

COMMUNICATIONS COMMITTEE MINUTES
October 9, 2014

The regular meeting of the Communications Committee, held on Thursday, October 9, 2014, was called to order at 1:00 p.m. by Chair Bolton in the Administration Conference Room.

ROLL CALL

Present:	Mr. T. Bolton, Chair	Mrs. J. Reed
	Mr. L. Blake	Ms. P. Snowden
	Mr. P. Hood	Mrs. M. Wood
	Mr. L. Krieger (arrived 1:10 p.m.)	
Staff and Guests:	Mr. R. Ankeny, Executive Director	
	Mr. D. Cox, Media Manager	
	Mr. J. Breen, Editor/Staff Writer	
	Mr. J. Valentinetti, President of Video Producers Club	
	Mr. J. Osuna, Video Producers Club	
	Four Foundation Members	

MINUTES

The Chair called for the approval of the Communication Committee meeting minutes of September 11, 2014

Mrs. Wood MOVED, seconded by Mr. Hood –

TO approve the minutes of the regular meeting of September 11, 2014.

The Motion passed with two abstentions (Blake and Krieger).

CORRESPONDENCE

Correspondence was received from the President of the Senior Patriots for Peace Club requesting a front page article in the *Golden Rain News* about Martin Luther King (MLK) and civil right issues the week of his birthday.

After discussion, the Committee members tasked the Media Manager to coordinate this project.

STAFF REPORTS

Media Manager

The Managing Editor reported on the budget variance report and answered members' questions.

Executive Director

The Executive Director reported he received a request from a shareholder for a free ad as an apology for a recent publication in the *Golden Rain News*.

After discussion, Mr. Blake MOVED, seconded by Mr. Hood and carried unanimously –

TO deny the request for a free ad.

COMMENT PERIOD

Committee Member Comments

Committee members spoke on the improvements of the Leisure World website, the sale of political ads, the correction of telephone numbers that are published in the phone book, and the overall appearance of the newspaper.

Foundation Member Comments

Foundation members spoke on the newspaper being published earlier, policies being adhered to, who is responsible for publication of Letters to the Editor, Leisure World phonebook and how the *Golden Rain News* reaches other cities and residents.

UNFINISHED BUSINESS

Website Revision

The Media Manager explained the rationale and goals of launching a revised website. He reported he is analyzing statistics of our website such as how often the website is visited, what countries are visiting our website, if they are staying on the website or leaving immediately. His findings will give a more accurate baseline on what is working on the website and what is not. He will provide an update at the next regular monthly meeting.

Social Media Policy

The Media Manager reported he continues to work with other members and staff to draft a policy on Social Media. He reported that due to the upcoming holidays, an update will be provided at the next regular monthly meeting in January 2015.

NEW BUSINESS

Video Producers Club

The President of the Video Producers Club of Leisure World reported the Club tries to foster the development, production and taping of programs of interest to the Leisure World Community for showing on SBTv3 and, more recently, the Super-wire channel. This provides information and entertainment events for all residents and especially for those who are unable to attend or participate in these activities. He reported it provides a bond with the

community as a whole. The Video Club also assists other Leisure World clubs and organizations in making effective use of the video and cable TV medium. They also assist Leisure World shareholders with training and instructions on the use of equipment relevant to their needs and the communication facilities available to them. Many of the members of the club are Certified Video Producers. That means they have taken and passed a course in video production as it relates to broadcast standards. The course is offered on an as needed basis, once a year or once every other year. Once the class has been completed, new VP's are able to produce programs to be shown on SBTV3. The Video Producers Club currently provides about 60% of the programs shown on SBTV3. The club produces a monthly 30 minute live-to-tape television show called Inside Leisure World which promotes a positive image of our active senior community to the local viewing area. ILW is produced at the SBTV studio in Seal Beach. The club has produced more than 160 of these programs.

The Chair thanked the guests and excused them from the meeting at 2:23 p.m.

Mission Statement of the Golden Rain News

The Media Manager presented the first draft of the Mission Statement of the Golden Rain News. An update will be provided at the next regular monthly meeting.

The Executive Director requested the approval of the Committee to provide and distribute the Council on Aging Answers resource guide to the community. An estimated delivery cost is \$1,700 to \$1,800.

Mr. Hood MOVED, seconded by Mr. Blake and carried unanimously –

TO provide and distribute the Council on Aging Answers Resource Guide to the Community at a cost not to exceed \$1,800.


Toys for Tots

The Executive Director requested the committee's approval to plan space in the Golden Rain News to promote the Toys for Tots program. The committee concurred to approve this request.

ADJOURNMENT

The next monthly meeting will be held on Thursday, November 13, 2014.

The meeting was adjourned at 3:11 p.m.


Tim Bolton, Chair
COMMUNICATIONS COMMITTEE
MM 11.12.14