

## 12 COMMUNICATION



### *A. Background*

Communication focuses on information-sharing among GRF, the Mutuals, and all residents. Rossmoor's technologies affect the ease of communications among all community entities. Communications include marketing, GRF communications, 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, a brochure describing Rossmoor that is modified for specific companies, as well as a promotional video. Rossmoor Ambassadors are current residents who reach out to potential residents.

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, and through letters submitted to the Residents' Forum.

The websites include a community website that is updated as-needed, a documents website on which GRF documents are posted and Mutual documents may be posted but are not required, and a News website that is updated weekly and contains most of the printed paper content.

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 can also provide emergency information as needed.

The TV channel broadcasts exclusively to residents 24 hours a day, 7 days a week. The 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. The channel has a new studio in Creekside, with modern equipment and improved ability to do in-studio filming, such as interviews.

### ***B. Goals, Policies, and Actions***

<p><b>Goal COM-1</b> Clear, effective, and timely lines of communication among GRF Board and Committee members, staff, suppliers of materials and services, residents, Mutuels, potential residents, local and State government agencies, and organizations with which Rossmoor works.</p>
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#### **Policies**

Policy COM-1.1 Maintain open, clear, and timely lines of communication that flow freely among residents, including standing and *ad hoc* committees, the Mutuels, and local and State government. Internally

communicate with residents via Rossmoor News, TV channel, Rossmoor websites, and GRF Board and committee meetings.

Policy COM-1.2 Approach communication in a spirit of openness and sharing, recognizing that the community exists for its residents and a well informed community benefits all.

### **Actions**

Action COM-1.1 Review communication techniques, e.g. the Rossmoor News, TV channel, and the Rossmoor websites continuously to ensure that communication is as effective as possible.

Action COM-1.2 Enhance marketing of Rossmoor by use of a pilot program for public relations and marketing, created by professionals, to develop "branding," to enhance the positive image of Rossmoor, and promote the sale of residential units.

Action COM-1.3 Facilitate resolution of communication issues among residents through the counseling services provided by GRF.

