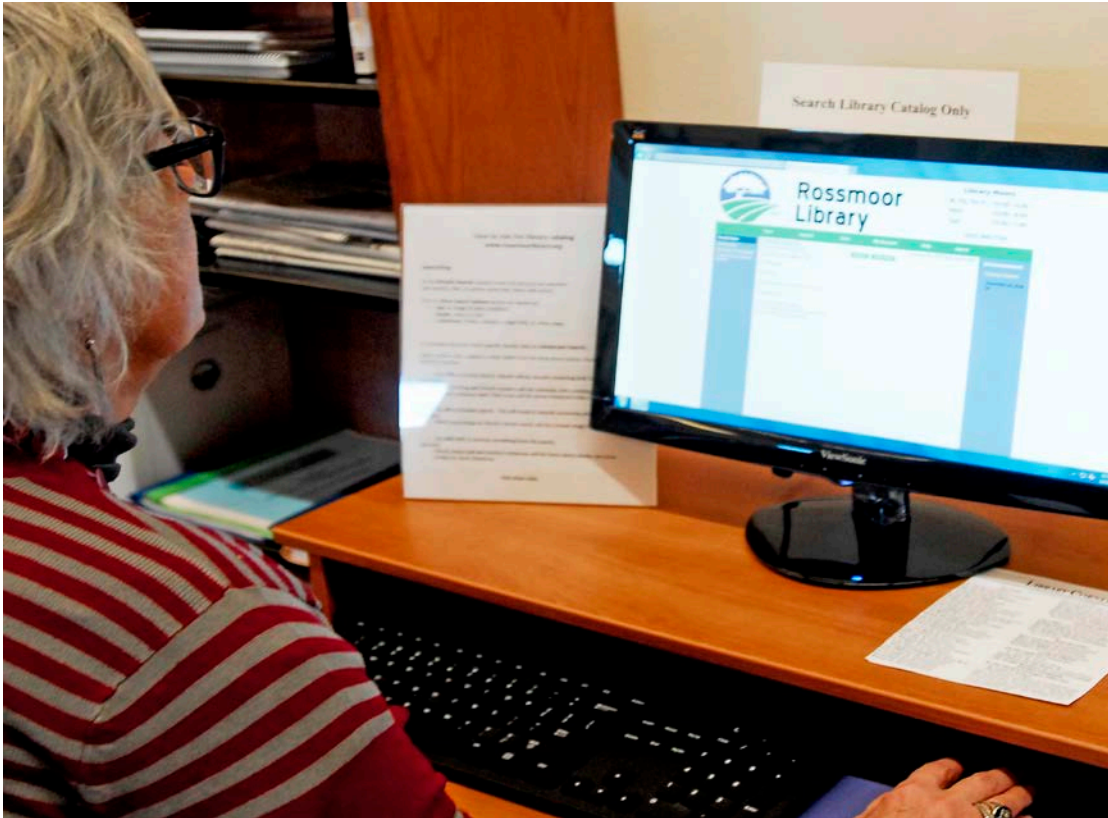


12 COMMUNICATION



A. Background

Communication is the process of conveying and sharing information among GRF, the Mutuals, and all residents. It is most effective when information is clear, accurate, and timely. Rossmoor's technologies allow residents to easily access communications among all community entities in a variety of ways. Communications include marketing, GRF notices, the Rossmoor News, Rossmoor websites, an information telephone service, and the TV channel.

Rossmoor collaborates with the real estate industry to market through the Rossmoor News and a brochure which describes Rossmoor (modified for specific companies), and a promotional video.

The Rossmoor News is published weekly, with 7,500 copies distributed to all residents and some outside subscribers and advertisers. Content is generated by residents, who submit items about club and other activities, by staff reporters, through letters submitted to the Residents' Forum and through news of interest to Rossmoor residents.

The websites include a community website that is updated weekly on which GRF documents are posted (Mutual documents may be posted but are not required). A second website contains a digital copy of the Rossmoor News.

The Rossmoor Information Telephone Service (RITS) is a recording, updated twice weekly, that provides information on events that are happening in the Valley. The service also provides emergency information.

Channel 28 broadcasts 24 hours a day, 7 days a week. Its Bulletin Board broadcasts before and after programs, highlighting events, photos, club and organization meetings, and GRF Board meetings. Most content is filmed and edited by TV channel staff in-house. Channel 28 staff has the ability to do in-studio filming to create original programming such as interviews, exercise programs, features on clubs, drama presentations, lectures, book reviews, informational pieces on topics such as earthquake preparedness, Medicare changes, counseling services and end of life issues, live bingo and much more.

B. Goals, Policies, and Actions

Goal COM-1	Clear, effective, and timely lines of communication among GRF Board and Committee members, staff, suppliers of materials and services, residents, Mutuals, potential residents, local and State government agencies, and organizations with which Rossmoor works.
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Policies

Policy COM-1.1 Maintain clear and timely lines of communication that flow freely among residents, including GRF employees, Board members,

standing and ad hoc committees, the Mutuals, local and State government, and other pertinent entities.

Policy COM-I.2 Approach communication in a spirit of openness, recognizing that residents have a right to know what is going on and have an opportunity to provide input in decision making. A well informed community benefits everyone.

Actions

Action COM-I.1 Consider evaluating the development of additional methods of communication among GRF, Mutuals, and residents via e-mail, text messages, social media and/or emergency response systems. Develop an e-mail data base from all residents. Make available the referenced systems to the Mutuals in the event they need/want to communicate with residents. Encourage residents to provide emergency telephone information to be used in emergencies for robo calls and text messages. Consider developing a radio dispatch system that can link to CERT information posted on the Rossmoor website to improve the dissemination of emergency preparedness information throughout Rossmoor.

Action COM-I.2 Update the Rossmoor websites (home page and Rossmoor News) daily so that information is current. Assure that web postings of pdf documents are searchable.

Action COM-I.3 Explore giving residents the option of receiving the Rossmoor News online or by home delivery. The Golden Rain Foundation should obtain email addresses from Rossmoor residents in order to make online home delivery of the News possible for those residents who would like it.

Action COM-I.4 Explore the option of access to GRF meetings and live interaction capabilities. Video stream Board meetings so residents can watch in real time and provide on-demand viewing. Consider alternating Board meetings to an afternoon and

evening schedule. Continue posting Board and committees' agenda packages online.

Action COM-I.5 Enhance the marketing of Rossmoor by promoting it as “a community of active senior adults.”

Action COM-I.6 Consider appointing and training residents to serve as tour guides for people interested in buying a residential unit.

Action COM-I.7 Continue to improve marketing of Rossmoor to enhance manor sales and associated Membership Transfer Fee revenue.