

AGENDA
COMMUNICATIONS COMMITTEE
Administration Conference Room
Thursday, September 12, 2013 – 1:30 p.m.

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Approval of the Agenda
5. Approval of Regular Meeting Minutes of August 8, 2013
6. Chair's Announcements
7. **STAFF REPORTS**
 - a. Managing Editor, Dave Saunders
 - b. Executive Director, Randy Ankeny
8. **COMMENT PERIOD** – Four minute limit; no personal attacks permitted
 - a. Guest: Tony Davis; Subject: Web access for the blind
 - b. Foundation Members
9. **UNFINISHED BUSINESS**
 - a. Finances – Possible Ways to Increase Income / Inserts
 - 1) Policy 2850, Commissions
 - 2) Telephone Records Update
 - 3) Eagle Rock Workers' Compensation Policy Update
 - b. Community: Focus Group Update
10. **NEW BUSINESS**
 - a. Correspondence
 - b. Finances: Sales Plan
 - 1) Policy 5581, News Credit Policy – Finance Charge after 30 Days
 - c. Content: Website
11. Next meeting: Thursday, October 10, 2013 – 1:30 p.m.
12. Adjournment

ADMINISTRATION**NEWSPAPER SERVICES****Display Advertising Commissions**

The Managing Editor is authorized to use the following schedule of commissions to be paid for obtaining display advertising. All arrangements with the individuals concerned are subject to the approval of the administrator:

1. Up to 25% commission is authorized for use with agencies procuring advertising.
2. Straight commission salesmen are authorized commissions of not more than 25%. Payment of such commissions will not be made until after full payment for the advertising is received by the Foundation Accounting Department.
3. Advertising employees of the staff may be paid display advertising commissions of up to 12.5% for all advertising procured.

Policy

Adopted: 9 Jul 77

Amended: 15 Jan 91

**GOLDEN RAIN FOUNDATION
Seal Beach, California**

(Position title correction made 06-02-09)

(Jan 91)

Courtney Knapp

From: Betty Coven [bettycoven@hotmail.com]
Sent: Friday, September 06, 2013 12:09 PM
To: Courtney Knapp
Cc: Betty Coven Forwarding Address
Subject: Letters September 2013

Courtney,
Here is one letter to add to the agenda

Letters September 2013

Friday, September 06, 2013
9:38 AM

Thursday morning, Sept. 5:

Here is a perfect example:

**Tomorrow, Friday, Sept. 6th, EVERYONE in Leisure World
can get in FREE to the Aquarium of the Pacific - 8 miles away.**

It is Senior Day. Anyone over 50 gets in FREE vs. paying \$30.

Nothing in the Leisure World "newspaper."

A perfect example of not being in touch.

From: localneighbors@hotmail.com
To: bettycoven@yahoo.com
Subject: GRF publication
Date: Tue, 20 Aug 2013 14:26:09 -0700

You asked for input so here is some ...

A few of us don't consider the GRF newspaper" a "newspaper."
As one neighbor puts it, "it is merely a large church bulletin"

②

9/6/2013

What news does it really bring?

It was two months after the new Davis-Sterling Act was amended before we saw anything in the GRP pub.

There are 9,000 shareholders. There must be some interesting profiles/features there. The Sun seems to find them. Did you know the that South Korea's First female astronaut vacationed in LW while visiting her grandfather in Mutual 2 or 12?

What about useful stories? The State seems to pay for print ads about large-type phones available free to senior citizens. Yet neither an ad or story in the "newspaper."

The State allocated a budget to target seniors for the SNAP (formerly food stamp) program. (An extensive story would be very beneficial since most people our age believe there is a bad connotation with "food stamps." LW seniors don't know that it is merely a debit card not stamps, etc.) Last week the OC Register ran a story about senior discounts even quoting a LW resident. Why not GRF News?

What about the power of 9,000 voters? The last time there was a statewide election for State Assembly and Senate no one campaigned in LW. Not one; not one candidate. We've got 33% of the Seal Beach population yet only 1.5 council members. Why doesn't the paper champion this?

Long Beach State has a whole dept. of wanna be Hemmingways and Jim Murrays, i.e., journalists just begging for something to write AND somewhere to publish. Why not enter into a partnership with LBSU Journalism?

What about Osher Lifelong Learning Institute (OLLI)? "OLLI offers widely varied courses of interest to persons 50 years of age or older. There is no academic prerequisite for admission, or to understand and participate in the classes, just a desire to learn. A couple years ago we tried to get the paper to run Sudoku puzzles instead of or with the crosswords. A couple studies show that Sudoku is better for senior citizens because of its analytical and cognitive nature vs. memorization of crosswords. Nothing.

Finally, we've all come to the conclusion if we really want to know the truth or what's what and what is going on in LW we read The Sun. The GRF newspaper is edited way too much. It certainly is not the freedom of the press.

There you go. You wanted feedback

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9/6/2013

GOLDEN RAIN OPERATIONS

BOARD INTERNAL OPERATIONS

News Credit Policy

1. Invoices will be mailed either monthly or weekly, as designated by the Publications Manager, as soon as practicable after publication of the ad. All invoices are due and payable on receipt.
2. The Managing Editor has the option of limiting credit and a further right to refuse advertising if the account is delinquent.
3. A finance charge may, at the discretion of the Publications Manager, be levied, beginning 30 days after statement date, at a rate set by the Controller in accordance with current industry standards and any applicable laws.
4. The Controller is responsible for setting up the accounts receivable procedure for contact and routine collection of accounts.

Policy

Adopted: 15 Feb 72
Amended: 21 Aug 73
Amended: 15 Jan 91
Amended: 14 Dec 93
Amended: 16 May 95

**GOLDEN RAIN FOUNDATION
Seal Beach, California**

(May 95)