



OPEN MEETING

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

**Monday, September 19, 2022 - 1:30 p.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 669-900-6833 Access Code: 828-1761-9487.
2. Submit comments or questions 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 July 18, 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 Ad Hoc Committee Report – Eileen Paulin
9. VMS Communications Focus Groups – Eileen Paulin
10. Website Ad Hoc Committee Report – Ellyce Rothrock
11. Broadband Services Report – Paul Ortiz

Items for Future Agendas:

- TBD

Concluding Business:

- Committee Member Comments
- Date of Next Meeting: Monday, October 17, 2022, 1:30 p.m.
- 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

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

**Monday, July 18, 2022 – 1:30 p.m.
Board Room / Virtual Hybrid Meeting**

REPORT

Members Present: Chair Joan Milliman; Directors Neda Ardani, Maggie Blackwell, James Cook, Annie McCary, Juanita Skillman; Advisors Theresa Frost, Lynn Jarrett, Tom Nash, Carmen Pacella, Lucy Parker

Members Absent: Director Ryna Rothberg

Others Present: Elsie Addington, Egon Garthoffner

Staff Present: Eileen Paulin, Elizabeth Cortez

1. Call to Order

Meeting was called to order at 1:32 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 June 20, 2022

Approved by unanimous consent.

5. Chair's Remarks

Chair Milliman welcomed everyone in attendance.

6. Member Comments

Ms. Mary Wall asked the difference between Broadband Services and Channel 6, and about franchise tax fees. Ms. Paulin answered that Channel 6 is our community television channel and Broadband Services includes the cable and internet system and infrastructure. Ms. Paulin confirmed that we do pay a franchise tax fee. A discussion ensued.

Mr. Larry Irion asked about adding a sports channel so residents can watch baseball. Chair Milliman discussed streaming services. A discussion ensued.

Items for Discussion

7. Media and Communications Report – Eileen Paulin

Ms. Paulin discussed media and communications messaging regarding:

- The June/July 2022 Village Breeze

- Club, Fourth of July and Equestrian Center events
- Water use and her visit to El Toro Water District
- Organic waste recycling and clipping pickup service
- New resident orientations and docent tours

8. Website Ad Hoc Committee – Eileen Paulin

Ms. Paulin stated that the Website Ad Hoc Committee met on July 6 with the goal to finalize and send out an RFP. The department is receiving feedback from VMS employees who were surveyed about the website and meeting the needs of end users. The feedback will be shared at the August 10 meeting.

9. Broadband Services Report – Eileen Paulin

Ms. Paulin reported on

- Subscriber counts
- Meeting attendance
- Programming fees

The Broadband Group will give a final report including budget. Director McCary asked about service disruptions to which Ms. Paulin stated there would not be service disruptions.

Director Cook stated the trend of higher internet speeds suggests that the transition to streaming might be occurring on its own. Ms. Paulin stated the next step is to get the fiber from the vault to the unit. A discussion ensued.

Ms. Paulin mentioned she will play the recording of the meeting with The Broadband Group for the Broadband Ad Hoc Committee as it is a good overview of the trends and technology.

Advisor Parker asked about the Village Television YouTube Channel, which can be found at <https://www.youtube.com/c/VillageTelevision> and is not the same as YouTube TV, a paid service. The Village Television YouTube Channel is free and shows aired programs on demand.

Director Skillman mentioned residents are having technical difficulties with CBS, but she is able to get the programming through streaming service. Ms. Paulin stated this is an issue with CBS, which is working on the problem.

Items for Future Agendas

None discussed.

Concluding Business

Committee Member Comments

Advisor Pacella stated the meeting was informative and he looks forward to The Broadband Group report.

Director Ardani and Advisor Frost commended the meeting.

Director Parker mentioned the CBS technical issue and that it's a relief to know it's not a problem with her TiVo.

Advisor Jarrett mentioned she is surprised to see on the iContact Report that people unsubscribe from the "What's Up in the Village" email blast. Ms. Paulin mentioned that most are people who move away and realtors.

Director Blackwell stated she sent in two articles to the Village Breeze and they came back to her transformed in print as phenomenal articles with more information than she put in. Great job! It looked like there were many hands working on this.

Director Skillman mentioned realtors who come to the library and pick up copies of the Village Breeze

Golden Rain Foundation of Laguna Woods
Media and Communications Committee
September 19, 2022

to give out to prospective residents. She also hands out a library brochure. The Globe gives the library 10 extra copies of each edition. The editions are available for free after one week.

Ms. Paulin mentioned the Third Communications Committee had a good meeting last week.

Chair Milliman thanked everyone and stated the Broadband Ad Hoc Committee and Website Ad Hoc Committee meetings are coming up soon.

Date of Next Meeting – Monday, August 15, 2022, at 1:30 p.m.

Adjournment

Chair Milliman adjourned the meeting at 2:22 p.m.

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

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STAFF REPORT

DATE: September 19, 2022
FOR: GRF Media and Communications Committee
SUBJECT: Media and Communications Activities Report – July-August 2022

RECOMMENDATION

Review Media 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 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 140 projects in July and August. Media and Communications subscribed 89 email addresses into iContact and posted 193 items to the website in July and August.

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 July and August include:

- August/September Village Breeze print and digital
- What's Up in the Village (Friday email blast): Nine editions
- Weekly press releases for the Globe: Eight weeks
- Third Mutual weekly email blasts: Nine editions
- Equestrian Center newsletter: One edition
- Garden Center email blasts: Two editions
- Swimming pool update email blasts: Three editions
- Utility update email blasts (AT&T, SCE): Three editions
- Gate update 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. Residents can choose specific communications and opt out of others they prefer not to receive. Media and Communications also sends email communications to VMS employees and directors on each of the boards.

Key messages that Media and Communications delivered in July and August include:

- Time to Disco Down Tomorrow Night!
- All the Trimmings
- Enjoy More of Clubhouse 7
- Save the Date (Village Health and Wellness Expo)
- Gate 5 Update
- Kick Scams to the Curb
- Manga, Manga! (Italian Buffet)
- 2023 Reservation Day
- Call for Third Mutual Board Candidates
- Call for GRF Board Candidates
- It's So Easy to Fall in Love! (Linda Ronstadt tribute)
- Why Is the Grass So Tall?
- Community Mulch Days
- Keep Keys Safe
- Best Times to Call or Visit Resident Services
- Now That's Living! (Pool 2 refreshment service)
- Back-to-School Monday (Saddleback College Emeritus Institute)
- The August/September Village Breeze Is Here
- Recreation Expanded Hours Are on a Roll
- City, CR&R First Waste Evaluation Results
- Aliso Creek to Open Up

- GRF Decides Against Age Well Proposal
- Organics Recycling Collection Day Changes
- United 'Meet the Candidates' Broadcast
- We Will Rock You! (Queen Nation tribute)
- Grandparents Fun Day Coming Sept. 10
- Circuit Classes Return to Clubhouse 1
- Enjoy Extra Time for Amenities
- Gate 6 Repair Work Scheduled
- United Mutual Town Hall Topic
- Don't Miss Last Summer Village Library Storytime
- Get Garden-Fresh Village-Grown Veggies
- Don't Let Mice (and Rats) Play
- Enjoy Extra Time for Amenities
- United Mutual to Hold a Town Hall
- Don't Miss the Ending
- Is This Kiss on Your List? (Private Eyes Daryl Hall & John Oates tribute)
- AARP Smart Driver Course
- Where Should Garden Clippings Go?
- ETWD Public Hearing
- Election and Annual Meeting
- Resiliency and Wellness Strategies
- New Phoebe Gong Yoga Classes
- Summer BBQ Buffet
- Space Oddity (Ultimate David Bowie Experience tribute band)
- Free Household Hazardous Waste Pickups
- Apply Today to Work at VMS
- Living With Nature (coyote safety)
- No Clippings in Organics Recycling Carts
- Last Summer Storytime at the Library
- Final Splash Day on Aug. 12
- Improved Mutual Consent Tracking (real-time status update log)
- Stop Signs Are Not Optional
- Cracks Seal Program Update
- Celebrate America! (July Fourth parade and festivities)
- July 4 Facility Hours, Bus Service and Trash Pickup
- Help the Herd Art Auction
- 2022 Election Schedule
- TV6 Weekly Featured Movies
- Village Meeting Calendar

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

- Produced vermicomposting flyer for Recreation
- Produced AARP Refresher Course flyer for Recreation

- Produced 2023 Greenbook cover for Financial Services
- Updated docent tour and new resident orientation handouts
- Produced laughter yoga flyer for Recreation
- Produced Italian buffet flyers for Recreation
- Updated 2022 GRF election packet
- Designed recruitment flyer for Security Services
- Produced Grandparents Fun Day flyer for Recreation
- Updated the Towers ad for the Village Breeze
- Produced August and September Paint and Pour flyers for Recreation
- Produced AARP Smart Driver New Students flyer for Recreation
- Edited communications for Manor Alterations
- Produced David Bowie Experience tribute band concert marketing materials for Recreation
- Produced Private Eyes Darryl Hall and John Oates tribute band concert flyer for Recreation
- Produced TV6 PowerPoint decks for various board directors, CEO and staff directors
- Produced VMS PowerPoint presentations for GRF, United and Third board meetings
- Produced two PowerPoint presentations for Finance Department director for open and closed VMS board meetings
- Produced Phoebe Gong yoga classes flyers for Recreation
- Produced Garden Center composting flyers for Recreation
- Produced Saturday Night Dance flyers for Recreation
- Produced Clubhouse 1 patio concert flyer for Recreation
- Worked on tree trimming video with Landscaping Services Department and TV6 production crew
- Created job openings flyer for Human Resources
- Organized appearances of CEO and staff directors at various neighborhood gatherings
- Produced BBQ buffet flyers for Recreation
- Updated Summer Splash Days flyer for Recreation
- Updated Third and United fumigation package information for website
- Produced Farmers Market flyer for Recreation
- Posted 10 June and 10 July resales reports for Community Services
- Posted 12 GRF, Third and United litigation letters to the website
- Posted various club events for Village clubs
- Posted weekly projected schedules for Landscaping Services
- Edited and posted Village Television programming and movie guides
- Created regular Facebook posts
- Created agenda, packet materials and report, and organized Media and Communications Committee meeting
- Created agenda and report, and organized special closed Media and Communications Committee meeting

- Created agenda and report, and organized Website Ad Hoc Committee meeting
- Created numerous tennis court, fitness center and other signs for Recreation

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/GM Siobhan Foster appeared on Village Television weekly
- The popular “Trading Post” aired Monday and Wednesday 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 closed captioning
- The Village Television guide was posted online and program descriptions were included on the digital guides
- Special exercise classes for residents were broadcast daily
- Produced City Council meetings for the City of Laguna Woods
- Produced a new show “Did you Know?” with Rebeca Gilad
- Produced a new dance show with Laura Fremont
- Produced six commercials for cable network advertisers
- Produced 20 segments for cable network advertisers
- Produced “Let’s Talk Tech” with Debbie Dotson, “Tales from the Woods” and “Writers and Readers”
- Produced over 25 hours of governance meetings
- Village Television broadcasts over 2,000 minutes of original content each month

Tasking completed by Village Television (TV6) in August:

- “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/GM Siobhan Foster appeared on Village Television weekly
- The popular “Trading Post” aired Monday and Wednesday 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 closed captioning
- The Village Television guide was posted online and program descriptions were included on the digital guides
- Special exercise classes for residents were broadcast daily
- Produced Equestrian Center and Garden Center features with Lisa Hart and VMS Staff
- Produced a number of City Council meetings for the City of Laguna Woods

- Produced a new “Did you Know?” show with Rebeca Gilad
- Produced a new dance show with Laura Fremont
- Produced three commercials for the cable network advertisers
- Produced 10 segments for the cable network advertisers
- Produced “Let’s Talk Tech” with Debbie Dotson, “Tales from the Woods,” and “Writers & Readers”
- Produced over 25 hours of governance meetings
- Village Television broadcasts over 2,000 minutes of original content each month

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. The chart below shows the number of prospective residents who attended the docent tours in July and August.

Date	Attended
Thursday, July 7	4
Thursday, July 14	15
Thursday, July 28	14
Thursday, August 11	6
Thursday, August 18	13
Thursday, August 25	17
Total for July	33
Total for August	36
Total for July-August	69

New Resident Orientations

New resident orientations occur once a month for each mutual and serve as another way to subscribe residents to iContact. They were conducted in July in the Community Center board room. These charts show the number of new residents in attendance year to date.

United Mutual

Date	Attendance	Director
Wednesday, January 12, 2022	CANCELED	
Friday, February 04, 2022	14	Pacella
Wednesday, March 9, 2022	21	Pacella
Friday, April 1, 2022	13	Pacella
Wednesday, May 11, 2022	20	Pacella
Friday, June 3, 2022	CANCELED	
Wednesday, July 13, 2022	28	Pacella
Friday, August 5, 2022	19	Pacella
Wednesday, September 7, 2022		
Friday, October 7, 2022		
Wednesday, November 9, 2022		
Friday, December 2, 2022		
	115	

Third Mutual

Date	Attendance	Director
Friday, January 21, 2022	12	Jarrett
Wednesday, February 16, 2022	10	Rane-Szostak
Friday, March 18, 2022	17	Mutchnick
Wednesday, April 20, 2022	15	McCary
Friday, May 20, 2022	9	Rane-Szostak
Wednesday, June 15, 2022	8	Laws
Friday, July 15, 2022	CANCELED	
Wednesday, August 17, 2022	29	McCary
Friday, September 16, 2022		
Wednesday, October 19, 2022		
Friday, November 18, 2022		
Wednesday, December 21, 2022		
	100	

FINANCIAL ANALYSIS

None

Prepared By: Susan 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, July 2022

Village Television	Media and Communications
"This Day" live six days a week with two rebroadcasts	August/September Village Breeze
CEO/GM Siobhan Foster on air weekly	7/7 docent tour
Trading Post on air Monday, Wednesday	7/14 docent tour
Message boards updated daily	7/28 docent tour
Movies Mondays, Fridays, Saturdays	7/7 Globe press releases
Producing new dance show with Laura Fremont	7/14 Globe press releases
TV6 guide, movies/meetings schedule	7/21 Globe press releases
Special daily exercise classes for residents	7/28 Globe press releases
Produced City Council meetings for the City	7/1 Friday email blast
Produced new Rebeca Gilad "Did You Know?" show	7/8 Friday email blast
Produced six commercials for cable advertisers	7/15 Friday email blast
Produced 20 segments for cable advertisers	7/22 Friday email blast
Produced "Tales From the Woods" show	7/29 Friday email blast
Produced "Writers and Readers" show	Email subscriber list maintenance
Produced "Let's Talk Tech" with Debbie Dotson	Mail Village Breeze to residents nondelivered
Produced over 25 hours of governance meetings	MACC activities report, agenda, minutes
Broadcasted over 2,000 minutes of original content	Special closed MACC meeting agenda, report
Recreation	WAHC meeting agenda and meeting
Paint and Pour flyer	Proofing weekly board/committee meeting schedule
AARP Smart Driver flyer	Regular Facebook posting
David Bowie Experience outdoor concert flyer	Board Relations
TV6 PowerPoint deck for director	TV6 PowerPoint deck for United director
Phoebe Gong yoga classes flyers	TV6 PowerPoint deck for Third director
Garden Center composting flyers, email blast	Four weekly Third Mutual email blasts
Saturday Night Dance flyer	Third fumigation information for website
Clubhouse 1 patio concert flyer	United fumigation information for website
Private Eyes patio concert flyer	7/13 United new resident orientation
BBQ buffet flyers	Posted Third, United, GRF litigation letters
Equestrian Center newsletter	VMS PowerPoint presentation for United Board
Summer Splash Days flyer updates	VMS PowerPoint presentation for Third Board
Fitness Center signage	VMS PowerPoint presentation for GRF Board
Tennis courts signage	CEO Updates: GRF, Third, United
Farmers' market flyer	CEO correspondence
Recreation webpage updates	CEO TV6 PowerPoint decks
Landscaping Services	Information Services
Tree trimming video	Posted monthly real estate sales reports
Weekly Landscape Maintenance Schedules	Company-wide
Maintenance & Construction	Neighborhood gatherings for CEO, dept directors
Manor Alterations letter	Financial Services
Webmaster	Two PowerPoint presentations for director
Posted club events, updated club websites	Human Resources
Posted 96 items to the website	Job openings flyers

Workflow Report, August 2022

Village Television	Media and Communications
Equestrian Center, Garden Center features w. Lisa Hart	August/September Village Breeze linked and posted
"This Day" live six days a week with two rebroadcasts	Worked on October/November Village Breeze
CEO/GM Siobhan Foster on air weekly	8/11 docent tour
Trading Post on air Monday, Wednesday	8/18 docent tour
Message boards updated daily	8/25 docent tour
Movies Mondays, Fridays, Saturdays	8/4 Globe press releases
Produced new dance show with Laura Fremont	8/11 Globe press releases
TV6 guide, movies/meetings schedule	8/18 Globe press releases
Special daily exercise classes for residents	8/25 Globe press releases
Produced City Council meetings for the City	8/5 Friday email blast
Produced new Rebeca Gilad "Did You Know?" show	8/12 Friday email blast
Produced three commercials for cable advertisers	8/19 Friday email blast
Produced 10 segments for cable advertisers	8/26 Friday email blast
Produced "Let's Talk Tech" with Debbie Dotson	Email subscriber list maintenance
Produced "Tales From the Woods" show	Mail Village Breeze to residents nondelivered
Produced "Writers and Readers" show	MACC activities report, agenda, minutes
Produced over 25 hours of governance meetings	Updated Towers ad for Village Breeze
Broadcasted over 2,000 minutes of original content	Proofing weekly board/committee meeting schedule
Recreation	Board Relations
Paint and Pour flyer	TV6 PowerPoint deck for United director
AARP Refresher Course flyer	TV6 PowerPoint deck for Third director
Vermicomposting flyer	Five weekly Third Mutual email blasts
Pool 2 food/beverage service flyer	Updated GRF election packet
Three pool update email blasts	8/5 United new resident orientation
Laughter yoga flyer	8/7 Third new resident orientation
Italian buffet flyers	Updated docent/new resident orientation handouts
Summer 2022 Garden Center Newsletter	VMS PowerPoint presentation for United Board
Signage for Garden Centers	VMS PowerPoint presentation for Third Board
Grandparents Fun Day flyer	VMS PowerPoint presentation for GRF Board
Fitness Center signage	CEO Updates: GRF, Third, United
Tennis courts signage	CEO correspondence
Recreation webpage updates	CEO TV6 PowerPoint decks
Landscaping Services	Information Services
Tree trimming video	Posted monthly real estate sales reports
Weekly Landscape Maintenance Schedules	Three utilities updates email blasts (AT&T, SCE)
Maintenance & Construction	Webmaster
Manor Alterations letter	PowerPoint deck for director's VMS presentation
Security Services	Webmaster
Recruitment flyer design	Posted club and non-club events
Heatwave email blast	Updated club website information
Gate update email blast	Trained club webmasters
Financial Services	Webmaster
2023 Greenbook Cover	Met with and trained club webmasters
	Posted 97 items to the website

iContact Report, July 2022

Date	Title	Contact	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain
07/29/22	What's Up in the Village	17,204	54.44%	40.07%	45.14%	0.42%	29%	10%	61%	11	1
07/27/22	Upcoming Bokashi Composting Workshop	500	72.80%	16.48%	27.00%	0.20%	40%	11%	49%	1	1
07/27/22	From the President of Third: Earthquake Insurance	4,212	66.98%	0.82%	32.88%	0.14%	29%	7%	64%	3	0
07/22/22	What's Up in the Village	17,220	55.15%	41.78%	44.70%	0.15%	29%	11%	60%	14	2
07/20/22	From the President of Third: A 2023 Budget Update	4,212	67.02%	0.60%	32.91%	0.07%	31%	6%	63%	6	3
07/15/22	What's Up in the Village	17,229	55.06%	41.66%	44.50%	0.44%	31%	11%	58%	15	4
07/13/22	From the President of Third: A Property Insurance Update	4,209	62.75%	0.91%	36.92%	0.33%	30%	9%	61%	1	0
07/08/22	What's Up in the Village	17,235	55.55%	37.77%	44.07%	0.38%	29%	11%	60%	7	1
07/06/22	From the President of Third: An Open Board Director Position	4,215	62.78%	1.06%	36.77%	0.45%	28%	7%	65%	5	2
07/01/22	What's Up in the Village	17,246	55.20%	33.86%	44.29%	0.51%	33%	7%	60%	9	5
07/01/22	Check Out the July 2022 Equestrian Center Newsletter	66	71.21%	53.19%	28.79%	0.00%	30%	0%	70%	0	0
		Total	Averages							Totals	
		103,548	61.72%	24.38%	38.00%	0.28%	31%	8%	61%	72	19

iContact Report, August 2022

Date	Title	Contact	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain
08/31/22	Heat Wave Through Monday Evening: Where to Go in the Village to Cool Down	16,845	54.06%	2.75%	45.76%	0.17%	35%	8%	56%	19	2
08/31/22	From the President of Third: Can You Help Save Third a Little Money?	4,225	62.39%	4.97%	37.49%	0.12%	30%	7%	64%	2	0
08/27/22	Pool 5 Closed, Scheduled to Reopen Monday, Aug. 29, Noon	247	69.23%	0.00%	30.77%	0.00%	28%	14%	58%	0	0
08/26/22	What's Up in the Village	17,148	54.41%	40.69%	45.38%	0.20%	32%	8%	60%	7	2
08/24/22	From the President of Third: Considering an Electric Car?	4,221	66.71%	0.60%	33.26%	0.02%	23%	5%	72%	0	0
08/23/22	Garden Center Newsletter Summer 2022	516	73.64%	60.79%	25.78%	0.58%	44%	4%	51%	0	0
08/22/22	AT&T Restores Telephone Service	16,864	52.33%	1.12%	47.21%	0.46%	33%	10%	57%	9	2
08/22/22	AT&T Equipment Issues Cause Telephone Service Interruption to Resident Services	16,873	52.74%	0.94%	46.76%	0.50%	36%	7%	57%	11	1
08/19/22	What's Up in the Village	17,174	49.08%	43.35%	50.41%	0.51%	35%	7%	58%	12	5
08/17/22	Clubhouse 5 Hot Pool Is Open, Pool 2 Updates Morning Reservation Time	217	68.20%	0.00%	31.34%	0.46%	47%	0%	53%	0	0
08/17/22	From the President of Third: A Budget Update/Committees	4,223	65.69%	0.65%	34.08%	0.24%	31%	6%	63%	1	1
08/12/22	What's Up in the Village	17,178	54.87%	42.33%	44.69%	0.44%	30%	9%	61%	7	2
08/10/22	From the President of Third: Reduction of Irrigation Water Use	4,214	66.21%	0.72%	33.48%	0.31%	26%	7%	67%	0	0
08/05/22	What's Up in the Village	17,191	55.34%	35.24%	44.23%	0.44%	29%	11%	60%	11	1
08/04/22	SCE Outage Due to Equipment Upgrade, Restoration Estimated 3 to 5 p.m.	23	78.26%	0.00%	21.74%	0.00%	0%	0%	100%	0	0
08/04/22	Clubhouse 5 Hot Pool Is Closed for Maintenance	217	60.83%	0.00%	39.17%	0.00%	45%	2%	53%	0	0
08/04/22	Notice of Scheduled Repair Work to Gate 6 on August 11	2,514	61.18%	0.00%	36.16%	2.67%	36%	7%	57%	3	1
08/03/22	From the President of Third: Investing Some Money Now to Save More Money Later	4,213	65.11%	0.55%	34.54%	0.36%	30%	6%	64%	2	0
		Total	Averages							Totals	
		144,103	61.68%	13.04%	37.90%	0.42%	32%	7%	62%	84	17

STAFF REPORT

DATE: September 19, 2022
FOR: Media and Communications Committee
SUBJECT: 2nd Quarter Report

RECOMMENDATION

Receive and file the report.

BACKGROUND

The Broadband Services Division oversees the operations of the community's fiber optic cable network, Village Television, Media Services 55, cable advertising and high-speed internet services.

DISCUSSION

Department	Actual PMPM*	Budgeted PMPM*
Broadband	(\$20.30)	(\$21.23)
Village TV	(\$4.01)	(\$4.19)
Media 55	\$1.67	\$2.35
Internet	\$9.59	\$11.12
TOTAL	(\$13.05)	(\$11.95)

**Per Manor Per Month*

FINANCIAL ANALYSIS

Broadband budget	(\$3,245,079.00)	(\$21.23) PMPM
Village TV budget	(\$640,065.00)	(\$4.19) PMPM
Media 55 budget	\$358,623.00	\$2.35 PMPM
Internet budget	\$1,699,705.00	\$11.12 PMPM

Prepared By: Paul Ortiz, Broadband Services General Manager

Reviewed By: Eileen Paulin, Media and Communications Director

Susan Logan-McCracken, Media and Communications Associate

Committee Routing: Media and Communications Committee

ATTACHMENT(S) N/A

Subscriber Counts, August 2022

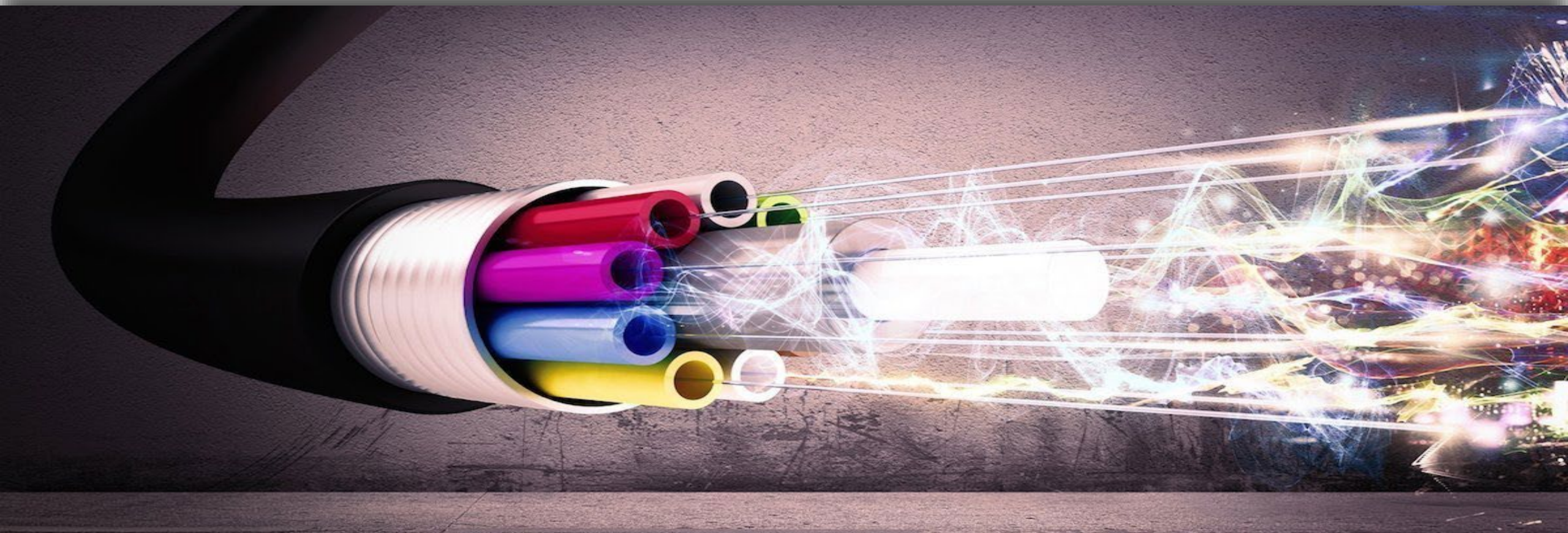
Subscriber Counts	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	YOY
Village TV YouTube	2,045	2,082	2,141	2,170	2,219	2,278	2,310	2,337	3,180	3,183	3,191	3,515	3,734	45.23%
Broadband Services														
DIGITAL Households	6,944	6,907	6,903	6,902	6,890	6,897	6,877	6,852	6,824	6,800	6,786	6,749	6,726	-3.24%
SERVICE CALLS	323	319	292	266	262	295	273	284	267	238	259	244	254	-27.17%
Set-Top Boxes														
HD Standard 062	1,436	1,428	1,411	1,401	1,402	1,407	1,413	1,419	1,424	1,427	1,423	1,424	1,424	-0.84%
DVR's 063	3,783	3,751	3,723	3,711	3,695	3,692	3,688	3,661	3,640	3,619	3,605	3,573	3,566	-6.09%
HD DTA's 064	1,470	1,474	1,491	1,493	1,481	1,462	1,444	1,426	1,410	1,396	1,379	1,362	1,338	-9.87%
TiVo MG2 065	586	606	619	632	644	666	666	674	675	689	704	714	716	18.16%
TiVo Qi3 067	421	433	442	451	460	474	474	478	480	486	497	501	504	16.47%
Cable Card 111	182	181	180	180	180	180	179	180	179	179	178	178	179	-1.68%
DTA-Digital to Analog 112	73	73	73	72	72	71	71	72	71	71	69	67	67	-8.96%
Premium Movie Channels														
Cinemax	108	107	107	106	104	102	98	94	93	93	92	91	89	-21.35%
HBO	742	727	724	706	698	688	684	675	670	662	654	647	648	-14.51%
Showtime	364	358	353	352	351	345	338	330	335	330	328	325	320	-13.75%
Starz/Encore	246	239	239	240	238	233	231	239	237	230	227	218	211	-16.59%
Playboy	16	16	17	17	16	16	15	15	15	15	15	15	14	-14.29%
International Pay TV														
TV Asia	2	2	2	2	2	1	1	1	1	1	1	1	1	-100.00%
CTI-Zhong Tian	13	12	12	12	12	12	12	12	12	12	13	13	13	0.00%
Fillipino Channel	27	26	25	25	25	24	23	23	24	25	25	26	27	0.00%
TV5 Monde	22	21	21	19	19	19	19	19	19	20	19	19	17	-29.41%
CCTV4	8	8	8	8	8	8	8	7	7	7	7	7	7	-14.29%
TVKorea	9	9	11	10	10	9	9	9	9	8	7	8	9	0.00%
RAI Italia	11	12	12	11	12	13	14	12	12	12	12	11	11	0.00%
TV Japan	60	60	60	60	61	60	60	60	60	59	59	59	60	0.00%
High Speed Internet														
15Mbps/3Mbps	4336	4320	4284	4265	4259	4247	4221	4191	4158	4129	4102	4069	4013	-8.05%
30Mbps/3Mbps	2700	2709	2735	2731	2751	2775	2784	2801	2815	2808	2804	2824	2828	4.53%
50Mbps/5Mbps	1857	1883	1886	1900	1929	1960	1990	1994	2008	2013	2013	2029	2046	9.24%
100Mbps/10Mbps	1663	1687	1716	1748	1789	1825	1851	1865	1880	1897	1920	1946	1967	15.46%
Internet Total	10,556	10,599	10,621	10,644	10,728	10,807	10,846	10,851	10,861	10,847	10,839	10,868	10,854	2.75%

Media & Communications Committee Meeting

 GOLDEN RAIN FOUNDATION
of LAGUNA WOODS

September 19, 2022

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



2022 Cable TV Network Operation 2nd *Quarter Report*

WC 20	Actuals	Budget
Operating costs	(\$2,706,087.20)	5.34% better
Non-assessment revenue	\$1,155,136.69	6.56% worse
Programming costs	(\$1,979,475.71)	1.40% better
Franchise fees	(\$84,697.63)	34.58% better
Net revenue/(Expense)	(\$1,550,951.51)	4.41% better

- **2nd Quarter, the Cable TV Network cost each resident \$20.30 (PMPM)**
- The Cable TV Network operation budget for 2022 is \$24.21 PMPM
- National average for cable television is approximately \$110 per month*

*Leichtman Research Group

2022 Broadband Services Operation 2nd *Quarter Report*

Work Center	Net Revenue/(Expense)	PMPM
Broadband	(\$1,550,951.51)	(\$20.30)
Village Television	(\$306,541.35)	(\$4.01)
Media 55	\$127,419.37	\$1.67
Internet	\$732,513.82	\$9.59

- **2nd Quarter, Broadband Services cost each resident \$13.05 PMPM**
- Broadband Services accounts for 36% of the GRF's non-assessment revenue

Expiring Programming Contracts Report

A&E Networks (NCTC)

Expires 12/31/22

A&E CRIME & INVESTIGATION
LIFETIME MOVIE LIFETIME TV MILITARY

FYI HISTORY
VICELAND

FOX TV STATIONS (INDP)

Expires 12/31/22

FOX KTTV MY13-KCOP

- **10% INCREASE IS EXPECTED**
- **Increases have historically averaged 8%**

Programming Contracts Forecast Report



2021	2022	2023	2024	2025
\$3,752,088	\$3,969,301	\$4,240,434	\$4,521,253	\$4,801,591
\$24.55 PMPM	\$25.97 PMPM	\$27.75 PMPM	\$29.58 PMPM	\$31.42 PMPM
	5.7% INCREASE	6.83% INCREASE	6.62% INCREASE	6.20% INCREASE
PER MANOR PER MONTH (PMPM) IS FOR PROGRAMMING FEES ONLY AND DOES NOT INCLUDE OPERATIONAL COSTS				

DIRECTV
stream

Start Free Trial

\$69.99

sling

Start Free Trial

\$35.00
and Up

hulu

Start Free Trial

\$64.99
and Up

fubo^{TV}

Start Free Trial

\$64.99

YouTubeTV

Start Free Trial

\$64.99

Broadband Subscriber Count Report

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VILLAGE TELEVISION

3,737 subscribers in August
3,515 subscribers in July

Village Television **You Tube**
Channel received 27,688 views
in the last 28 days

Watch Online

“This Day”

Governance Meetings
Village Television Shows

Monday Movies



September 5
Almost Famous
R | 2h 2min | 2000



September 12
Mr. Malcolm's List
PG | 1h 57min | 2022

Friday Movies



September 2
Argo
R | 2h | 2012



September 9
Kon-Tiki
PG-13 | 1h 58min | 2012



September 19
How to Make an American Quilt
PG-13 | 1h 57min | 1995



September 26
Mr. & Mrs. Bridge
PG-13 | 2h 6min | 1990



September 16
Jiro Dreams of Sushi
PG | 1h 21min | 2011



September 23
Phoenix
PG-13 | 1h 38min | 2014

The 2 p.m. movies will
have subtitles.

September 30
All That Heaven Allows
NR | 1h 29min | 1955

Village Television thanks
these movie sponsors:

Saturday Movies

September 3
Big Fish
PG-13 | 2h 5min | 2003

September 10
Gladiator
R | 2h 35min | 2000

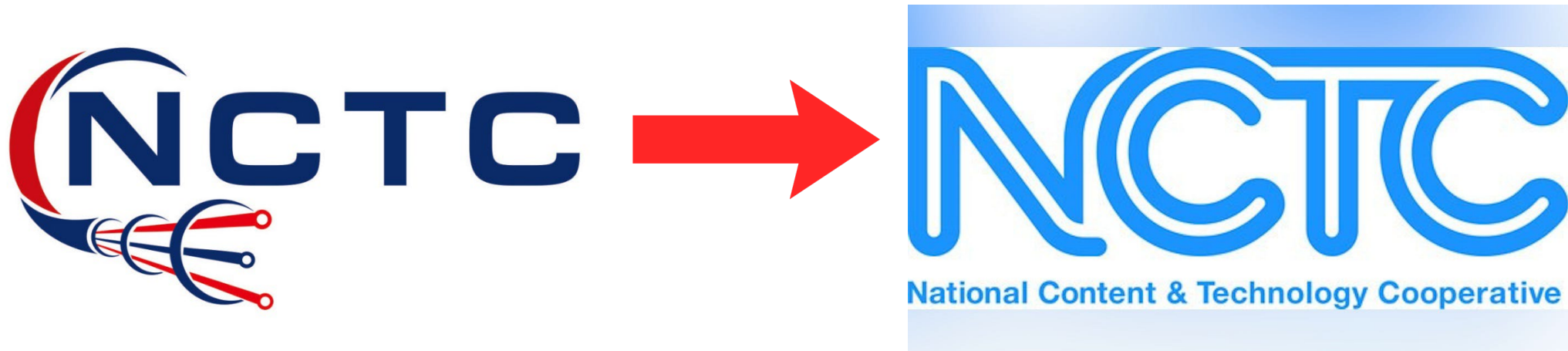
September 17
At Middleton
R | 1h 39min | 2013

September 24
Experimenter
PG-13 | 1h 38min | 2015

Village Television now offers
closed captions on all of its
programming!



Rebranding of NCTC



NCTC will now be known as the **National Content & Technology Cooperative**. The change from National Cable TV Coop, reflects the new world in which service providers are flourishing. The new identity and tagline, “**Stronger Together,**” emphasizes that in today’s competitive and complex marketplace, success happens by collaborating. There is strength in numbers. NCTC can get the most competitive deals for the highest quality products and services under the best terms for members who combine their implementation of new projects and improvements.

Rebranding of NCTC



The **National Content & Technology Cooperative** has over 720 members which serves over 40,000,000 subscribers.

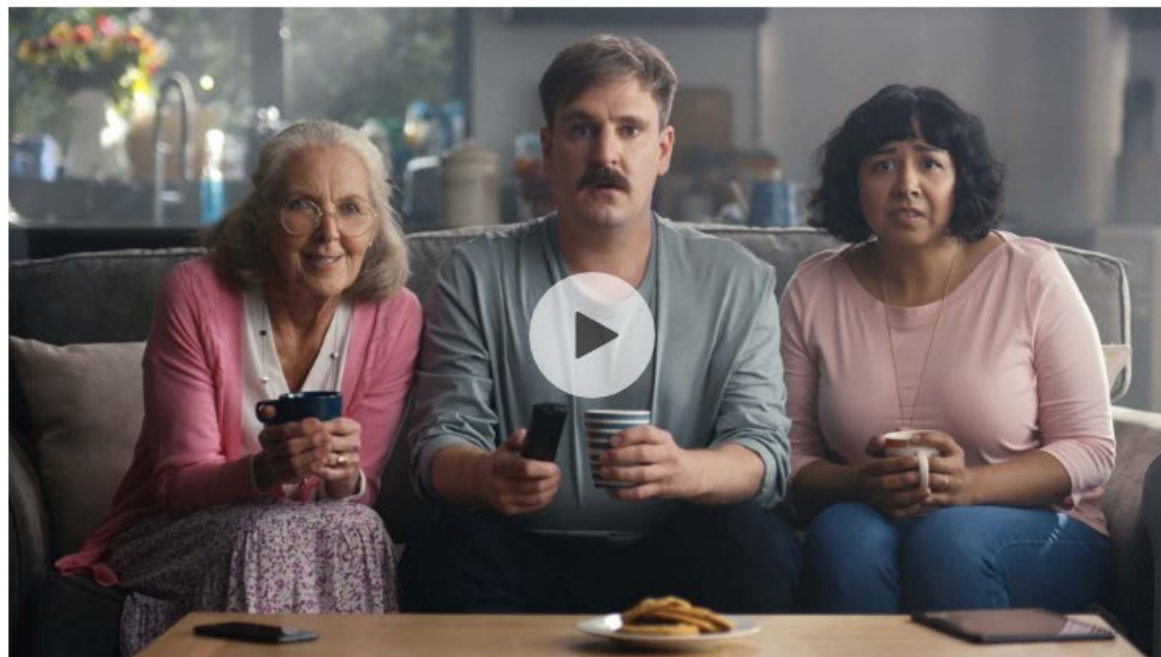
Comcast serves 34,000,000 subscribers and Cox serves 7,000,000 subscribers.

47% of NCTC members are TELCO operators, 40% are CABLE operators and 13% are municipalities.

<https://www.watchnextgentv.com>

Unleash live TV with NEXTGEN TV

The features and technology you demand from your entertainment are now built for broadcast.



ATSC 3.0

Advanced Television Systems Committee

- FREE
- UPGRADABLE
- IMMERSIVE
- INTERACTIVE



EXPERIENCE FREE BROADCAST TV

NEXTGEN TV is a free, over-the-air service available to viewers with an antenna in most major markets. All you need is a NEXTGEN TV and an HD antenna, and you can watch a wide variety of broadcast channels at no charge.

INTERNET SUBSCRIBERS 2nd *Quarter Report*



10,854 Internet subscribers August 2022

10,868 Internet subscribers July 2022

4,013 internet subscribers 15/3 Mbps	\$23.50 per month
2,828 internet subscribers 30/3 Mbps	\$28.50 per month
2,046 internet subscribers 50/5 Mbps	\$38.50 per month
1,967 internet subscribers 100/10 Mbps	\$48.75 per month

INTERNET PRICES have not increased since 2014

- 64% of subscribers utilize 30/3 Mbps or less
- GRF shares revenue with West Coast Internet
- Non-assessment revenue for the 2nd quarter equaled \$938,202.25