



MONTGOMERY VILLAGE FOUNDATION, INC.

10120 APPLE RIDGE ROAD
MONTGOMERY VILLAGE, MARYLAND 20886-1000

(301) 948-0110 FAX (301) 990-7071 www.montgomeryvillage.com

August 1, 2018

MEMORANDUM

TO: Communications Committee

FROM: Mike Conroy, Assistant Executive Vice President

SUBJECT: Communications Committee Meeting

The next meeting of the Communications Committee will be held at **7 p.m. on Wednesday, Aug. 8, 2018** at the MVF Office, 10210 Apple Ridge Road. You can enter the building using the front entrance, we will be in the Training Room.

Attached is an agenda and meeting packet for your review. Please let me know your attendance plans as soon as possible by calling 240-243-2331 or e-mailing mconroy@mvf.org.

MC
Enclosure



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**MVF COMMUNICATIONS COMMITTEE
Wednesday, Aug. 8, 2018
7 p.m.
Montgomery Village Foundation
10120 Apple Ridge Road, Training Room**

AGENDA

- I. Residents Time
- II. Call to Order
- III. Approval of Minutes for May 9, 2018 (Attachment 1)
- IV. Preview Village News website
- V. Review and update Communication Policies
 - a. Letters to the Editor Policy (Attachment 2A)
 - b. VN Advertising Agreement (Attachment 2B)
 - c. VN Collections Policy (Attachment 2C)
 - d. VN Editorial Policy (Attachment 2D)
 - e. Web Presence Policy (Attachment 2E)
- VI. Social Media/Digital Content Specialist update (Attachment 3)
- VII. Adjourn

Montgomery Village Foundation
MVF Communications Committee
May 9, 2018

A regular meeting of the Montgomery Village Foundation Communications Committee was held at 7:00 p.m. on Wednesday, May 9, 2018 at the MVF Office, 10120 Apple Ridge Road, Montgomery Village, Maryland.

Members Present

Melanie O'Brien, Chairman
Jim Marsh, MVF Board Liaison (left at 7:43 p.m.)
John Llewellyn
Edna Miller
Jeannie Pizzonia
Bryan Price (arr. 7:12 p.m.)

Members Absent

Christine Scott

Others Present

Mike Conroy, MVF Assistant Executive Vice President
Roslyn Price, Recording Secretary

I. Residents' Time

No residents were in attendance.

II. Call Meeting to Order.

Ms. O'Brien called the meeting to order at 7:08 p.m.

III. Review and Approve Minutes of the February 7, 2018 Meeting

Ms. Miller moved to approve the minutes of the February 7, 2018 meeting as presented. The motion was seconded and passed 4-0. Ms. Miller abstained.

IV. Elect Committee Chair

Ms. Pizzonia moved to reaffirm Melanie O'Brien as committee chair. The motion was seconded and passed unanimously.

V. Discuss changes to *Village News* and website

Mr. Conroy explained that at last year's MVF Board Retreat, there was discussion about moving to increased digital content and at the same time decreased print editions of the *Village News*. At this time, it is planned to begin the process in September, but in the meantime, staff is planning ahead and wants to familiarize everyone with what to expect. It is expected that the print edition of the *Village News* will be published once a month, and the online edition will be updated daily, as needed.

Ms. Pizzonia asked how much money would be saved per month. Mr. Conroy noted that the savings would be approximately \$2500/month. The change will provide the opportunity to give updates in a more timely manner and more frequently than the current bi-weekly schedule allows. It will also take the pressure off HOAs to meet deadlines or wait until the next issue to publish their news.

Mr. Conroy presented slides demonstrating what the new online *Village News* will look like. He focused first on how advertising would be handled on the website. The top Super Banner and the first side banner will contain display ads from MVF's businesses that we recruit, as we do now in the print edition. The third banner, along the side, will be a Google Ad, constantly changing. This is a free service that will also generate revenue for MVF based on the number of clicks. This will provide one more opportunity for MVF to collect advertising revenue and also provide a greater array of business advertising to viewers of the website.

The news would be displayed in various ways. Each area would be updated automatically with whatever content is most timely, in the order in which we list them. Freshest content will always be at the top. That page will be constantly changing. For each item, the viewer may click to see more detail.

Ms. Miller asked how submissions will be handled, and Mr. Conroy said that they will be handled in the same way they are now. People will submit content, staff will read it and publish it if it is deemed appropriate. Additionally, a submission form will be included in the new page layout.

Mr. Marsh asked if the paper version will change substantially, and Mr. Conroy said that it will basically remain much the same.

The Homes Corporation / Condominium section will change based on the frequency with which they send updates.

At the bottom of the screen, there is a link back to the website calendar to see events.

At the top of the screen, the items on the blue banner are the same as those on the website now.

Mr. Conroy noted that there will not be a separate Recreation section in the news portion of the site because there is already a Recreation section on the website.

Ms. O'Brien asked about the Architectural Standards section of the paper, and Mr. Conroy said that also will appear on the current website under the Architectural Standards section.

Ms. Miller asked how much easier these changes will make the *Village News* process. Mr. Conroy replied that he thinks this will clean up the process substantially. It will enable staff to get content ready to go in a timely manner and then publish that content immediately.

Ms. Miller asked if an additional staff member will be needed to input data. Mr. Conroy said that he hopes to have someone to manage this new website process, as well managing all of our social media.

Right now, the plan is to eliminate the second delivery of the month. Once implemented through the remainder of 2018, the paper will be published on the date that the first edition of each month is currently scheduled. After that, the print edition will probably be published on the first Friday of the month.

Mr. Conroy stated that this is a transition that has been discussed for many years, and it's the way things are going nationwide with newspapers. There is no plan to eliminate the print edition completely at this time.

Ms. Pizzonia asked how it would be decided what is the most important news story. Mr. Conroy replied that the default will always be the newest item, though there will be the ability to reorder the queue to keep anything extremely relevant at the top.

Mr. Price asked if the EVP's or President's column would ever be a top news story. Mr. Conroy noted that is unlikely, barring any unusual new event/news that would take precedence.

It was noted that in the current set up, Letters to the Editor would not appear in the news section. Mr. Conroy explained that similar news sites allow for comments and dialogue with their published letters, and at the moment, this is not something that MVF has the resources to

maintain. He noted that MVF's Facebook page is a vehicle for people to ask questions and give opinions, so there are other avenues for that sort of content.

Mr. Conroy stated that staff has looked at all the current sections of the print edition and tried to boil them down to the core content and arrange them into appropriate menu items.

Mr. Conroy then displayed slides showing the current website with the current categories, including the Recreation and Architectural Standards sections, which will not be part of the new *Village News* site. He noted that none of the current website will change except the "Press Room" section. When one clicks "Village News," one will get the new pages, which will actually be a "microsite" within the current website. People will also have the option of using a dedicated url, like *VillageNews.com*, for example, that will go directly to the news section.

Ms. O'Brien asked if the Communications policies will need to be changed, and Mr. Conroy noted that they will. She asked what is needed from the committee, and Mr. Conroy stated that for the moment, nothing is required. He just wanted to update the committee on what will be coming. He noted once the new section is in live, the department will have a better handle on how the policies may need to be changed to reflect actual use.

Ms. Pizzonia asked if there will be an opportunity for resident feedback. Mr. Conroy noted that is already a part of the overall website and showed several places on the current website where people can click to send email inquiries or comment. Ms. Pizzonia noted that there will be a big learning curve, especially for seniors.

Ms. Miller suggested that Mr. Conroy could come to the Seniors in Action program to explain the new site.

Mr. Conroy summed up the discussion, noting that this new approach will offer us the ability to get news out in a timely manner. In addition, there will be a significant cost savings, since revenue is down for traditional advertising. When asked how revenue will be affected by the changes, he said that this year, he will be happy to make the 2018 revenue goal of \$121,000. He doesn't expect a loss of revenue by cutting back to one issue per month; if advertisers opt not to advertise on the web version of the *Village News*, they will have the option of extending their contract for the print version. He also thinks we will pick up new advertising with the move to online publication.

Mr. Llewellyn asked for clarification on whether the previous changes to the Letters to the Editor Policy were formalized. Mr. Conroy answered that following discussion at the last

committee meeting, the policy was approved by the MVF Board as amended and recommended by the Communications Committee.

VI. Adjourn

**Ms. Pizzonia moved to adjourn the meeting at 8:03 p.m.
The motion was seconded and passed unanimously.**

There being no further business, the meeting was adjourned at 8:03 p.m. The reports, authorizations, and other documents presented at the meeting have been initialed for identification and attached hereto or filed in the offices of the Montgomery Village Foundation.



Roslyn Price
Recording Secretary

Motion List
Communications Committee
May 9, 2018

1. Ms. Miller moved to approve the minutes of the February 7, 2018 meeting as presented. The motion was seconded and passed 4-0. Ms. Miller abstained.
2. Ms. Pizzonia moved to reaffirm Melanie O'Brien as committee chair. The motion was seconded and passed unanimously.
3. Ms. Pizzonia moved to adjourn the meeting at 8:03 p.m. The motion was seconded and passed unanimously.

Page Summary Last 28 days ▾

Export Data 

Results from **Jun 29, 2018 - Jul 26, 2018**

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid

Actions on Page i

June 28 - July 25

39

Total Actions on Page ▲ 333%



Page Views i

June 28 - July 25

1,265

Total Page Views ▲ 181%



Page Previews i

June 28 - July 25

169

Page Previews ▲ 182%



Page Likes i

June 28 - July 25

143

Page Likes ▲ 496%



Reach i

June 28 - July 25

22,035

People Reached ▲ 882%



Recommendations i

June 28 - July 25

4

Recommendations ▲ 300%



Post Engagements i

June 28 - July 25

16,761

Post Engagement ▲ 1,487%



Videos i

June 28 - July 25

1,181

Total Video Views ▲ 3,591%



Page Followers i

June 28 - July 25

151

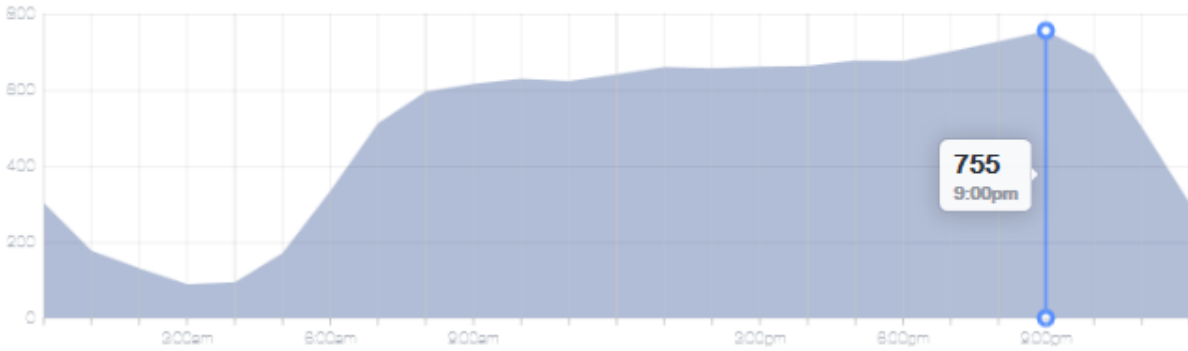
Page Followers ▲ 481%



Your 5 Most Recent Posts >

■ Reach: Organic / Paid ■ Post Clicks ■ Reactions, Comments & Shares

TIMES



All Posts Published

■ Reach: Organic / Paid
 ■ Post Clicks
 ■ Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach ⁱ	Engagement	Promote
07/27/2018 2:00 pm	Looking for the closest playground to your home?	Image	Global	101	11 6	Boost Post
07/27/2018 9:26 am	The Reagan Years coming back, and Village News to go monthly	Text	Global	199	20 3	Boost Post
07/26/2018 4:30 pm	Bus Rapid Transit Project Manager Corey Pitts provided an	Image	Global	222	11 1	Boost Post
07/26/2018 11:27 am	KidjA.M. Spitz-o-Matic Bubble Dance Party	Image	Global	194	29 0	Boost Post
07/26/2018 11:13 am	**UPDATE** The Pool will open as scheduled. There is currently	Text	Global	303	32 9	Boost Post
07/26/2018 10:40 am	Want to learn how to swim? There are a few sessions left for	Image	Global	243	19 3	Boost Post
07/25/2018 8:00 pm	Have a special announcement you'd like to make? The Village	Image	Global	323	30 9	Boost Post
07/25/2018 3:00 pm	Looking for something fun to do on Thursday nights? Try	Image	Global	492	50 12	Boost Post
07/25/2018 12:55 pm	KidjA.M. Spitz-o-Matic Bubble Dance Party	Image	Global	343	133 10	Boost Post
07/25/2018 8:53 am	Good morning! The KidjAM Bubble Dance Party with Spitz-o-	Image	Global	356	18 6	Boost Post
07/24/2018 6:46 pm	MVF pools are closing early tonight. Stedwick Pool will	Text	Global	260	2 2	Boost Post

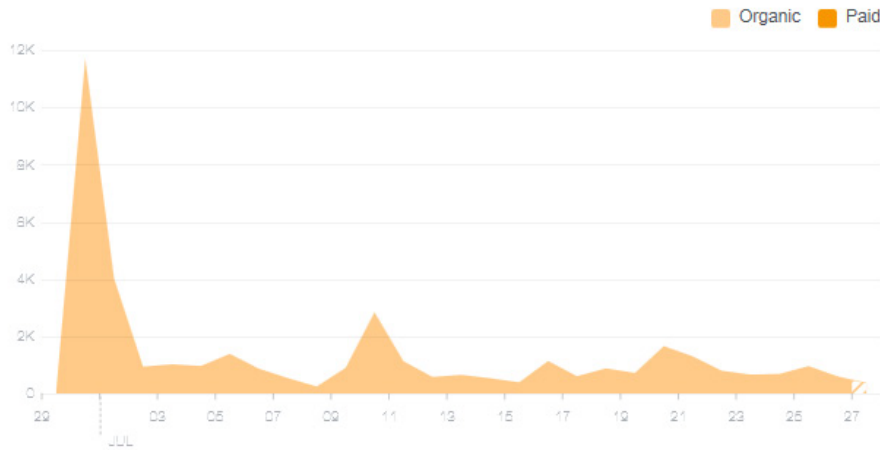
Daily data is recorded in the Pacific time zone.

1W 1M 1Q



Post Reach

The number of people who had any posts from your Page enter their screen.

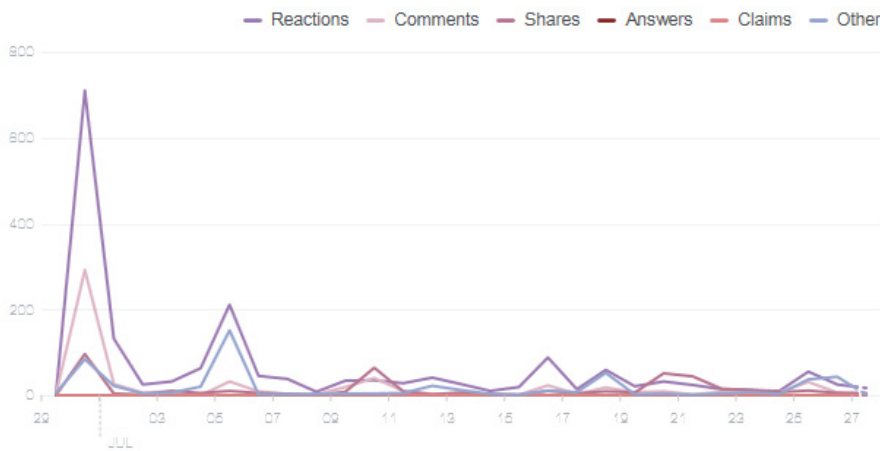


BENCHMARK
Compare your average performance over time.

- Organic
- Paid

Reactions, Comments, Shares, and More

These actions will help you reach more people.

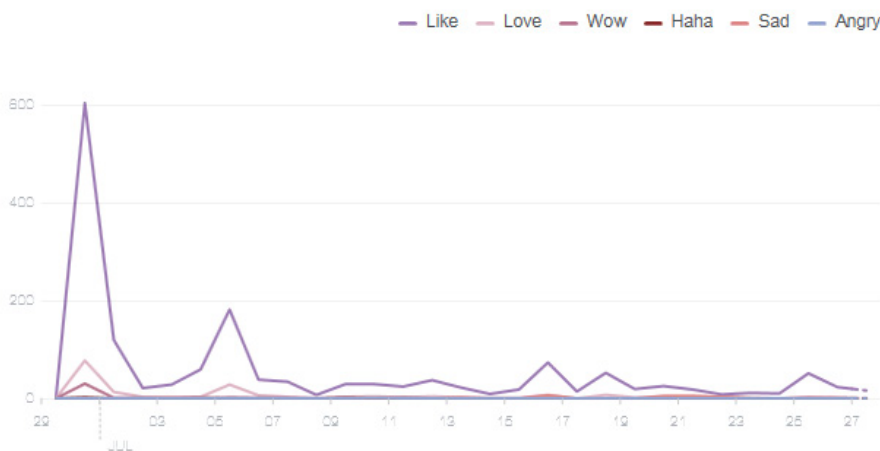


BENCHMARK
Compare your average performance over time.

- Reactions
- Comments
- Shares
- Answers
- Claims
- Other

Reactions

Likes and other ways people react to your Page posts.



BENCHMARK
Compare your average performance over time.

- Like
- Love
- Wow
- Haha
- Sad
- Angry