



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

**Monday, October 19, 2020 - 1:30 PM
VIRTUAL MEETING
Laguna Woods Village Community Center Board Room
24351 El Toro Road**

NOTICE OF MEETING AND AGENDA

This meeting may 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 two options:

1. Email 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.
2. 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 – September 21, 2020

5. Chair's Remarks

6. Member Comments – Open Forum (Items Not on the Agenda)

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's and Staff Responses to Member

Comments REPORTS:

8. Media and Communications Report – Director Eileen Paulin

9. Broadband Consultant Update – Director Eileen Paulin

Golden Rain Foundation of Laguna Woods
Media and Communications Committee
October 19, 2020

ITEMS FOR DISCUSSION AND CONSIDERATION:

- **No-smoking signs as reminders along serpentine trail and near benches**

ITEMS FOR FUTURE AGENDAS:

CONCLUDING BUSINESS:

- 10. Committee Member Comments**
- 11. Date of Next Meeting – Monday, November 16 at 1:30p.m.**
- 12. Adjournment**



OPEN MEETING

THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS
COMMITTEE MEETING

Monday, September 21, 2020 at 1:30 p.m.
Laguna Woods Village Community Center
Virtual Meeting 24351 El Toro Road, Laguna
Woods, CA 92637

REPORT

- MEMBERS PRESENT:** Directors Neda Ardani, Bunny Carpenter, Lynn Jarrett, Annie McCary, Joan, Milliman, Ryna Rothberg and Juanita Skillman; Advisor Tom Nash
- MEMBERS ABSENT:** Director Elsie Addington; Advisors Carmen Pacella and Frank Tybor
- 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 1:33 p.m.
2. **Acknowledgement of Media**
None
3. **Approval of the Agenda**
Approved
4. **Approval of Meeting Report from August 17, 2020**
Approved
5. **Chair's Remarks**
None
6. **Member Comments (Items Not on the Agenda)**
Media and Communications Supervisor Ellyce Rothrock read member comments received in the Outlook meetings inbox.

Cable TV authentication: Resident Sam Samari requested adding authentication to the cable TV service so premium channels can be streamed via smart devices such as Apple TV.

Chuck Holland answered that we don't have online streaming services turned on because it is not budgeted. The technology has to be turned on for everyone or no one, and that carries a per-manor cost of 50 cents per manor per month in addition to a fee for each channel. He added that the channels need to be identified and a contract negotiated with each of those service providers to turn that on.

Director Joan Milliman mentioned computer-based alternatives for these services that don't require going through Broadband.

Media and Communications Director Eileen Paulin recommended continuing this discussion once we have a full analysis from The Broadband Group.

Closed captioning for Village TV programs: In a letter on behalf of the Steering Committee of Concerned Citizens of Laguna Woods Village, Resident Suzanne Model asked why Village TV does not automatically add closed captioning to its programs, as many residents are hearing impaired.

Paul Ortiz answered that closed captioning costs would need GRF approval. Answering Director Milliman's question about the closed captioning button on television remotes, Mr. Ortiz explained that this will not work. He encouraged all the clubs to upload videos on YouTube, which provides captioning services for free. All videos on the Laguna Woods Village YouTube channel are captioned.

Revenue from shopping networks: Resident Doug Rook asked about the financials that show the revenue from the shopping networks.

After pulling up the report, Mr. Ortiz stated that revenues from Home Shopping Network and QVC were higher than budgeted and suspected that was because people are staying home and shopping more.

Town hall meetings for board member elections: Ms. Paulin mentioned a letter from Third Mutual Officer-Elect Deborah Dotson that suggested town hall-type meetings introducing candidates for the upcoming elections and recently elected board members.

Ms. Paulin discussed the upcoming Third Mutual virtual town hall meeting, Tuesday, September 29, at 1 p.m. on TV6, and streaming on Granicus.

Discontinued sports channels: Addressing a letter published in the September 17 Globe regarding the sports channels that were not renewed, Mr. Holland discussed the seven-figure costs that were going to increase. He also mentioned the numerous communications that had been distributed last year before the decision was made.

To answer Director Bunny Carpenter's question about alternatives to these channels, Mr. Holland mentioned YouTube TV, Hulu TV and MLB Network.

Ms. Paulin mentioned a plan had been approved to put up a large screen TV in 19 Restaurant where people could watch those channels. Due to the unforeseen pandemic, the plan currently is to create a viewing lounge where residents can go to watch those sports channels when pandemic restrictions are lifted.

Mr. Holland added that once the clubhouses open again, that will become available.

7. Director's and Staff Responses to Member Comments

None

REPORTS:

8. Media and Communications Report – Director Eileen Paulin

Ms. Paulin held up the fourth issue of the Village Breeze magazine and mentioned the fifth issue is close to going to press. She also mentioned overruns of the magazine may be distributed at the Village gates for residents who didn't receive their issue.

Ms. Paulin mentioned the next phase of pandemic communication and thanked Mr. Ortiz and Lisa Hart for producing shows that keep residents informed.

Ms. Paulin also reported on recently communicated messaging to residents, which include:

- Painting, concrete repair and carport cleaning, which are back in service
- The importance water conservation, especially with prices increasing
- Recognizing U.S. Census Bureau employees who will follow up in person with those who haven't responded to the census
- Recent board vacancies
- The coin distribution program, which is cutting back to one day a week
- CEO updates on Village Television
- Planned and unplanned power outages
- PSAs about such topics as hand sanitizers that are dangerous, how to wear a mask properly and mosquitoes
- A new transportation brochure and website landing page updates
- Special exercise classes, which are popular

Ms. Paulin mentioned the message boards, produced by Michelle Mitzel, are a great communication tool.

Ms. Paulin mentioned Media Services 55 promotions and that, although there had been a decrease advertising revenue, that is ramping up again pretty well. MemorialCare is sponsoring a monthly health care show that TV6 is producing.

Ms. Paulin announced that new resident orientations will start again virtually in October, although docent tours are still on hold.

Ms. Paulin mentioned the Equestrian Center newsletter has been streamlined and, because of large initiatives and staffing limitations, should be kept to two to three times a year like the Garden Center newsletters.

Ms. Paulin mentioned a big demand for PowerPoint presentations and that it's important to meet deadlines when going on TV6.

Ms. Paulin mentioned that website traffic is up and that the subscriber list is the cleanest it's ever been.

Ms. Paulin discussed United Mutual's election and a socially distanced Meet the Candidates broadcast event that will be similar to the medical roundtable. Something similar is in the works for Third Mutual's new directors and ballot initiative. In addition, United is introducing a resolution that will require community education.

Director Annie McCary asked how she could better prepare board directors for TV6 interviews, which occur the day after their board meetings. Ms. Paulin encouraged the use of strong visuals and doing as much work on the PowerPoint slides ahead of the board meeting as possible.

Director Lynn Jarrett mentioned she attended El Toro Water District meeting, where she learned about a 2% cost increase that will equate to \$1 per manor per month. She thanked Ms. Paulin for communications on water conservation.

9. Broadband Update – Director Eileen Paulin

Ms. Paulin announced that all due diligence is done and the site inspection went well. Expect a preliminary report from The Broadband Group at next month's GRF Media and Communications Committee meeting.

Ms. Paulin mentioned one small outage, but things have been going well overall. When the pandemic first hit, the demand on the system was heavy, but that has been rectified.

Ms. Paulin also discussed, contract renewals, merchandise sales, and advertising revenue and trends.

ITEMS FOR DISCUSSION AND CONSIDERATION:

ITEMS FOR FUTURE AGENDAS:

CONCLUDING BUSINESS:

10. Committee Member Comments

Director McCary commended Ms. Paulin, Ms. Rothrock and all involved for a great, informative meeting that ran smoothly.

Director Jarrett inquired about the editorial advisory board meeting, to which Ms. Rothrock answered that the new date will be announced once rescheduled.

Director Ryna Rothberg suggested making legislative updates that affect HOAs a regular part of the Chair's report. Ms. Paulin mentioned communications on impactful legislation that have gone out to Village residents.

Mr. Ortiz announced that the City of Laguna Woods is taking steps to convert to HD.

11. Date of Next Meeting – October 19, 2020, at 1:30 p.m.

12. Adjournment
2:32 p.m.

DRAFT

Joan Milliman, Director
Media and Communications Committee

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STAFF REPORT

DATE: October 19, 2020
FOR: GRF Media and Communications Committee
SUBJECT: Marketing and Communications Activities Report – September 2020

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 September 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. In September, Trello tracked 52 projects. In addition, Media and Communications entered 1,071 emails into iContact and posted 104 items on the website and microsite.

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

- Village Breeze (October/November 2020)
- What's Up in the Village (Friday email blast): Four editions
- Garden Center Newsletter (Fall 2020)
- Recreation updates: Three email blasts

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 August include:

- Online Pool Reservations Going Swimmingly
- Labor Day Bus Service, Facility Hours
- Beware Extreme Heat This Holiday Weekend
- Flex Alert Issued Saturday Through Monday
- Trash, Recycling and Bulky-Item Reminders
- Recording TV6 Movies With Your DVR
- Political Signage Displays in the Village
- Updates From the Links
- Notice of Board Candidate Lists, Annual Elections
- Joan Milliman Elected to GRF Board
- United Seeks to Fill VMS Board Vacancy
- TV6 Movie Schedule Update
- Coronavirus and Our Community
- Upcoming Meetings
- Racket Sports, Golf Pro Shop and Lawn Bowling Updates
- Coyotes in Our Community
- Orange County Graduates to Red Tier 2
- Mosquito Activity Update, Resources
- Fall Carport Cleaning
- Golf Pro Shop Hosts Sale
- Consider Serving on the GRF Board of Directors
- Notice of Board Candidate Lists, Annual Elections
- Great California ShakeOut Drill
- Recreation Announces Outdoor Fitness Classes
- Get Your Flu Shot!
- Check Air Quality With AQMD
- Coin Program Availability Change
- How to Make Your Vote Count in Village Elections
- Updated DwellingLive Mobile App

- City of Laguna Woods Offers Utility Subsidy
- Need Resident Services?
- Best Times to Call Resident Services
- Meet Your Candidates on TV6
- Watch, Participate in Virtual Board, Committee Meetings
- Virtual Recreation Resources for Village Residents
- Third Mutual Presents Vote YES! Virtual Town Hall

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

- South Coast Air Quality Management District Issues Smoke Advisory email blast
- Created two CEO email blasts addressing Village amenities
- OCHCA Offers COVID-19 Testing for Residents email blast
- Third Mutual Virtual Town Hall No Mess, Vote YES! email blast
- Created CEO update reports for regular board meetings
- Notified staff and residents about planned power outages in the community
- Passed vital information to Resident Services so they can be prepared with answers when residents call with questions
- Press relations, including disseminating press releases to the Laguna Woods Globe
- Transportation brochure and website landing page updates
- Various letters and correspondence for Maintenance and Construction, as well as signage for the Department of Recreation and Special Events
- Village-wide signage designed for posting throughout GRF facilities
- Edited documents and updates regarding facility and amenity reopenings

Tasking Completed by Village Television (TV6):

- “This Day” live six days a week focused on Village updates
- CEO Jeff Parker on air weekly
- Message boards updated regularly with important information
- Movies for residents’ enjoyment on Mondays, Fridays and Saturdays
- A redesigned regular TV guide
- Special exercise classes for residents
- Produced over 10 public service announcements
- Working with the City to transition the City channel from analog to high definition
- Produced more than six commercials for Media Services 55
- Produce over 2,500 minutes of original programming each month
- In production with new health shows for MemorialCare

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 September, these 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. To welcome new residents, staff continues to write letters and contact new residents via email.

In September, new resident orientations remained canceled due to the pandemic. New resident orientations will begin in October.

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, September 2020

Recreation	Marketing and Communications
Clubhouse 1 Outdoor Fitness Facility doc	Third Mutual No Mess, Vote YES! email blast
GRF Recreation Policies & Procedures	October/November Village Breeze
Fall 2020 Garden Center Newsletter	Appeared on TV6 to promote Village Breeze
Drive-in concert announcement	9-3-20 Globe press releases
Outdoor fitness classes email blast	9-4-20 Friday eblast
Online swim reservations	9-10-20 Globe press releases
Board Relations	9-11-20 Friday eblast
CEO Update GRF	9-17-20 Globe press releases
CEO Update United	9-18-20 Friday eblast
CEO Update Third	9-24-20 Globe press releases
Updated Third Mutual landing page	9-25-20 Friday eblast
PPT presentations for various directors	South Coast AQMD eblast alert
Campaign: Panagea for Third	Compiled, distributed Broadband reports
Special CEO letter on amenities	Coordinated Broadband meetings
GRF candidate packet	Daily web COVID-19 county counts
Election documents	Village-wide signage
Year-end PPTs for GRF, Third and United	Compile Google Analytics stats report
Maintenance & Construction	MACC activities report, agenda, minutes
Manor Alterations website project	Village Television
Grinding/paving email blast	This Day live six days a week
Sales	CEO Jeff Parker on air twice weekly
Posted monthly real estate sales reports	Message boards updated regularly
Resident Services	Movies Mondays, Fridays, Saturdays
Resident correspondence	Update monthly TV Guide
Trash, recycling, bulky-item pickup webpage	Special exercise classes for residents
Landscape	City channel transition to high definition
Landscape Maintenance Schedules	Advertising signage
Club Events to Website	Media Services 55 media kit
Club event postings to website	Health shows for MemorialCare
iContact Emails	Webmaster
Entered 1,071 email addresses	Posted 104 Items to the website

iContact Report, September 2020

Date	Title	Contact	Open	Bounce	No Info	Clicks	Smartphone	Tablet	Computer	Unsubscribe	Complain	
9/2/2020	Updates: Online Pool Reservations Available!	15,788	45.7%	0.5%	53.7%	3.0%	50.0%	7.0%	43.0%	11	2	
9/4/2020	Grinding and Paving Work in Your Area	669	62.8%	1.6%	35.6%	34.0%	51.0%	6.0%	43.0%	0	0	
9/4/2020	What's Up in the Village	15,746	45.5%	0.5%	54.0%	29.0%	46.0%	7.0%	47.0%	8	4	
9/11/2020	What's Up in the Village	15,742	48.7%	0.5%	50.8%	31.0%	46.0%	7.0%	47.0%	5	0	
9/12/2020	South Coast AQMD issues Smoke Advisory	15,538	50.2%	0.5%	49.3%	3.0%	56.0%	6.0%	38.0%	5	2	
9/16/2020	Recreation Announces Outdoor Fitness Classes!	15,729	50.7%	0.5%	48.8%	14.0%	48.0%	6.0%	46.0%	4	0	
9/18/2020	VMS CEO Jeff Parker Addresses Amenities	208	63.0%	0.0%	37.0%	0.0%	71.0%	1.0%	28.0%	0	0	
9/18/2020	VMS CEO Jeff Parker Addresses Amenities	15,531	51.9%	0.5%	47.6%	0.0%	61.0%	4.0%	35.0%	6	2	
9/18/2020	What's Up in the Village	15,776	50.7%	0.5%	48.8%	27.0%	48.0%	7.0%	46.0%	8	1	
9/25/2020	Garden Center Newsletter Fall 2020	325	62.2%	0.6%	37.2%	33.0%	47.0%	8.0%	46.0%	0	0	
9/25/2020	What's Up in the Village	15,764	52.2%	0.5%	47.3%	30.0%	48.0%	6.0%	46.0%	6	1	
9/28/2020	OCHA Offers COVID-19 Testing for Residents	15,441	50.3%	0.5%	49.2%	6.0%	52.0%	6.0%	42.0%	10	5	
9/29/2020	Third Mutual Virtual Town Hall No Mess, Vote YES!	8,764	53.5%	1.5%	44.9%	2.0%	64.0%	4.0%	33.0%	8	2	
9/30/2020	Recreation Update: Pools, Outdoor Fitness, Bocce	15,600	48.7%	0.1%	51.2%	8.0%	49.0%	7.0%	45.0%	10	2	
Averages											Totals	
			52.6%	0.6%	46.8%	15.7%	52.6%	5.9%	41.8%	81	21	

New Resident Orientations Year to Date
New resident orientations will begin in October.

United Mutual

Date	Attendance	Director
Wednesday, January 08, 2020	20	Achrekar
Friday, February 07, 2020	16	Addington
Wednesday, March 11, 2020	11	Armendariz
Friday, April 03, 2020	0	Ardani
Wednesday, May 13, 2020	0	Bastani
Friday, June 05, 2020	0	Gilmore
Wednesday, July 08, 2020	0	Liberatore
Friday, August 07, 2020	0	Margolis
Wednesday, September 09, 2020	0	Randazzo
Friday, October 02, 2020		Skillman
Wednesday, November 11, 2020		Torng
Friday, December 04, 2020		
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Third Mutual

Date	Attendance	Director
Friday, January 17, 2020	18	Frankel
Wednesday, February 19, 2020	30	Parsons
Friday, March 20, 2020	0	Pearlstone
Wednesday, April 15, 2020	0	Karimi
Friday, May 15, 2020	0	McCary
Wednesday, June 17, 2020	0	Jarrett
Friday, July 17, 2020	0	Engdahl
Wednesday, August 19, 2020	0	Wayne
Friday, September 18, 2020	0	Mutchnick
Wednesday, October 21, 2020		Parsons
Friday, November 20, 2020		Jarrett
Wednesday, December 16, 2020		Gibson
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STAFF REPORT

DATE: October 19, 2020
FOR: GRF Media and Communications Committee
SUBJECT: Broadband Services Update

RECOMMENDATION

Receive and file report.

BACKGROUND

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

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
- ii. Contract Renewals

Golden Rain Foundation of Laguna Woods
 Media and Communications Committee
 October 19, 2020

Subscriber Counts

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT
Subscriber Counts																					
Digital Subscribers	6,379	6,634	6,657	6,627	6,622	6,692	6,726	6,773	6,793	6,811	6,833	6,850	6,848	6,851	6,811	6,814	6,812	6,815	6,812	6,812	6,812
Set-Top Boxes																					
DVR's	6,064	6,076	6,060	6,017	5,616	5,889	5,829	5,832	5,821	5,816	5,822	5,829	5,812	5,809	5,783	5,764	5,756	5,749	5,736	5,740	5,736
Standard	704	711	697	687	674	653	642	624	603	530	412	372	333	236	131	104	26	1	1	1	1
HD Standard	2,072	2,068	2,068	2,069	2,086	2,069	2,067	2,052	2,030	2,036	2,034	2,032	2,025	2,029	2,034	2,036	2,045	2,043	2,043	2,037	2,027
TiVo MG2	184	191	218	228	277	299	336	360	369	383	397	404	415	424	427	436	443	452	455	468	476
TiVo Qi3	182	194	224	236	277	298	346	369	381	399	415	427	440	450	452	459	467	472	472	476	481
DTA	386	380	371	370	368	363	363	363	360	355	350	343	339	337	337	335	332	332	332	305	210
HD Converter's	598	764	796	828	843	882	941	1,028	1,089	1,171	1,299	1,348	1,391	1,492	1,576	1,613	1,677	1,709	1,709	1,721	1,745
Pay-TV																					
HBO	916	914	912	940	932	920	915	913	904	892	889	877	871	861	860	857	860	859	859	847	842
Cinemax	122	124	124	122	118	119	117	116	115	115	112	115	114	115	120	115	115	116	116	116	117
Showtime	448	448	450	441	437	441	436	437	439	427	424	428	424	425	427	426	430	426	426	414	411
Starz/Encore	323	306	301	297	292	291	289	289	284	281	271	275	271	293	296	297	293	289	289	278	277
PBC	17	18	18	18	18	18	17	18	18	17	16	16	16	19	18	20	18	19	19	17	17
International Ch.																					
TV Asia	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1
CTI-Zhong Tian	14	14	14	13	14	14	15	15	15	15	15	15	14	14	14	14	14	14	14	15	15
The Filipino Channel	45	46	46	43	43	42	44	43	43	43	43	43	42	41	42	43	40	39	39	35	34
CCTV4	10	10	10	9	9	9	10	9	9	8	8	8	8	8	8	8	8	8	8	8	8
Channel One Russia	12	12	12	12	12	12	12	12	12	12	11	11	10	10	10	10	10	10	11	10	10
tvk	10	10	10	10	9	10	11	11	11	12	12	12	11	11	11	11	11	11	11	12	11
TV5Monde	27	27	27	26	26	27	27	26	25	24	24	24	23	24	24	24	23	24	24	26	25
RAI Italia	9	9	8	7	7	8	8	8	8	8	8	8	8	8	8	9	9	9	9	9	9
TV Japan	50	50	49	49	48	50	51	51	51	50	51	51	51	50	50	51	51	53	54	54	55
Total International	179	180	178	171	170	174	180	177	175	173	173	173	168	167	168	170	168	169	173	170	168
High Speed Data																					
High Speed Data	9,905	9,934	9,934	9,944	9,966	9,899	9,920	9,950	9,966	9,981	10,031	10,087	10,116	10,181	10,190	10,200	10,217	10,241	10,271	10,303	10,350

2020 Contract Renewals

Network	Channel	Sub Count	Increase	2020 Rate	Increase	2021 Rate	Increase
Bravo	267	3,220	9%	0.47	4.00%	0.49	4.10%
CNBC	108	3,220	7%	0.75	5.50%	0.78	3.90%
E! Entertainment	273	3,220	22%	0.462	3.00%	0.5	7.60%
The Golf Channel	24	3,220	4%	0.611	4.50%	0.64	4.50%
KNBC - LA (In Market)	4	3,220	20%	3	17.00%	3.25	7.70%
KVEA - Los Angeles	52	3,220	29%	0.9	13.50%	1.02	11.80%
MSNBC	109	3,220	33%	0.95	5.30%	1	5.00%
NBC Sports Network	312	3,220	7%	1.05	7.70%	1.14	7.90%
Olympusat BYU	203	3,220	0%	0	0.00%	0	0.00%
Olympusat SonLife Broadcasting Net.	111	3,200	0%	0	0.00%	0	0.00%
Oxygen	138	3,220	-344%	0.062	1.60%	0.064	3.10%
Olympics Package		3,220	9%	0.22	0.00%	0.24	8.40%
SyFy	168	3,220	8%	0.53	3.80%	0.55	3.70%
Universal HD	483	3,220	0%	0	0.00%	0	0.00%
USA Network	143	3,220	8%	1.83	6.00%	1.94	5.70%
			13%		4.80%		4.90%