

COMMUNICATIONS COMMITTEE MINUTES
October 10, 2013

The regular meeting of the Communications Committee, held on Thursday, October 10, 2013, was called to order at 1:30 p.m. by Chair Coven in the Administration Conference Room. The Pledge of Allegiance was led by Mr. Krieger.

ROLL CALL

Present:	Ms. B. Coven, Chair	Ms. K. Rapp
	Mr. J. DeMarco	Ms. P. Wilson
	Mr. R. Kravitz	Mr. M. Michaelides, Ex officio
	Mr. L. Krieger	

Absent: Mrs. B. Osborne

Staff and	Mr. R. Ankeny, Executive Director
Guests:	Mr. D. Saunders, Managing Editor
	Mr. S. Perez, Information Technology Services (ITS) Manager
	Mr. S. Bannon, Pre-Press Production Operator
	Mr. L. Blake, GRF Representative, Mutual One (2:48 p.m.)
	Ms. L. Stone, GRF Representative, Mutual Three
	Ms. R. Winkler, GRF Representative, Mutual Ten
	Mr. D. Craig, GRF Representative, Mutual Eleven
	Mr. P. Moore, GRF Representative, Mutual Seventeen
	Five Foundation Members

MINUTES

The minutes of the regular meeting of September 12, 2013, were approved as printed on MOTION by Ms. Rapp, seconded by Mr. Krieger, and carried with one abstention (DeMarco).

The Chair reviewed the general rules for the meeting.

STAFF REPORTS

Managing Editor

The Managing Editor reviewed the Aged Receivables data and reported that as of September 30, 2013, the 90-day receivables were approximately \$2,800.

Executive Director

The Executive Director reported that he'd been approached by the Orange County Council on Aging regarding its annual publication of senior services. The members discussed the publication, its advertisers, the estimated cost of \$1,700 for distribution and other information.

After review, Ms. Rapp MOVED, seconded by Ms. Wilson, and carried unanimously -

TO approve the funding and distribution of the 2014 Orange County Council on Aging senior guide.

ITS Manager

As the content of the website comes under this Committee's purview, the ITS Manager provided an update on making the *Golden Rain News* accessible to the visually impaired. News and ITS Department staff have been testing and developing data onto the Foundation's website so that it can be used by screen reader software. Mr. Perez provided a demonstration of the reader software and said sections of the *News* will be available for the visually impaired in early November. Software users will be able to have different cuts or sections of the *News* read aloud to them. The members discussed the matter and thanked staff for their efforts.

The ITS Manager reviewed the capabilities of the email communication service Constant Contact. The Executive Director suggested the use of an email blast service in order to maintain better communication with the membership. Staff showed a sample email and suggested ways email blasts could be tailored and utilized. The reports Constant Contact provides to users includes who opened emails, what operating systems people use and other data that can be used for planning purposes.

Nine Mutuals have started development of their websites. Demonstrations have been presented to the Presidents' Council, Mutuals Nine and Eleven, the Computer Club and the Sunshine Club. The ITS Manager also reported on website traffic. Observing data from two sources, staff can observe which website pages are the most visited, the geographic location people are viewing pages from and other behavioral data.

COMMENT PERIOD

Foundation Member Comments

Six GRF members spoke on the Council on Aging resource guide, reader software, the Committee's efforts, updated information in the telephone directory, a Committee member's recent creative writing award, suggesting Trust information be placed on the website, employee morale and requests for monthly reports.

UNFINISHED BUSINESS

Finances – Progress on “Thank You” Deals for Advertisers, Holiday Ads, etc.

In an effort to acknowledge long-term and loyal advertisers, it was reported last month that News staff had offered advertisers the opportunity of running ads a second time for 50% off. This month, staff approached eight advertisers about publishing personalized spotlight features. Response has been 100% positive and features will begin running in mid-October.

Finances – Report of Sales Calls Spreadsheet

The Managing Editor distributed a draft sales call spreadsheet for review. The members offered various suggestions and an updated call spreadsheet will be submitted in November.

Content – Vanity Submissions

The members and staff reviewed various vanity submissions, including travel articles, 'relatively speaking' columns, Kudos features and the Partyline Plus. The Committee concurred that it is important to feature a variety of submissions, authors and Clubs.

The ITS Manager and Pre-Press Production Operator were excused at 2:49 p.m.

Content – Holiday Recipes, Drawings, Decorating Rules, Safety Articles, etc.

The *News* will be running holiday-related features in the next few months, including favorite recipes, drawings, and holiday decorating rules.

Content – Committee Member Reports on Page/Section Assignments

Committee members reported on their assigned sections of the *News*. They commented on easy access, the importance of keeping readers informed, people's preferences for reading the *News* online or in print form, hometown news, and general interest items. Staff was reminded that the Religion section is designed to be informative only and present the Who, What, Where and When of church activities and sermons, and not delve into proselytizing or advertising.

NEW BUSINESS

Appointment of Website Sub-Committee

The Chair reported that she will lead a Website Sub-Committee. Members include Kathy Rapp, Paula Snowden, Linda Stone and, if needed, Larry Blake.

Centenarian Project

The Chair reported that Pat Wilson will lead a Centenarian Sub-Committee. The purpose of the Sub-Committee is to identify, promote and celebrate the community's centenarians.

The Chair thanked everyone for their attendance and participation. The next Committee meeting is Thursday, November 14, 2013, at 1:30 p.m.

ADJOURNMENT

The meeting was adjourned at 3:38 p.m.

Betty Coven

Betty Coven, Chair
PUBLICATIONS COMMITTEE
cmk 10.25.13