

Property Information Channel

by Tanya Friedman

Information Channels may have as many different names as they have uses and functionality, whether your association calls it a community channel, or a property information channel, or even a “pain in the neck!” channel. If you’re not utilizing it correctly, you’re wasting a tremendous asset. Let’s face it, more people watch TV than read the bulletin board or even the newsletters, so why not utilize it? Of course, like anything else that is beneficial, it requires a “little effort.” For instance, you should ensure it is updated, you should have nice colorings and nice fonts, and you should ensure it “scrolls” at the right speed. You should have music in the background and it should be easy on the eyes and easy to read. Most importantly, you should use it for safety and precautionary reasons. For instance, “There is a tropical storm heading our way, please bring in your patio furniture, plants, and any loose objects.” Or, “We will be paving the parking lots, please park on the other side.” Finally, we have found that when used properly, it gives a sense of community, hence the community channel. We have found that this is a valuable amenity when used correctly, which is why we offer it to associations for free. Every association should ensure that their cable TV provider is providing this amenity (and training for it!) It could be a life saver!

Tanya Friedman is with People’s Choice Cable TV & Broadband. ■



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