



**GRF MEDIA & COMMUNICATIONS MEETING OF THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE**

**Monday, September 17, 2018 - 1:30 PM
Laguna Woods Village Community Center Board Room 24351 El Toro Road**

NOTICE OF MEETING AND AGENDA

- 1. Call to Order**
- 2. Acknowledgement of Media**
- 3. Approval of the Agenda**
- 4. Approval of Meeting Report - August 20, 2018**
- 5. Chair's Remarks**
- 6. Member Comments (Items Not on the Agenda)**
- 7. Director's and Staff Forum**

CONSENT: - *All matters listed under the Consent Calendar are considered routine and will be enacted by the Committee by one motion. In the event that an item is removed from the Consent Calendar by the Chair of the Committee, such item(s) shall be the subject of further discussion and action by the Committee.*

REPORTS:

- 8. Broadband & Contracts Report-Chuck Holland**
- 9. Marketing and Communications Report-Eileen Paulin**

ITEMS FOR DISCUSSION AND CONSIDERATION:

- 10. Village Television YouTube Organization**
- 11. Real Estate Signage**

ITEMS FOR FUTURE AGENDAS:

CONCLUDING BUSINESS:

- 12. Committee Member Comments**
- 13. Date of Next Meeting- October 15, 2018 at 1:30 p.m.**
- 14. Adjournment**



OPEN MEETING
THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE
Monday, August 20, 2018 at 1:30 p.m.
Laguna Woods Village Community Center, Board Room
24351 El Toro Road, Laguna Woods, CA 92637

REPORT

MEMBERS PRESENT: Chair Joan Milliman, Directors Beth Perak, Burt Baum, Roy Bruninghaus, Maggie Blackwell, Juanita Skillman, Jim Juhan and Ryna Rothberg. Advisers Lucy Parker and Steve Carman.

MEMBERS ABSENT: Adviser John Perak.

OTHER'S PRESENT: Dick Rader—VMS, Diane Phelps—GRF and Jack Connelly—Third.

STAFF PRESENT: Eileen Paulin, Chuck Holland, Paul Ortiz, Siobhan Foster, Brad Hudson, Becky Jackson and Jackie Brown.

1. **Call to Order**
Meeting was called to order at 1:30 p.m.
2. **Acknowledgement of Media**
Paul Ortiz from Village Television was present.
3. **Approval of the Agenda**
Agenda was approved noting exception from Chair Joan Milliman to receive and file only the Marketing and Communications report.
4. **Approval of Meeting Report July 16, 2018**
Report from meeting July 16, 2018, was approved.
5. **Chair's Remarks**
Chair Joan Milliman welcomed the committee and congratulated MarComm staff for an excellent job on the last issue of the Breeze.
6. **Member Comments (Items not on the Agenda)**
Doug Rook asked the Committee to make efforts to acknowledge Scott Marvel's accomplishments with Thrive and expressed disappointment that Thrive shows have not been put on the website.

Russell Kruce asked the Committee to consider sports channel packages including NHL, MLB and NNBA.

Director Burt Baum recommended looking at online services for sports package programming.

Franklin Smith stated he needed assistance getting his smart TV and cable box connected to the internet. His suggestion was that he was going to need two cable modems and that was not an optimal solution.

Chuck Holland recommended that Mr. Smith look at his Wi-Fi option on his TV as an additional modem is not necessary. Mr. Holland recommended Mr. Smith look into the new Whole-home DVR solution that has internet connectivity through the cable box.

7. Director's and Staff Forum

Beth Perak answered Doug Rook saying that this week's Thrive meeting will be discussing expanding exposure to Scott Marvel's excellent work for Thrive as well as getting the Thrive Shows on the website.

REPORTS:

8. Broadband and Contracts Report—Chuck Holland

Mr. Holland presented the video from Village Television on analog conversion. He reported on the 2018 contract renewals, analog channel removal, 2018 subscriber counts and ProForma broadband services' summary of operations and budget associated with the report.

Dick Rader asked about TiVo.

Mr. Holland reported that he will look into licensing fees associated with picking this up.

Kathryn Freshley expressed difficulty with finding channels without a box and reported there was no consistency in the channel line-up.

Mr. Holland recommended resetting the channels.

9. Marketing and Communications Report—Eileen Paulin

Eileen Paulin reported on the Breeze and the new search features. Displayed iContact software and reviewed emails that have been disseminated for the month of July. Ms. Paulin gave background on each unscheduled email including the most recent fire, movies, pool closure. She gave an overview of CodeRed and obtaining Resident information for emergency contact with the new form and how information would be received and documented. This will be rolled out in September.

Ms. Paulin presented Trello software and how projects are inserted and tracked. Ms. Paulin presented some of the projects and final products. She reported on working

with other departments including Recreation, the History Center with the Tree Walk, Maintenance, Disaster Preparedness, Transportation, Security and Landscaping.

Ms. Paulin reported that the contract with Brandtailers will not be renewed and MarComm will be handling reports with Facebook and Google.

Ms. Paulin reported the amount of time the city has been taking during the New Resident Orientation and the goals to reduce this.

Director Ryna Rothberg inquired if the new Residents in the Towers were receiving a New Resident letter.

Becky Jackson explained they were receiving a letter.

Ms. Paulin reviewed the Google Analytics report and described the reports and breakdowns of age, gender, demographics and types of devices.

Ms. Paulin talked about the Successes-of-the-Year videos that are being worked on for each Mutual and GRF.

10. Thrive Update—Beth Perak

Director Beth Perak reported the next Thrive meeting Wednesday, August 22 at 9:30 a.m.

ITEMS FOR DISCUSSION AND CONSIDERATION:

11. Marketing Material

New cloth runners will be purchased to be placed on tables used for Village events.

CodeRed Information Campaign

- 12.** Ms. Paulin discussed campaign goal to update Village emergency email list and launch in September. See #9 above.

ITEMS FOR FUTURE AGENDAS:

13. Docent Tours

Chair Milliman agreed to put this on the agenda for next month.

CONCLUDING BUSINESS:

14. Committee Member Comments

Director Perak complimented MarComm on the comprehensive report and would like to have Thrive help with the list of accomplishments.

Ms. Freshley suggested showcasing the progress of the Mutuals and brag about what boards are doing such as fixing problems that have been neglected for several years. Ms. Freshley suggested a town hall meeting to do this.

Adviser Steve Carman stated staff has set a new bar for the quality of reports and work accomplished.

Director Baum reported there has been an ongoing effort to reach out and communicate with Residents in every fashion.

Director Juanita Skillman stated she is not in favor of town halls and experienced them as not being productive. Director Skillman corrected Mr. Holland with his report that Residents should not contact Resident Services for Broadband issues.

Director Maggie Blackwell would like to follow-up with Mr. Marvel's work.

Mr. Holland talked about the contention with Transportation and mentioned the increase in Plan-A-Ride and new software that has been utilized for this department.

Adviser Lucy Parker reported being impressed with the presentations and how smoothly the meeting ran.

Director Rothberg praised the reports and expressed concerned about the alienation of The Towers and would like to be included in the Annual Accomplishments videos.

Director Roy Bruninghaus congratulated Ms. Paulin and Mr. Holland on their professionalism, quality of work and reports. He discussed macular degeneration and reported the reports are too small for the visually impaired.

Director Jim Juhan stated he has been learning a lot from being on the Committee. He reported attending the New Resident Orientation from Third Mutual and the length of the City presentation.

Ms. Paulin spoke with Noel Hatch and he will follow-up with the length of the City presentation.

Chair Milliman thanked MarComm and IT for their hard work and quality of reports.

11. Date of Next Meeting—Monday, September 17 at 1:30 p.m. in the Board Room

12. Adjournment

Meeting was adjourned at 3:22 p.m.


Joan Milliman, Chair
Media and Communications
Committee

STAFF REPORT

DATE: September 17, 2018
FOR: Media & Communication Committee
SUBJECT: Broadband Services Update

RECOMMENDATION

Receive and file report.

BACKGROUND

Regular monthly reports are submitted to Media & Communications Committee (MACC) for review. Included in Staff Report are the Contract Renewals, Analog Conversion Schedule, Subscriber Counts and the Proforma Operating Statement.

DISCUSSION

The Broadband Services Division, including TV Operations, TV Studio, Media Services, High-Speed Internet, and Digital Services, are part of the Information Technology Department. Chuck Holland, Information Technology Director, will be providing Broadband Services updates on an ongoing base.

FINANCIAL ANALYSIS

None

Prepared By: Chuck Holland, Information Services Director

Reviewed By: Eileen Paulin, Communications Director

ATTACHMENT(S)

2018 Contract Renewals

Channel	Parent Company	Expiration Date	Current Rate	Estimated Increase	Estimated Rate
Bravo	NBC Universal	12/31/2018		10%	
CNBC Financial News	NBC Universal	12/31/2018		10%	
E! Entertainment	NBC Universal	12/31/2018		10%	
Golf Channel	NBC Universal	12/31/2018		10%	
KNBC	NBC Universal	12/31/2018		10%	
MSNBC	NBC Universal	12/31/2018		10%	
NBC Sports	NBC Universal	12/31/2018		10%	
Olympic Package	NBC Universal	12/31/2018		10%	
Oxygen	NBC Universal	12/31/2018		10%	
SyFy	NBC Universal	12/31/2018		10%	
Universal HD	NBC Universal	12/31/2018		10%	
USA	NBC Universal	12/31/2018		10%	
GSN-Game Show Network	Game Show Network, LLC	12/31/2018		3%	

CHANGE - October 2018 Analog Channel Removal

Channel	Parent Company	Deletion Date	Channel Number
CSPAN		10/08/2018	19
CSPAN2		10/08/2018	49
ESPN Classic		10/08/2018	25
ESPN Sports		10/08/2018	26
ESPN2 Sports		10/08/2018	27
Fox Sports Net West		10/08/2018	28
Fox Sports Net Prime Ticket		10/08/2018	29
STARZ ENCORE		10/08/2018	66

2018 Subscriber Counts

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
Subscriber Counts								
Digital Subscribers	5,997	6,017	6,010	6,008	6,028	6,025	6,048	6,080
Set-Top Boxes								
DVR's	6,093	6,086	6,113	6,098	6,064	6,023	6,010	6,030
Standard	713	707	686	684	672	658	648	640
HD Standard	1,794	1,791	1,822	1,844	1,863	1,872	1,891	1,931
TiVo MG2	-	-	-	-	53	90	114	138
TiVo Qi3	-	-	-	-	62	91	109	132
DTA	-	-	-	-	404	402	401	396
HD Converter's	-	-	-	-	262	281	313	341
Pay-TV								
HBO	990	987	979	974	954	945	945	945
Cinemax	135	134	136	135	132	129	131	128
Showtime	487	486	484	485	481	483	475	473
Starz/Encore	337	337	326	329	322	318	315	315
PBC	16	16	17	17	16	15	15	15
International Ch.								
TV Asia	3	3	3	2	2	2	2	2
CTI-Zhong Tian	14	14	14	14	14	14	13	13
The Filipino Channel	49	48	45	45	44	44	44	45
CCTV4	9	9	9	9	9	9	9	10
Channel One Russia	11	11	11	11	11	11	11	11
tvK	6	6	7	7	7	6	8	8
TV5Monde	28	28	28	27	27	27	26	25
RAI Italia	7	7	7	7	6	6	7	7
TV Japan	40	39	7	47	49	50	50	50
Total International	167	165	131	169	169	169	170	171
High Speed Data								
High Speed Data	9,630	9,663	9,689	9,780	9,663	9,691	9,716	9,741

**Golden Rain Foundation of Laguna Woods
Proforma Broadband Services Summary of Operations
8/31/2018**

	<u>Cable Television</u>	<u>TV6</u>	<u>Ad Insertion</u>	<u>Internet</u>	<u>YTD ACTUAL</u>	<u>YTD BUDGET</u>
Revenues:						
Non-Assessment Revenues:						
Merchandise Sales						
41503500 - Merchandise Sales - Broadband	\$17,145	\$0	\$0	\$0	\$17,145	\$14,256
Total Merchandise Sales	17,145	0	0	0	17,145	14,256
Clubhouse Rentals and Event Fees						
42502500 - Clubhouse Event Fees - Non Residents	763	0	0	0	763	0
Total Clubhouse Rentals and Event Fees	763	0	0	0	763	0
Broadband Services						
45001000 - Ad Insertion	0	0	554,732	0	554,732	433,328
45001500 - Premium Channel	263,302	0	0	0	263,302	366,664
45002000 - Cable Service Call	63,275	0	0	0	63,275	60,000
45002500 - Cable Commission	70,263	0	0	0	70,263	28,664
45003000 - High Speed Internet	0	0	0	1,020,509	1,020,509	900,880
45003500 - Equipment Rental	1,105,611	0	0	11,200	1,116,811	1,042,664
45004000 - Video Production	0	35,488	0	0	35,488	43,328
45004500 - Video Re-Production	0	1,682	0	0	1,682	2,160
45005000 - Message Board	0	14,625	0	0	14,625	13,328
45005500 - Advertising	0	24,541	0	0	24,541	33,328
Total Broadband Services	1,502,450	76,335	554,732	1,031,709	3,165,226	2,924,344
Miscellaneous						
47001500 - Late Fee Revenue	3,623	0	0	0	3,623	6,664
Total Miscellaneous	3,623	0	0	0	3,623	6,664
Total Non-Assessment Revenue	1,523,981	76,335	554,732	1,031,709	3,186,757	2,945,264
Expenses:						
Employee Compensation						
51011000 - Salaries & Wages - Regular	357,807	259,811	153,609	5,005	776,232	811,999
51041000 - Wages - Overtime	9,831	6,666	2,435	37	18,969	2,160
51061000 - Holiday & Vacation	32,725	27,216	5,034	839	65,815	28,959
51071000 - Sick	7,640	3,610	2,581	81	13,913	23,625
51091000 - Missed Meal Penalty	220	2,195	145	4	2,565	1,000
51101000 - Temporary Help	0	0	0	0	0	664
51981000 - Compensation Accrual	(12,366)	(9,920)	(4,443)	47	(26,682)	6,656
Total Employee Compensation	395,857	289,578	159,362	6,014	850,811	875,063
Compensation Related						
52411000 - F.I.C.A.	30,180	22,079	12,059	449	64,767	66,141
52421000 - F.U.I.	463	288	84	5	839	1,202
52431000 - S.U.I.	4,087	2,541	742	40	7,410	6,010
52451000 - Workers' Compensation Insurance	29,062	23,864	1,911	269	55,106	72,095
52461000 - Non Union Medical & Life Insurance	33,040	27,741	7,682	261	68,724	90,227
52481000 - Non-Union Retirement Plan	9,809	8,509	6,552	0	24,870	33,472
52981000 - Compensation Related Accrual	(2,165)	(1,572)	(218)	12	(3,942)	1,064
Total Employee Compensation and Related	104,476	83,450	28,812	1,035	217,773	270,211
Materials and Supplies						
53001000 - Materials & Supplies	21,455	5,371	1,576	17	28,419	30,288
53004000 - Freight	564	0	17	0	581	0
Total Materials and Supplies	22,019	5,371	1,593	17	28,999	30,288
Utilities and Telephone						
53301000 - Electricity	92,820	0	0	0	92,820	91,600
Total Utilities and Telephone	92,820	0	0	0	92,820	91,600
Legal Fees						
53401500 - Legal Fees	0	0	0	0	0	2,664
Total Legal Fees	0	0	0	0	0	2,664
Outside Services						
53601500 - Credit Card Transaction Fees	35,940	0	4,873	0	40,813	6,900

**Golden Rain Foundation of Laguna Woods
Proforma Broadband Services Summary of Operations
8/31/2018**

	<u>Cable Television</u>	<u>TV6</u>	<u>Ad Insertion</u>	<u>Internet</u>	<u>YTD ACTUAL</u>	<u>YTD BUDGET</u>
53602500 - Licensing Fees	0	0	3,500	0	3,500	70,592
53704000 - Outside Services	175,299	54,569	4,311	0	234,178	111,656
Total Outside Services	211,239	54,569	12,684	0	278,491	188,248
Repairs and Maintenance						
53701000 - Equipment Repair & Maint	31,331	90	49	0	31,470	44,184
Total Repairs and Maintenance	31,331	90	49	0	31,470	44,184
Other Operating Expense						
53801000 - Mileage & Meal Allowance	0	81	1,952	0	2,034	5,232
53801500 - Travel & Lodging	0	825	33	0	858	6,624
53802000 - Uniforms	1,590	0	0	0	1,590	2,000
53802500 - Dues & Memberships	0	0	0	0	0	2,024
53803000 - Subscriptions & Books	0	0	58	0	58	64
53803500 - Training & Education	0	1,199	0	0	1,199	4,360
53804000 - Staff Support	15	12	0	3	29	0
53901500 - Volunteer Support	0	69	0	0	69	64
54002500 - Filing Fees / Permits	86	0	0	0	86	0
54502500 - Cable Promotions	0	0	1,542	0	1,542	2,328
Total Other Operating Expense	1,691	2,186	3,585	3	7,465	22,696
Property and Sales Tax						
54301500 - State & Local Taxes	1,233	121	0	0	1,354	160
Total Property and Sales Tax	1,233	121	0	0	1,354	160
Cable Programming/Copyright/Franchise						
54501000 - Cable - Programming Fees	3,157,751	0	0	0	3,157,751	3,066,664
54501500 - Cable - Copyright Fees	36,222	0	0	0	36,222	26,664
54502000 - Cable - Orange County Franchise Fees	101,631	3,253	22,226	0	127,110	140,192
Total Cable Programming/Copyright/Franchise	3,295,605	3,253	22,226	0	3,321,083	3,233,520
Uncollectible Accounts						
54602000 - Bad Debt Expense	6,203	0	1,875	0	8,078	22,320
Total Uncollectible Accounts	6,203	0	1,875	0	8,078	22,320
Total Expenses	4,162,475	438,617	230,185	7,069	4,838,345	4,780,954
Net Revenue/(Expense)	(\$2,638,494)	(\$362,281)	\$324,547	\$1,024,640	(\$1,651,589)	(\$1,835,690)

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STAFF REPORT

DATE: September 17, 2018
FOR: GRF Media and Communications Committee
SUBJECT: Marketing and Communications Activities Report August 2018

RECOMMENDATION

Review Marketing and Communications Report.

BACKGROUND

Marketing and Communications (MarComm) Staff prepare a monthly report for MACC. This report includes, but is not limited to, MarComm Activities, Docent Tours, and New Resident Orientations.

DISCUSSION

VMS Staff continues to proactively engage, inform and service Residents. The attached report demonstrates engagement efforts in August through the iContact direct email service that is used to disseminate news and information. There are eight contact lists which include Contractors, Real Estate Agents, Village Residents, Employees (with VMS emails) and four Boards of Directors. The average open and click rates explain interest and engagement in the content disseminated.

Staff sent emails to Residents announcing elections and vacancies on the Boards of Directors.

An update on an important policy pertaining to resales was put in effect and email notices were sent to Realtors. Of the 436 contacts on the Realtor iContact list, 349 opened the message, which is an excellent open rate.

MarComm Staff continues to assist other departments in updating and branding. In these efforts Resident Services has submitted over 50 forms to update. MarComm has updated forms for the Human Resources and Resident Services Departments that are branded and can be filled out digitally.

MarComm has updated Emergency Contact forms and is waiting on approval. A campaign highlighting the importance of having Resident's current emergency contact information in order to capitalize on the most effective use of the Village's emergency notification system, CodeRED, will be launched within two weeks.

Docent Tours continue as a marketing tool for potential residents. Docent Tours occur every Thursday at 1 p.m. and the fourth Saturday of the month at 9 a.m. New Resident Orientations

occur once a month for each Mutual presented by Staff and a Board Member. To reach out to and welcome new Residents, Staff continues making phone calls, writing letters and emailing new Residents. The attached reports reflect the activity for these meetings in the month of August. Reports include attendance and how individuals learned about the Community.

Workflow continues to be managed through Trello – an online project management system. Trello tracks work performed by Staff and a freelance graphic artist to streamline content, which include deadlines, run sheets, writing, editing, fact checking, graphic design and submission through iContact. Attached is the report of projects and departments content was created for.

Public Relations Staff also provides monthly Facebook analytics. The attached report provides an update on analytics which include landing page, page title and sessions.

MarComm has retained Heather Rasmussen as a freelance Webmaster to post minutes, agendas and maintain the Village website. MarComm has also retained two new graphic artists to take over the majority of the graphics work to increase efficiency and reduce costs. Two photographers have been retained to update images of the property, ensure branding quality, take headshots of Directors and complete other assignments as needed.

FINANCIAL ANALYSIS

None.

Prepared By: Eileen Paulin, Marketing and Communications Manager
Becky Jackson, Public Relations Specialist

Reviewed By: Siobhan Foster, COO

Committee Routing: None.

ATTACHMENT(S)

Docent Tour Attendance						
Date	Attend	Resident	Non-R	Internet	Other	
8/2/2018	22	13	9	7	15	
8/9/2018	20	2	18	2	18	
8/16/2018	22	3	19	6	16	
8/23/2018	22	7	15	2	20	
8/25/2018	21	3	18	4	17	
8/30/2018	19	6	13	9	10	
Aug-18	126					

New Resident Orientation Attendance					
United			Third		
Date	Attend	Director	Date	Attend	Director
1/10/2018	28	Skillman	Cancel	0	
2/2/2018	22	Dorrell	2/21/2018	27	Moldow
3/14/2018	29	Tibbetts	3/16/2018	20	Caine
4/6/2018	27	Blackwell	4/18/2018	13	Tung
5/9/2018	22	Morrison	5/18/2018	26	Carpenter
6/1/2018	0	Cancel	6/20/2018	24	Walsh
7/11/2018	22	Skillman	7/20/2018	13	Frankel
8/3/2018	14	English	8/15/2018	24	Bruninghaus
9/21/2018			9/21/2018		
10/5/2018			10/17/2018		
11/14/2018			11/16/2018		
12/7/2018			12/19/2018		
Total YTD	164		Total YTD	147	

United	
August	Count
Signed up for NRO	14
Previous Resident	
Already did NRO	2
Other/not interested	6
Total called	22

Third	
August	Count
Signed up for NRO	24
Previous Resident	4
Already did NRO	11
Other/not interested	15
Total called	54

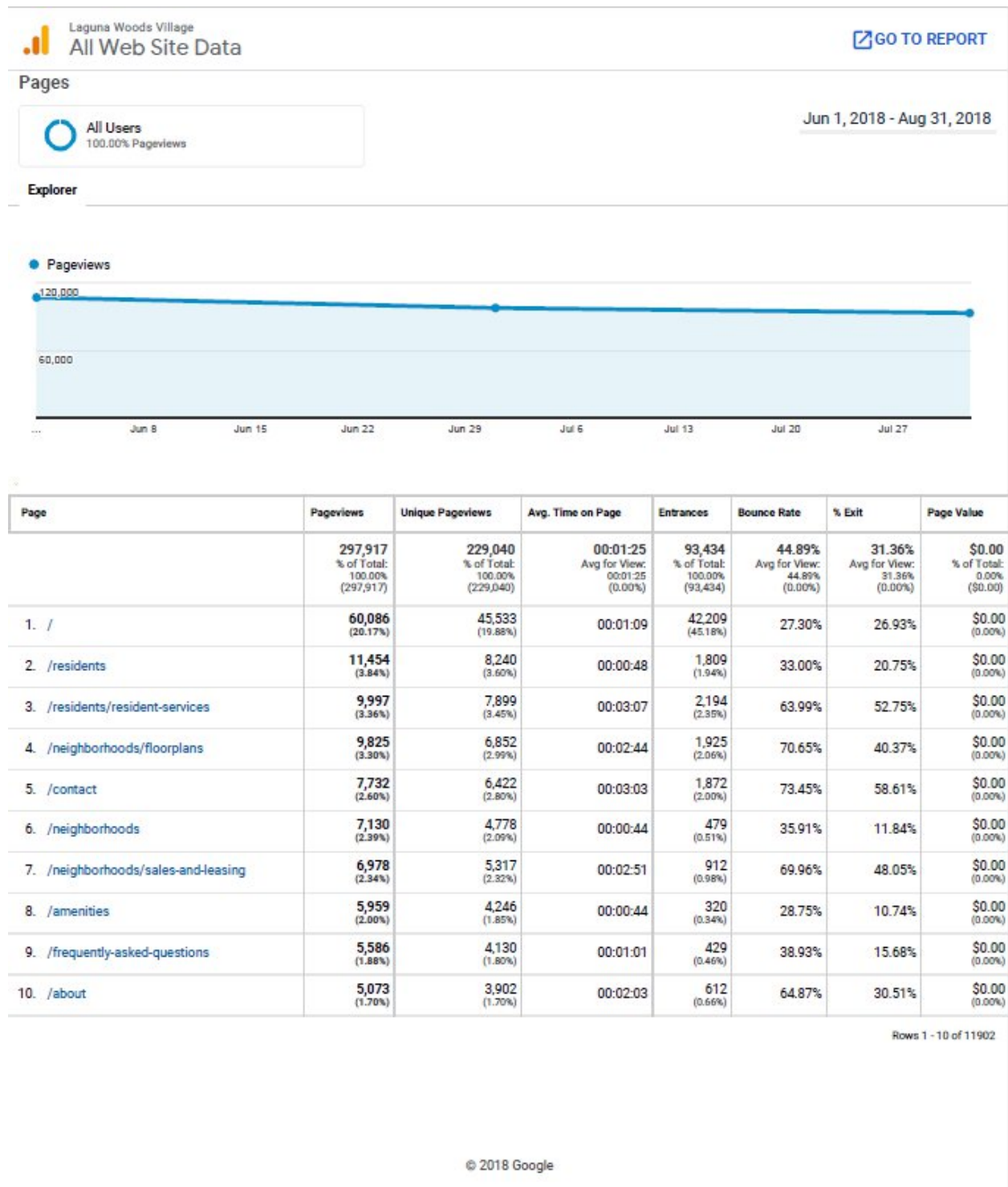
August 2018 iContact

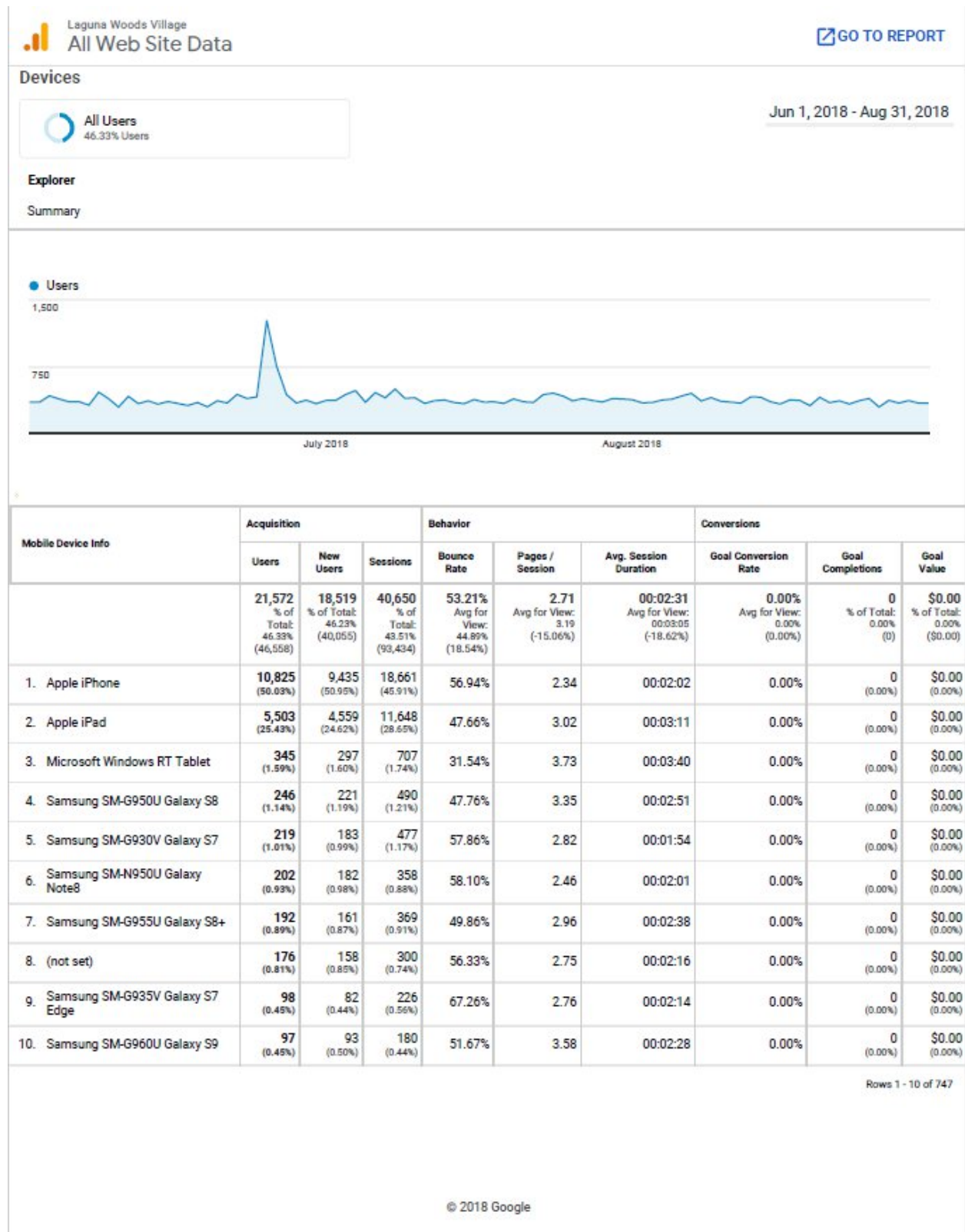
Date	Title	Contacts	Open	Bounce	No Info.	Clicks	Smartphone	Tablet	Computer	Unsubscribed	Bounced
3-Aug	What's Up	12,816	46.7%	0.4%	52.9%	25.0%	37.0%	26.0%	38.0%	14	2
5-Aug	Movie Mara.	12,802	44.0%	0.4%	55.7%	0.0%	40.0%	25.0%	34.0%	4	1
6-Aug	Holy Fire	13,264	47.1%	0.4%	52.5%	6.0%	42.0%	22.0%	36.0%	2	1
7-Aug	Breeze	13,262	46.9%	0.3%	52.7%	27.0%	33.0%	23.0%	45.0%	9	3
8-Aug	Holy Fire	13,260	44.0%	0.4%	55.7%	7.0%	42.0%	25.0%	33.0%	3	1
10-Aug	What's Up	13,255	46.7%	0.4%	53.0%	21.0%	34.0%	27.0%	39.0%	7	1
13-Aug	Third Board	12,798	37.9%	0.4%	61.7%	9.0%	36.0%	25.0%	39.0%	5	2
14-Aug	ENL	467	33.0%	0.0%	67.0%	20.0%	7.0%	0.0%	93.0%	0	0
17-Aug	What's Up	13,246	45.8%	0.4%	53.9%	24.0%	35.0%	27.0%	38.0%	4	0
24-Aug	Real Estate	428	20.8%	1.2%	78.0%	0.0%	29.0%	10.0%	61.0%	1	0
24-Aug	What's Up	13,239	45.8%	0.4%	53.8%	26.0%	33.0%	26.0%	40.0%	10	1
29-Aug	Easy Rider	12,771	43.6%	0.4%	56.0%	7.0%	35.0%	25.0%	41.0%	10	1
30-Aug	What's Up	12,764	44.1%	0.4%	55.5%	16.0%	37.0%	23.0%	40.0%	6	0

August 2018 Trello

Department	Title	PPT	Marquis	Brochure	Newsletter	Flyer	11x17 Poster	24x36 Poster	Dept Email	Website	Friday Blast	Globe	Letter	Other	Total	Dept Tot.
Third	Application Packet												1		1	
	Getting Elected												1		1	
	Meet the Candidates												1		1	
	Instruction Sheet												1		1	
	Vegetation Removal												1		1	
	Special Elections								1						1	
	Special Elections								1						1	7
Unit	Application Packet												1		1	
	Meet the Candidates												1		1	
	Orientation Agenda												1		1	
	Special Elections								1						1	4
Rec	Studio Closure					1									1	
	Labor Day Notice					1									1	
	Aquadettes Practice					1									1	
	Circuit Class Equipment					1									1	
	Monthly Email								1	1					2	
	PAC Flyer		1			1	1	1	1	1		1			7	
	Painting Class		1			1	1	1	1	1		1			7	
	Springsteen Concert		1			1	1	1	1	1		1			7	
	Village Bazar		1			1	1	1	1	1		1			7	
	Swing Cats		1			1	1	1	1	1		1			7	
	Autobiography Class		1			1	1	1	1	1		1			7	
	Meditation		1			1	1	1	1	1		1			7	
	Monday Night FB		1			1	1	1	1	1		1			7	
	Pour and Paint		1			1	1	1	1	1		1			7	
	Jimmy Buffet Tribute		1			1	1	1	1	1		1			7	76

Department	Title	PPT	Marquis	Brochure	Newsletter	Flyer	11x17 Poster	24x36 Poster	Dept Email	Website	Friday Blast	Globe	Letter	Other	Total	Dept Tot.
MarCom	Chinese American													1	1	
	Friday Blast									1	1				2	
	Friday Blast									1	1				2	
	Serpentine			1											1	
	Friendship			1											1	
	PPT	1													1	
	Friday Blast			1											1	
	Breeze				1				1						2	
	Friday Blast			1											1	
	Friday Blast			1											1	13
Sec.	Emergency Cont.													1	1	
	Good Neighbor Cap				1										1	2
TV	Logo Resize													1	1	1
HR	Newsletter				1				1						2	2
Trans.	Newsletter				1				1	1					3	3






All Posts Published


■ Reach: Organic / Paid
 ■ Post Clicks
 ■ Reactions, Comm

Published	Post	Type	Targeting	Reach	Engagement
09/11/2018 8:27 am	 After experiencing the smoke from the Holy Fire over the			280 	56 20 
08/28/2018 6:56 pm	 Laguna Woods Village Residents can view an extensive review of			414 	37 15 
08/24/2018 4:59 pm	 Who's ready to boogie tomorrow night at the Saturday Night Disco			313 	12 8 
08/23/2018 2:15 pm	 Thank you to all the Laguna Woods Village Residents who			795 	336 62 
08/16/2018 4:25 pm	 Three cheers to the generous Garden Centers Club volunteers			893 	140 120 
08/10/2018 6:14 pm	 At its Board Meeting on Tuesday, August 7, the Golden Rain			650 	96 70 
08/09/2018 6:37 pm	 A smoke advisory remains in effect for portions of Orange,			3.9K 	718 416 
08/05/2018 8:03 pm	 The Beat the Heat Movie Marathon is back by popular			534 	35 25 
08/03/2018 4:40 pm	 Round up the grandkids and come on down to Clubhouse 2			484 	51 29 
07/27/2018 3:14 pm	 Ready for a little inspiration? Tune in to Village Television to			525 	60 30 
07/24/2018 5:59 pm	 Hot Times, Summer in the Village Looking for a way to cool			471 	71 27 
07/24/2018 11:48 am	 THIS AFTERNOON COME COOL OFF AT A MOVIE			662 	114 47 
07/23/2018 8:27 am	 The U.S. National Weather Service has issued an excessive			1K 	265 90 
07/19/2018 9:34 am	 On Saturday, July 7, lifeguard Emilio Basurto recognized a			1.2K 	355 238 




Village Management Services, Inc.

Click on picture below to view.



Village Management Services, Inc. **VillageBREEZE** SEPTEMBER 2018
A Joint Publication of the Laguna Woods Village Corporation

 **The Village Breeze September 2018**

The Village Breeze September 2018

September 7th 2018, 9:12 pm

Sent to 13198 contacts.

77.34%

Total Opens (10207)

42.16%

Unique Opens (5564)


24.18%


Unique Clicks (3191)


57.35%


Click-to-Open Rate

54 Bounces, 5 Unsubscribes

 **42%**
Computer


 **33%**
Mobile


 **25%**
Tablet



Laguna Woods Village®

What's Up in the Village



 **What's Up September 7, 2018**

What's Up in the Village: News you do not want to miss

September 7th 2018, 9:00 pm

Sent to 13202 contacts.

56.77%

Total Opens (7495)

39.72%

Unique Opens (5244)


14.8%


Unique Clicks (1954)


37.26%










Click-to-Open Rate

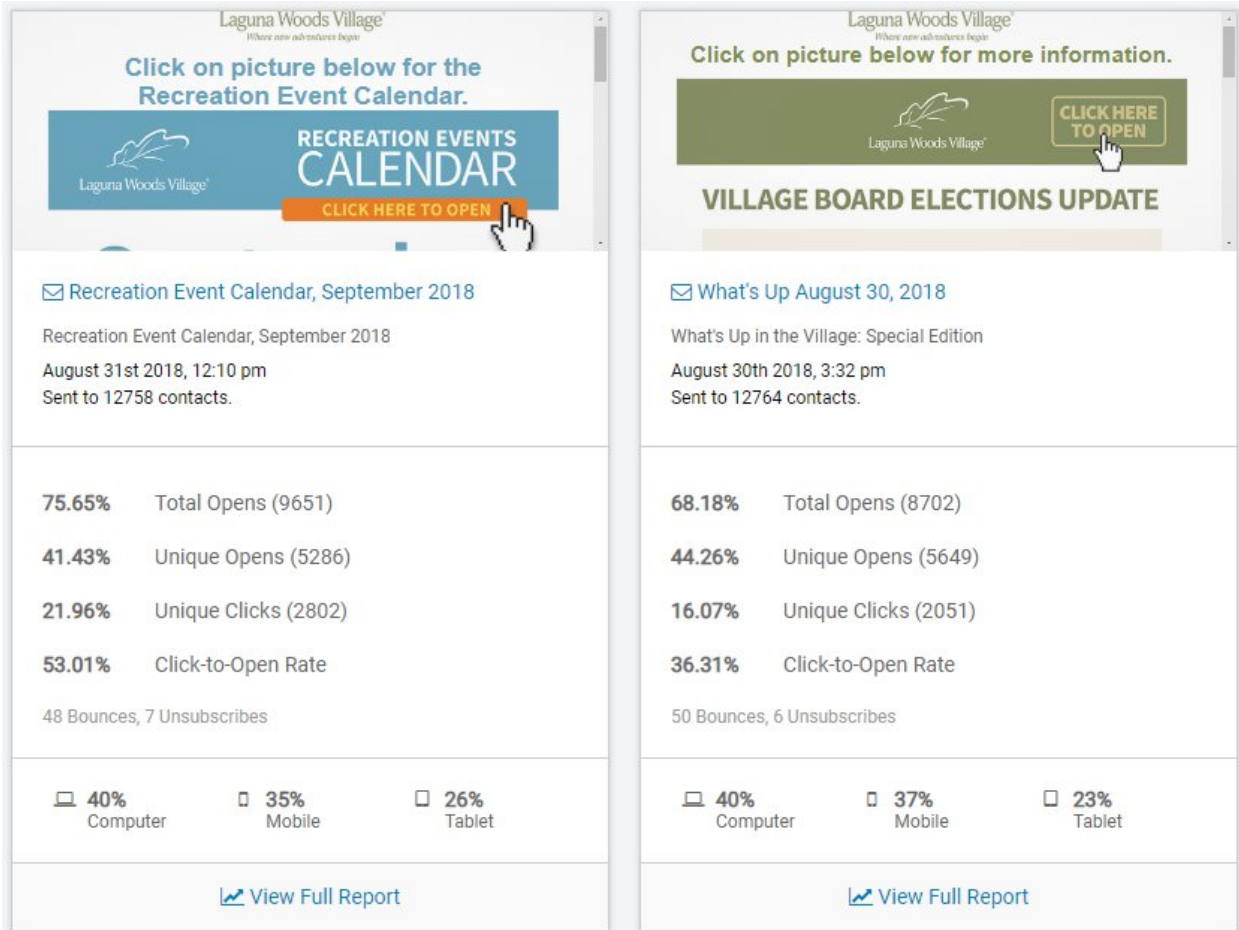
56 Bounces, 5 Unsubscribes

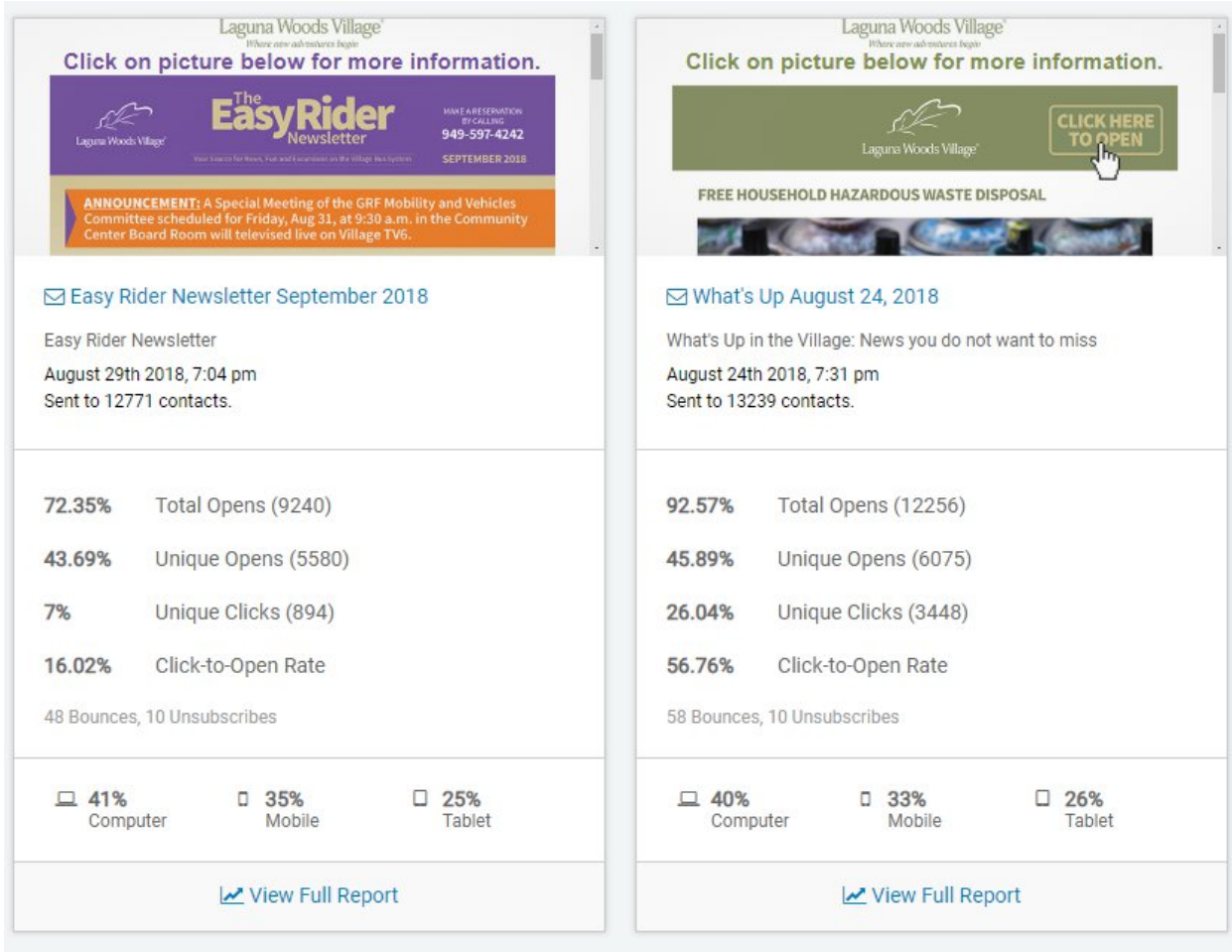
 **39%**
Computer

 **37%**
Mobile

 **24%**
Tablet

<div><div>Laguna Woods Village® <small>Where new adventures begin</small></div><div>Click on picture below for more information.</div><div><div> Laguna Woods Village®</div><div>CLICK HERE TO OPEN</div></div><div>WATCH THE VILLAGE SPECIAL REPORT ON THIS DAY</div><div><div>Brad Hudson, CEO of Village Management Services, Inc. appeared on This Day to give a comprehensive special report on Laguna Woods Village. Click here to watch his</div></div></div> <div><div>✉ What's Up August 31, 2018</div><div>What's Up in the Village: News you do not want to miss</div><div>August 31st 2018, 8:00 pm</div><div>Sent to 13208 contacts.</div></div> <div><div>78.38% Total Opens (10352)</div><div>42.41% Unique Opens (5601)</div><div>16.85% Unique Clicks (2226)</div><div>39.74% Click-to-Open Rate</div><div>52 Bounces, 4 Unsubscribes</div></div> <div><div><div> 43% Computer</div><div> 33% Mobile</div><div> 24% Tablet</div></div><div>View Full Report</div></div>	<div><div>Final Resale Inspection Policy Change</div><div> Laguna Woods Village®</div><div>Good Afternoon. Please be aware of a Final Resale Inspection policy change for both Third Laguna Hills</div></div> <div><div>✉ Final Resale Inspection Policy Change</div><div>Final Resale Inspection Policy Change</div><div>August 31st 2018, 5:19 pm</div><div>Sent to 436 contacts.</div></div> <div><div>80.05% Total Opens (349)</div><div>21.79% Unique Opens (95)</div><div>4.59% Unique Clicks (20)</div><div>21.05% Click-to-Open Rate</div><div>2 Bounces, 0 Unsubscribes</div></div> <div><div><div> 61% Computer</div><div> 29% Mobile</div><div> 9% Tablet</div></div><div>View Full Report</div></div>
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