





## **APPROVAL OF MINUTES**

The minutes of September 13, 2018 meeting were approved as submitted.

## **STAFF REPORTS**

### Director of Communications & Technology

#### Budget Variance/Sales Report

The Committee discussed the Variance/Sales report for Cost Center 36 as presented. The Director of Communications and Technology explained favorable and unfavorable variances.

#### Website Statistics

The Committee reviewed website statistics report as presented.

#### LW Live Statistics

The Committee reviewed LW Live statistics report as presented. The Director of Communications and Technology also went over LW Weekly survey results.

#### LW Weekly Front Page

No action or comments took place in regards to LW Weekly front page.

#### Executive Director

The Executive Director commented on agenda items throughout the meeting. The Committee also discussed the ways of enforcing policies without restricting the advertisers.

## **SHAREHOLDER/MEMBER COMMENTS**

There were no comments made by shareholders/members at the time of the meeting.

## **CORRESPONDENCE**

There was no correspondence to review at the time of the meeting.

## **UNFINISHED BUSINESS**

### Senior Discount Page. 30-Day Trial. Update.

The Committee briefly discussed the "Cutting Board" - senior discount page. No action was taken on this matter at the time of the meeting.



LW Map. Update

The Director of Communications and Technology provided the Committee with an update on LW map, with an estimated completion date of November 1, 2018.

2019 LW Calendar. Update

The Director of Communications and Technology provided the Committee with four options for 2019 LW calendar cover.

Following a discussion, Mr. Moore MOTIONED, seconded by Mr. Gould -

**TO** approve the option #3 for 2019 LW Calendar cover.

The motion passed with one abstention (Ms. Findlay).

LW Mascot. Update

The Committee discussed various options for LW mascot, presented by the Director of Communications and Technology. It was the consensus of the Committee to forward this item to the Architectural Design and Review Committee for further review.

**NEW BUSINESS**Political Ads. Change the Policy or Keep it the Same?

The Committee discussed this matter under Policies.

LW Weekly Religion Page. Limit to One Page?

The Committee discussed this matter under Policies.

Chair Pratt called for a break at 2:30 p.m. The meeting resumed at 2:43 p.m.

**POLICIES****a. Review and Adopt:**

i. Policy 2867-36, Political, Government, and Religious Advertising.  
Following a discussion, it was the consensus of the Committee to have the Director of Communications and Technology revise Policy 2867-36, Political, Government, and Religious Advertising, based on a discussion, and present it for a further review at the next scheduled Committee meeting.

**b. Review:**

- i. Policy 5050-34, Digital Billboards
- ii. Policy 5051-34, Website Management



- iii. Policy 2810-36, Community Submissions
- iv. Policy 2825-36, Special Columns
- v. Policy 2840.02-36, Deadlines
- vi. Policy 2840.04-36, News Stories
- vii. Policy 2840.06-36, Obituaries
- viii. Policy 2840.07-36, News Photos
- ix. Policy 2840.08-36, News Coverage
- x. Policy 2840.09-36, Collection Point

It was the consensus of the Committee to review the above policies at the next scheduled Committee meeting.

**PRESIDENT'S COMMENTS**

President Stone thanked the Director of Communications and Technology for her contributions to LW Weekly and the community, and asked for the accounts receivable report to be reviewed at the next scheduled Committee meeting.

**SHAREHOLDER/MEMBER COMMENTS**

Three shareholders/members spoke on the items pertaining to the Committee's area of purview.

**COMMITTEE MEMBERS COMMENTS**

Five Committee members spoke on the proceedings of the meeting.

**ADJOURNMENT**

Chair Pratt adjourned the meeting at 3:24 p.m.



Paul Pratt, Chair  
COMMUNICATIONS COMMITTEE

KL 10-11-18