



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

**Monday, December 14, 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 – October 19, 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

ITEMS FOR DISCUSSION AND CONSIDERATION:

- **The Broadband Group report:** Due to the stay-at-home order and the staffing limitations that it ensues, the report by The Broadband Group has been rescheduled for the January 2021 meeting.

ITEMS FOR FUTURE AGENDAS:

- **The Broadband Group report**

CONCLUDING BUSINESS:

- 10. Committee Member Comments**
- 11. Date of Next Meeting**
- 12. Adjournment**



OPEN MEETING
THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS
COMMITTEE MEETING
Monday, October 19, 2020 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 Bunny Carpenter, Jon Pearlstone, Lynn Jarrett, Annie McCary and Elsie Addington; Advisors Tom Nash, Carmen Pacella and Juanita Skillman

MEMBERS ABSENT: Director Ryna Rothberg

OTHERS PRESENT: Richard Rader

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

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

Approved by unanimous consent.

4. Approval of Meeting Report from September 21, 2020

Approved by unanimous consent.

5. Chair's Remarks

Chair Joan Milliman said she is happy to be back as chair of this committee. She welcomed former Director Juanita Skillman as a new advisor for this committee. She welcomed Jon Pearlstone who will serve as the third GRF director.

Chair Milliman gave an update on Assembly Bill 3182, which was signed by Governor Gavin Newsom on September 28. For more information on this bill, go to CAI.com, the website for the Community Association Institute.

6. Member Comments -- Open Forum (Items Not on the Agenda)
None

7. Director's and Staff Responses to Member Comments
None

8. REPORTS:

8a. Media and Communications Report – Director Eileen Paulin

1. Director Eileen Paulin recounted COVID-related communications and activities:

- City and county stats updated daily on the Laguna Woods Village Alerts microsite
- This Day program broadcast on Village Television (TV6) six days each week
- Village Management Services CEO appeared on TV6 two to three times each week since the beginning of the pandemic
- Numerous announcements went out on multiple media platforms regarding reopenings of facilities and amenities

2. Ms. Paulin announced that the October/November Village Breeze landed at the post office, which can deliver up to 3,500 copies per day. Overages will go to the clubhouses, where residents who did not receive a copy can pick one up. Residents can send requests to info@lagunawoodsvillage.com.

3. Ms. Paulin mentioned that the Fall Garden Center newsletter was completed and distributed.

4. Ms. Paulin recounted communication activities that supported the election season:

- United Mutual board openings and HO6 policies initiative
- Third Mutual special ballot initiative and board openings
- GRF board openings
- Town Halls produced for each board

5. Messaging topics delivered to residents included:

- Coyote safety (The department interviewed animal control officer.)
- Mosquito prevention (The department interviewed Orange County Mosquito and Vector Control District.)
- Great California Shakeout earthquake drill
- Flu shot reminders
- Coin program for laundry facilities
- The recently updated DwellingLive mobile app
- When to call and not to call Resident Services
- Virtual Recreation resources
- CEO messages to residents sent via email blasts
- Power outage alerts

8b. Media Report

Ms. Paulin highlighted TV6 communication activities including:

- Providing updates to boards of directors via Zoom
- A redesigned TV Guide
- Assisting the city in the transition from standard definition to high definition
- Creating original commercials for advertisers
- Producing a new health show sponsored by MemorialCare

8c. New Resident Orientations

New resident orientations have relaunched virtually. The first one on October 23 is full. Becky Jackson leads these events, and residents must RSVP becky.jackson@vmsinc.org to confirm attendance.

8d. Questions and Comments

Advisor Juanita Skillman commented that she is getting calls about the United candidate forums. Because some viewers did not know the broadcast was in two parts, they missed the second part, so the other three candidates did not get view time that the first three did.

Ms. Paulin discussed problems with the network outage and how staff is working around the clock and communicating with everyone, while the Department of Information Services works to restore systems.

Director Lynn Jarrett asked about DwellingLive, how many residents are using it and how it can be publicized more. Chair Milliman suggested running communications about DwellingLive regularly in the Friday email blasts.

8e. The Broadband Group Report

Ms. Paulin stated we anticipate receiving The Broadband Group (TBG) report by November 14. Having discussed it with CEO Parker, she recommended having TBG present this comprehensive informational report to the GRF board and Media and Communications Committee (MACC) simultaneously.

Chair Milliman, Director Bunny Carpenter and Director Jon Pearlstone suggested having TBG present the report to MACC to evaluate first and then taking it to the GRF board. Chair Milliman also suggested MACC present a summary of the report to the GRF board and provide the full report for the board to read.

After further discussion, Director Elsie Addington made a motion to put the TBG report on the December MACC agenda for further discussion. Director Jarrett seconded the motion.

Discussion ensued among members of the committee.

Director Addington amended her motion for TBG to present a summary of the report to MACC in November and to follow with a full report that the committee could read afterward. Director Carpenter seconded the motion.

The amendment and the motion passed unanimously by the committee.

9. Broadband Update – Director Eileen Paulin

Ms. Paulin stated that resident utilization of Broadband services is at an all-time high since the pandemic.

TV Services Manager Paul Ortiz discussed advertising revenue, producing commercials and supporting the clubs through Village Television and Media Services 55.

Ms. Paulin clarified that public service announcements for Third Mutual or United Mutual are not paid advertising and that those spots go into unsold ad space.

Richard Rader asked if CSPAN would go into the digital section once the transition from standard definition to high definition is complete. Mr. Ortiz answered that CSPAN-1 is channel 19 and CSPAN-2 is 49 in digital format, which is in standard definition format. Chair Milliman said she would request more information from Department of Information Services Director Chuck Holland.

10. ITEMS FOR DISCUSSION AND CONSIDERATION:

No smoking signs as reminders along serpentine trail and near benches After discussing the location of the serpentine trail, Chair Milliman decided that this discussion should go to the United Board of Directors, because the trail is on that mutual's common property.

11. ITEMS FOR FUTURE AGENDAS:

Broadband Group Update

12. CONCLUDING BUSINESS:

Committee Member Comments

Advisor Skillman said this was a good meeting that went well technologically and that she could see and hear everyone.

Advisor Pacella also stated this was a good meeting. He also mentioned he is receiving good feedback on the printed Village Breeze from neighbors and friends and to keep up the good work.

Director McCary welcomed Chair Milliman back to the committee and stated that this was a great meeting.

Director Addington also welcomed Chair Milliman back to the committee.

Director Carpenter thanked Chair Milliman and said the meeting was great.

Director Jarrett said this was a good meeting. She mentioned that she is working on Third's end-of-year accomplishments' presentation.

Advisor Tom Nash asked for clarification on his role as an advisor. Chair Milliman answered that he is invited to weigh in at any time during the meeting.

Director Pearlstone thanked Chair Milliman for running an efficient meeting. He also thanked Ms. Paulin for keeping the Broadband project on the front burner.

Ms. Paulin thanked everyone for their patience during this network outage and that she looks forward to the Broadband report.

Mr. Ortiz stated that this was a good meeting. He mentioned that he has a number of live meetings this week.

Chair Milliman stated it was a wonderful time to meet with the committee. She thanked Ms. Paulin and Mr. Ortiz for the work they do and for their valuable input.

Date of Next Meeting -- November 16, 2020

13. Adjournment
3:08 p.m.

p.p. Joan Milliman / SLM

Joan Milliman, Chair
Media and Communications Committee

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STAFF REPORT

DATE: December 14, 2020
FOR: GRF Media and Communications Committee
SUBJECT: Marketing and Communications Activities Report – October-November 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. Trello tracked 48 projects in October and 43 projects in November. In addition, Media and Communications entered 937 emails in October and 13 in November into iContact, and posted 96 items in October and 77 items in November on the website and microsite.

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. The network outage interrupted that volume because of limited phone and email access.

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

- Village Breeze (October/November 2020)
- What's Up in the Village (Friday email blast): Eight editions
- 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 October include:

- Garden Centers Staff Update
- Third Mutual Town Hall Forum Notices (No Mess Vote Yes)
- Letters to Third Members from Officers (President, Vice President, Treasurer)
- Eblasts to Third, United subscribers regarding elections (various)
- 2020 Census Data Collection Ends
- Air Quality Alert
- TV Movie Schedule Update (x4)
- Exciting Recreation Updates
- Exercise More at the Outdoor Fitness Facility
- It's Hoppin' at the Village Drive-In!
- The Fluukes, Theatre Guild at the Village Drive-In
- Great California ShakeOut Drill (x3)
- Meet Your Candidates on TV6
- Make Your Vote Count in Village Elections (x4)
- Don't Miss Second No Mess Vote Yes! Town Hall
- No Mess Vote Yes Ballot Initiative to Air Again
- Apple Gift Card Scams
- City of Laguna Woods Offers Utility Subsidy (x4)
- El Toro Water District Celebrates 60 Years Serving the Community
- Get Your Flu Shot! (General)
- Get Your Flu Shot at the Senior Center
- Ice Cream and Sweets Senior Social
- FOX Sports West, Prime Ticket Recap
- New Resident Orientations Return (x3)
- Halloween Golf Cart Parade
- Recreation Update: More Outdoor Classes, Pool 1 and More
- Drop Off National Election Ballots at City Hall
- Beware Unofficial Ballot Boxes
- Meet the Candidates Rebroadcasts
- United Long-Term Landscaping to Begin Aliso Creek Tree Trimming (x2)

- Disaster Preparedness Task Force Tackles Pet Rescue
- Find the Right Medicare Plan
- United Mutual Election Voting PSA
- Ballot Proposition Letter from Third
- Regional Fire and Village Disaster Resources
- VMS Affected by Malware Attack
- Is it Flu, Cold or COVID?

Key messages that Media and Communications delivered in November include:

- Thanksgiving holiday announcements (x6)
- Holiday golf cart parade announcement
- UCLA Offers Virtual Diversions
- Updated COVID-19 Guidance; Requirements and other eblasts (x7)
- Golf Goes Digital in 2021
- VMS Malware Update
- Masks, Capacity at the Outdoor Fitness Center
- Jazz at the Drive-In
- VMS Board Annual Election
- Drive Safer, Drive Smarter
- GRF, Third, United Annual Meeting; Board Officers, Directors
- Don't Miss These Drive-In Events (x2)
- Eblasts to Third, United subscribers regarding elections (various)
- Veterans Day eblast
- Halloween Golf Cart Parade a Success
- Theatre Guild Event Rescheduled for Nov. 21
- Regional Fire and Village Disaster Resources

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

- South Coast Air Quality Management District Air Quality Alert
- El Toro Water District resident outreach
- Several Third Mutual Virtual Town Hall No Mess, Vote YES! email blasts
- Created CEO update reports for regular board meetings
- Provided cover options to Finance for 2021 Greenbook
- 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
- Recreation website landing page updates
- Third website landing page updates
- Various letters and correspondence for Maintenance and Construction
- 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
- VMS Anti-Harassment Policy edits, formatting for Human Resource Services

- GRF, Third and United end-of-year accomplishments presentations for annual meetings
- Multiple malware messages to employees and residents
- Eblast announcement of golf reservations going digital
- Converting PDF documents to Word for various departments
- Employee email signature tutorial
- Slides for Third's "Vote No" TV6 appearance and town hall
- CEO evaluation form
- Updated New Resident Orientation documents
- Website postings for various departments and Village clubs
- Election documentation assistance
- Updated and reformatted GRF bylaws

Tasking Completed by Village Television (TV6):

- "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 on air weekly (Mondays and Fridays)
- Message boards updated each day with important information
- Movies for residents' enjoyment (Mondays, Fridays and Saturdays; 28 October broadcasts; 30 November broadcasts; with and without closed captioning)
- Regular TV guide
- Special exercise classes for residents every day of the week
- Co-produced six public service announcements
- In the final stages of working with the City to transition the City channel from analog to high definition
- Produced three commercials for Media Services 55 clients
- Produce over 2,500 minutes of original programming each month
- Produced Medicare show for MemorialCare and finalizing MemorialCare's new health show "Beyond Medicine"

The Village docent tour program is offered as marketing outreach to prospective residents looking to learn more about the community. Tours are available to new residents who wish to become familiar with the community, amenities and history. Docent tours remained canceled due to the COVID-19 pandemic.

New resident orientations occur once a month for each mutual and are presented by one staff member and one board member. To welcome new residents, staff continues to write letters and contact new residents via email. New resident orientations became available again virtually 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, October 2020

Recreation	Marketing and Communications
Clubhouse 1 Outdoor Fitness Facility doc	Third Mutual No Mess, Vote YES! email blasts
GRF Recreation Policies & Procedures	Finish October/November Village Breeze
Update Recreation landing page	Begin December/January Village Breeze
Drive-in concert announcements	10/1 Globe press releases
Outdoor fitness classes email blast	10/2 Friday eblast
Online swim reservations	10/8 Globe press releases
Board Relations	10/9 Friday eblast
3 CEO Updates: GRF, Third, United	10/15 Globe press releases
Update GRF bylaws, doc formatting, edits	10/16Friday eblast
Work with Third, United to restart NROs	10/22 Globe press releases
Updated Third Mutual landing page	10/23Friday eblast
PPT presentations for various directors	10/29 Globe press releases
Campaign: Pangea for Third	10/30 Friday eblast
COO correspondence to boards	South Coast AQMD eblast alert
Election documents, blasts United, Third, GRF	Compiled, distributed Broadband reports
Year-end PPTs for GRF, Third and United	Coordinated Broadband meetings
Human Resource Services	Daily web COVID-19 county counts
Anti-Harassment Policy edits, formatting	Village-wide signage
Maintenance & Construction	Compile Google Analytics stats report
Manor Alterations website project	MACC activities report, agenda, minutes
Editing, formatting various resident letters	Village Television
Sales	This Day live six days a week
Posted monthly real estate sales reports	CEO Jeff Parker on air twice weekly
Resident Services	Message boards updated daily
Resident correspondence	Movies Mondays, Fridays, Saturdays
Fielding resident requests related to Media	Update monthly TV Guide
Landscaping	Special daily exercise classes for residents
Landscape Maintenance Schedules	Six public service announcements
Club Events to Website	City channel transition to high definition
Club event postings to website	Three Media Services 55 client commercials
iContact Emails	2,500 minutes of original programming
Entered 937 email addresses	Health shows for MemorialCare
Security	Webmaster
Edit, post survey: People w/Pets in the Village	Posted 96 Items to the website

Workflow Report, November 2020

Recreation	Marketing and Communications
Digital golf reservations eblast	Malware messages to employees, residents
Outdoor fitness center signage	Linked, posted Oct/Nov Village Breeze
Update Recreation landing page	Worked on Dec/Jan Village Breeze
Drive-in concert announcements	11/5 Globe press releases
Holiday golf cart parade announcements	11/6 Friday eblast
Virtual diversions, Veterans Day, Halloween	11/12 Globe press releases
Board Relations	11/13 Friday eblast
3 CEO Updates: GRF, Third, United	11/19 Globe press releases
Update GRF bylaws, doc formatting, edits	11/20 Friday eblast
Edited/formatted agenda delivery procedure	11/26 Globe press releases
Updated New Resident Orientation documents	11/25 Thanksgiving eblast
PPT presentations for various directors	Converted PDF to Word documents
Campaign: Third "Vote No" slides, town hall	Compiled, distributed Broadband reports
CEO evaluation form	Coordinated Broadband meetings
Election documents, blasts United, Third, GRF	Daily web COVID-19 county counts
Year-end PPTs for GRF, Third and United	Village-wide signage
Human Resource Services	Compile Google Analytics stats report
Employee email signature tutorial	MACC activities report, agenda, minutes
Maintenance & Construction	Village Television
Editing, formatting various resident letters	This Day live six days a week
Sales	CEO Jeff Parker on air twice weekly
Posted monthly real estate sales reports	Message boards updated daily
Resident Services	Movies Mondays, Fridays, Saturdays
Resident correspondence	Update monthly TV Guide
Fielding resident requests related to Media	Special daily exercise classes for residents
Landscaping	Six public service announcements
Landscape Maintenance Schedules	City channel transition to high definition
Club Events to Website	Three Media Services 55 client commercials
Club event postings to website	2,500 minutes of original programming
iContact Emails	Health shows for MemorialCare
Entered 13 email addresses	Webmaster
	Posted 77 Items to the website

iContact Report, October 2020

Date	Title	Contact	Open	Bounce	No Info	Clicks	Smartphone	Tablet	Computer	Unsubscribe	Complain
10/02/20	What's Up in the Village	17,891	52.90%	0.20%	47.50%	27%	48%	6%	46%	27	5
10/05/20	Garden Centers Staff Update	322	59.60%	0.00%	40.40%	0.00%	44%	8%	48%	0	0
10/05/20	Third Mutual: Don't Miss Two Forums to Help Determine Our Future	8,626	53.50%	0.30%	46.10%	3%	52%	5%	42%	3	0
10/05/20	United Members: Make Your Vote Count!	6,609	55.00%	1.40%	43.60%	0%	57%	5%	38%	5	1
10/08/20	Third Mutual: Don't Miss Tomorrow's Special Forum to Help Determine Our Future	8,619	50.10%	0.30%	49.50%	2%	50%	5%	45%	9	0
10/08/20	United Members: Make Your Vote Count!	6,525	50.50%	0.20%	49.30%	0%	53%	5%	42%	6	2
10/09/20	What's Up in the Village	15,641	44.30%	0.10%	55.60%	28%	49%	7%	44%	9	1
10/13/20	United Mutual Board of Directors Election	6,549	52.90%	0.20%	46.90%	2%	53%	5%	42%	3	1
10/14/20	2020 Census Data Collection Ends Tomorrow	15,379	38.70%	0.10%	61.20%	1%	49%	6%	45%	6	3
10/14/20	Third Mutual: A Ballot Proposition Letter from First Vice President Annie McCary	8,604	50.50%	0.30%	49.20%	3%	57%	4%	39%	8	0
10/14/20	Recreation Update: Outdoor Fitness Facility	15,376	47.70%	0.10%	52.30%	6%	48%	7%	45%	5	2
10/16/20	Third Mutual: Call for Questions	8,624	46.60%	0.30%	53.10%	1%	50%	4%	46%	7	2
10/16/20	Third Mutual Town Hall Date Correction	8,624	45.10%	0.30%	54.60%	0%	53%	6%	41%	7	1
10/16/20	What's Up in the Village	17,807	41.50%	0.20%	58.30%	23%	50%	8%	43%	14	1
10/17/20	Third Mutchnick Letter	8,605	62.30%	0.40%	37.40%	3%	57%	7%	36%	8	0
10/19/20	United Members: Meet Your Candidates	6,540	49.40%	0.30%	50.30%	3%	53%	6%	41%	8	3
10/20/20	Recreation Network Outage, Call for Pool Reservations	227	74%	0.00%	26%	0%	51%	3%	46%	0	0
10/23/20	What's Up in the Village	15,552	49.15%	0.40%	50.50%	23%	49%	6%	45%	9	4
10/26/20	Air Quality Alert, Recreation Amenities Closed Until Further Notice	15,540	50.70%	0.40%	48.80%	14%	51%	6%	43%	5	5
10/28/20	Outdoor Recreation Amenities Reopen, Regional Air Quality and Fire Resources	15,336	45.80%	0.10%	54.10%	7%	52%	6%	42%	12	3
10/30/20	What's Up in the Village	15,524	50.10%	0.40%	49.50%	28%	49%	6%	45%	6	3
			50.94%	0.29%	48.77%	8%	51%	6%	43%	157	37

iContact Report, November 2020

Date	Title	Contact	Open	Bounce	No Info	Clicks	Smartphone	Tablet	Computer	Unsubscribe	Complain
11/03/20	Important Message to Third Mutual Members	8,553	63.90%	0.30%	35.80%	0.00%	56%	5.00%	38.00%	5	2
11/05/20	United Members: Election Results	6,497	51.70%	0.20%	48.00%	3.00%	62%	5.00%	34.00%	5	1
11/06/20	What's Up In the Village	15,553	49.20%	0.30%	50.40%	26.00%	49%	7.00%	44.00%	7	2
11/09/20	Third Ballot Proposition Voting Period Extended	1,636	40.30%	0.50%	59.20%	2.00%	49%	5.00%	46.00%	0	0
11/11/20	Veterans Day: Honoring All Who Served	15,541	36.50%	0.40%	63.10%	1.00%	47%	6.00%	46.00%	8	4
11/13/20	What's Up in the Village	15,481	49.20%	0.10%	50.70%	27.00%	46%	6.00%	48.00%	4	2
11/20/20	What's Up in the Village	15,481	43.70%	0.10%	56.20%	30.00%	50%	6.00%	44.00%	12	3
11/25/20	Happy Thanksgiving	15,279	43.00%	0.10%	56.90%	0.00%	55%	6.00%	40.00%	5	2
			Averages							Totals	
			47.19%	25.00%	11.13%	8.00%	51.75%	5.75%	42.50%	46	16

New Resident Orientations Year to Date

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 23, 2020	15	Addington
Wednesday, November 11, 2020	20	Addington
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	15	McCary
Friday, November 20, 2020	15	McCary
Wednesday, December 16, 2020		
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STAFF REPORT

DATE: December 14, 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

Subscriber Counts

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEPT	OCT	NOV
Subscriber Counts																							
Digital Subscribers	6379	6634	6657	6627	6622	6602	6726	6772	6793	6811	6831	6850	6848	6851	6811	6814	6812	6815	6812	6812	6812	6829	6852
Set-Top Boxes																							
DVR's	6064	6076	6060	6017	6026	5889	5829	5832	5821	5816	5822	5819	5812	5809	5783	5764	5756	5749	5736	5740	5736	5718	5715
Standard	704	711	697	687	674	653	642	624	603	590	415	372	333	236	131	104	26	1	1	1	1	0	0
HD Standard's	2072	2068	2068	2069	2086	2059	2067	2052	2090	2036	2034	2032	2025	2029	2034	2036	2045	2043	2043	2037	2027	2026	2024
TiVo MG2's	184	191	218	228	277	259	336	360	369	383	397	404	415	424	427	436	443	452	455	460	476	487	506
TiVo Q3's	182	194	224	238	277	258	346	389	381	399	415	427	440	450	452	459	467	472	472	476	481	494	510
DTA's	385	380	371	379	368	363	363	363	360	355	350	343	339	337	337	335	332	332	332	305	210	202	202
HD Converter's	598	764	795	828	843	882	941	1028	1080	1171	1299	1348	1591	1492	1576	1613	1677	1709	1709	1721	1745	1763	1795
Pay-TV																							
HBO	916	914	912	940	932	920	915	911	904	892	889	877	871	861	860	857	850	859	859	847	842	839	842
Cinemax	122	124	124	122	118	119	117	116	115	115	112	115	114	115	120	115	115	116	116	117	112	112	110
Showtime	448	448	450	441	437	441	436	437	438	437	424	428	362	426	427	426	430	426	426	414	411	417	411
Starz/Encore	323	306	301	297	292	291	289	289	284	281	271	275	271	293	296	297	293	289	288	278	277	280	280
PBC	17	18	18	18	18	18	17	18	18	17	16	16	16	19	18	20	18	19	19	17	17	18	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	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	14	14
The Filipino Channel	45	46	46	43	43	42	44	43	43	43	43	49	42	41	42	43	40	39	39	35	34	33	31
OCTV4	10	10	10	9	9	9	10	9	9	8	8	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	9	11
tvK	10	10	10	10	9	10	11	11	11	12	12	12	11	11	11	11	11	11	11	12	11	11	11
TV5Mondie	27	27	27	26	26	27	27	26	25	24	24	24	23	24	24	23	24	24	26	26	25	25	25
RAI Italia	9	9	8	7	7	8	8	8	8	8	8	8	8	8	8	9	9	9	9	9	9	9	9
TV Japan	50	50	49	49	48	50	51	51	50	51	51	51	50	50	51	51	51	53	54	54	55	55	55
Total International	179	180	178	171	170	174	180	177	175	173	173	173	168	167	168	170	168	169	173	170	168	165	165
High Speed Data																							
High Speed Data	9905	9934	9934	9944	9966	9899	9920	9950	9966	9981	10031	10087	10116	10181	10190	10200	10217	10241	10271	10303	10350	10364	10401

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%