coronavirus Precautions
- Summer Movie Series
- United Resumes Resident Advisory Committee
- Turning on the Waterworks
- Community Street Cred (paving and parkway repair programs)
- Temporary Bus Route Adjustments
- California Is Drying!
- Step Up Your Fitness Game (personal training)
- Third Seeks to Fill Vacancy
- Enjoy Farmers Market Fresh!
- Protect Your Bike
- Don't Land in the Doghouse (rules and regulations on pet dogs)
- Good Riddance to Trash

- California Records COVID-19 Vaccines Digitally
- Come Take a Class! (15 Recreation fitness classes)
- Don't Miss Sunday's Parade!
- Do Fourth of July Locally
- Village Facility Hours July 4, 5
- Much Ado About Mulch
- The Quiet Life (GRF horse retirements)
- Let's Get Ready to Party!
- Thinking of Becoming a Board Member?
- Third Ballot Initiative Fails
- Swawdust Art Festival Opens Today

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

- Edited and distributed Third General Notice of the 2021 Election
- Updated FAQ sheet for Manor Alterations
- Updated five Recreation marquee flyers
- Produced Pour and Paint flyer
- Produced PowerPoint deck for Diane Casey
- Worked on July/August Employee Newsletter
- Produced PowerPoint deck for Brian Gruner
- Produced Dallas and Doll marketing materials
- Produced Village Bazaar marketing materials
- Produced PowerPoint deck for Joan Milliman
- Updated fixed-route single sheet
- Updated fixed-route schedules and maps for website and printing
- Posted various committee meeting agendas to the website
- Updated the Landscaping schedules on the website
- Produced GRF, Third and United CEO updates
- Worked on August/September Village Breeze
- Edited documents and correspondence for various departments
- Updated Social Services support group flyer
- Coordinated video production of new VMS hires/promotions with TV6 staff
- Produced Tennis Club signage
- Produced PowerPoint deck for Annie McCary
- Produced PowerPoint deck for Sue Margolis
- Produced various signage for Recreation
- Produced Retro-Fits flyer for Recreation
- Produced PowerPoint deck for Juanita Skillman
- Removed COVID-19 references/data from Recreation landing pages
- Produced Azar Asgari PowerPoint deck
- Posted TV and movie programming guides for Village Television
- Created new website block on Village Television landing page for TiVo customers
- Trained club webmasters on the website's content management system

- Created four committee staff reports for GRF board and Finance Committee
- Posted events for various Village clubs on the website
- Updated Village club contacts listing on website
- Addressed daily resident requests for "What's Up in the Village" email subscriptions
- Regular Facebook posting
- Posted monthly resales documents on website for Third and United mutuals
- Proofed the weekly Monday Memo

Tasking Completed by Village Television (TV6) in July:

- "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
- 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 one public service announcement
- Converted the city channel from analog to high definition
- Producing a new show called "Let's Talk Tech" with Debbie Dotson
- Produced a new show called "Sports Talk with Shawn Thomas"
- Produced three Media Services 55 commercials

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. In-person docent tours returned Thursday, August 12.

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, July 2021

Village Television	Media and Communications
New "Let's Talk Tech" show with Debbie Dotson	Worked on August/September Village Breeze
New "Sports Talk with Shawn Thomas" show	Worked on July/August Employee Newsletter
Three Media Services 55 commercials	07/01 Globe press releases
This Day live six days a week	07/02 Friday eblast
CEO Jeff Parker on air weekly	07/08 Globe press releases
Message boards updated daily	07/09 Friday eblast
Movies Mondays, Fridays, Saturdays	07/18 Globe press releases
TV6 guide, movies/meetings schedule	07/16 Friday eblast
Special daily exercise classes for residents	07/22 Globe press releases
Co-produced public service announcement	07/23 Friday eblast
Converted city channel to high definition	07/29 Globe press releases
Webmaster	07/30 Friday eblast
Posted TV & movie programming guides	Email subscriber list maintenance
Created new web block for TiVo customers	Staff reports for GRF Board, Finance Committee
Posted various committee agendas/packets	Mail Village Breeze to residents nondelivered
Posted club events, updated contacts	Google Analytics reports
Trained club webmasters in website CMS	MACC activities report, agenda, minutes
Posted 115 items to the website	Proofing Monday Memo
Recreation	Regular Facebook posting
Updated five marquee flyers	Board Relations
Pour and Paint flyer	Third General Notice of 2021 Election
PowerPoint deck for director	Coordinated meetings for BOD handbook
Dallas and Doll marketing materials	CEO Updates: GRF, Third, United
Village Bazaar marketing materials	CEO correspondence
RetroFits flyer	PowerPoint decks for various directors on TV6
Various signage throughout the Village	Sales and Leasing
Removed COVID references from landing page	Posted monthly real estate sales reports
Correspondence	Social Services
Maintenance & Construction	Updated support group flyer
Two Manor Alterations news bulletins	Resident Services
Updated Manor Alterations FAQ sheet	Resident correspondence emails
Correspondence	Human Resources
General Services	Coordinated with TV6 new hires/promotions
Updated Transportation fixed-route sheet	Landscaping Services
Updated fixed-route schedules and maps	Weekly Landscape Maintenance Schedules

### iContact Report, July 2021

Date	Title	Contact	Open	Bounce	No Info	Clicked	Smartphone	Tablet	Computer	Unsubscribe	Complain
07/02/21	What's Up in the Village	17,913	42.5%	0.3%	57.2%	26%	52%	5%	43%	27	3
07/09/21	Manor Alterations Biweely News Bulletin	82	46.3%	0.0%	53.7%	11%	38%	0%	62%	0	0
07/09/21	What's Up in the Village	17,889	49.1%	0.3%	50.5%	27%	51%	5%	44%	22	1
07/16/21	What's Up in the Village	17,880	48.8%	0.3%	50.9%	24%	52%	5%	43%	18	2
07/23/21	Manor Alterations Biweely News Bulletin	82	47.6%	0.0%	52.4%	11%	55%	0%	45%	0	0
07/23/21	What's Up in the Village	17,878	48.6%	0.3%	51.1%	29%	51%	5%	44%	19	1
07/30/21	Third General Notice of Annual Meeting	4,218	55.5%	0.4%	44.2%	1%	54%	4%	42%	2	0
07/30/21	What's Up in the Village	17,864	47.4%	0.3%	52.3%	23%	51%	5%	44%	13	3
			Averages							Totals	
			48.2%	0.2%	51.6%	19%	51%	4%	46%	101	10



### New Resident Orientations Year to Date

#### United Mutual

Date	Attendance	Director
Wednesday, January 13, 2021	20	Addington
Friday, February 05, 2021	22	Addington
Wednesday, March 10, 2021	15	Addington
Friday, April 02, 2021	12	Addington
Wednesday, May 12, 2021	5	Addington
Friday, June 04, 2021	12	Addington
Wednesday, July 14, 2021	14	Addington
Friday, August 06, 2021		
Wednesday, September 08, 2021		
Friday, October 01, 2021		
Wednesday, November 10, 2021		
Friday, December 03, 2021		
	100	

#### Third Mutual

Date	Attendance	Director
Friday, January 15, 2021	18	McCary
Wednesday, February 17, 2021	17	Mutchnick
Friday, March 19, 2021	12	Rane-Szostak
Wednesday, April 21, 2021	10	Dotson
Friday, May 21, 2021	CANCELED	
Wednesday, June 16, 2021	20	Jarrett
Friday, July 16, 2021	20	
Wednesday, August 18, 2021		
Friday, September 17, 2021		
Wednesday, October 20, 2021		
Friday, November 19, 2021		
Wednesday, December 15, 2021		
	97	



## STAFF REPORT

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**DATE:** August 16, 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.

### **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. Subscriber Counts

### Subscriber Counts July 2020 - July 2021

Subscriber Counts	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	YOY
DIGITAL	7,167	7,169	7,148	7,123	7,138	7,126	7,110	7,107	7,082	7,002	6,981	6,964	6,948	-3.15%
<b>Set-Top Boxes</b>														
DVR's	5,736	5,740	5,736	5,718	5,715	5,683	5,661	5,661	5,618	5,593	5,590	5,551	5,490	-4.48%
HD Standard	2,043	2,037	2,027	2,026	2,024	2,011	2,001	2,001	2,001	1,988	1,941	1,941	1,898	-7.64%
TiVo MG2	455	468	476	487	506	520	524	524	548	551	546	552	574	20.73%
TiVo Qi3	472	476	481	494	510	525	533	533	533	548	544	545	573	17.63%
HD DTA's	2,041	2,026	1,955	1,965	2,001	2,008	2,002	2,002	2,050	2,037	1,981	1,941	1,934	-5.53%
<b>PAY TV</b>														
HBO	859	847	842	839	842	833	815	803	800	785	776	763	749	-14.69%
Cinemax	116	116	117	112	110	110	111	112	111	114	110	111	110	-5.45%
Showtime	426	414	411	417	411	417	411	405	403	394	386	379	368	-15.76%
Starz/Encore	289	278	277	280	280	277	273	271	273	269	266	258	254	-13.78%
Playboy	19	17	17	18	17	15	18	18	17	17	15	16	15	-26.67%
<b>International</b>														
TV Asia	1	1	1	1	1	1	1	1	2	2	2	2	2	50.00%
CTI-Zhong Tian	14	15	15	14	14	14	14	14	14	14	14	14	14	0.00%
Filipino Channel	39	35	34	33	31	31	30	30	30	28	27	27	27	-44.44%
CCTV4	8	8	8	8	8	8	8	8	8	8	8	8	8	0.00%
Channel One Russia	11	10	10	9	11	9	9	9	9	9	9	9	9	-22.22%
TVKorea	11	12	11	11	11	11	10	10	10	9	9	9	9	-22.22%
TV5 Monde	26	26	25	25	25	25	25	25	25	25	23	22	22	-18.18%
RAI Italia	9	9	9	9	9	10	11	11	10	10	11	11	11	18.18%
TV Japan	54	54	55	55	55	55	56	57	58	60	59	58	59	8.47%
<b>Total International</b>	<b>173</b>	<b>170</b>	<b>168</b>	<b>165</b>	<b>165</b>	<b>164</b>	<b>164</b>	<b>165</b>	<b>166</b>	<b>165</b>	<b>162</b>	<b>160</b>	<b>161</b>	<b>-7.45%</b>
<b>High Speed Internet</b>														
15Mbps/3Mbps							4503	4495	4464	4,389	4389	4387	4361	-3.26%
30Mbps/3Mbps							2611	2657	2648	2,602	2663	2679	2690	2.94%
50Mbps/5Mbps							1782	1792	1829	1,839	1836	1838	1852	3.78%
100Mbps/10Mbps							1550	1547	1569	1,559	1578	1619	1628	4.79%
<b>Internet Total</b>	<b>10,271</b>	<b>10,303</b>	<b>10,350</b>	<b>10,364</b>	<b>10,401</b>	<b>10,463</b>	<b>10,446</b>	<b>10,491</b>	<b>10,510</b>	<b>10,389</b>	<b>10,466</b>	<b>10,523</b>	<b>10,531</b>	<b>2.47%</b>