
The World Desk

COMMUNITY EDITION

Context. Clarity. Perspective.

A ONE-PAGE SUMMARY FOR EXECUTIVE DIRECTORS

An amenity residents use every morning, and talk about at dinner.

Every morning, residents get stories they won't find on the evening news. Those stories carry into the gatherings on your calendar, so people have something new to share every day. Your team runs it with prepared materials, and residents pay nothing.

WHAT RESIDENTS GET: READ, WATCH, GATHER

READ

A daily world briefing in plain English, 30–50 stories every morning by 6:00 AM Eastern, starting with 3 To Know. Each week, Beyond the Headlines puts four stories on large-type pages you print on campus.

WATCH

The day's 3 To Know as a short captioned video for the lobby screen, about 3 minutes, with its audio file. About once a month, a Special Report adds a short video and printable materials on a decision residents actually face.

GATHER

As many as 3 standing calendar items each week: Coffee and a Topic, Coffee and a Story and Coffee and a Country. Each is a 45-minute discussion for groups of 10–24, with a host guide anyone can read aloud, a resident sheet and a poster.

WHY IT BELONGS ON YOUR AMENITY LIST

- **More programs on the calendar.** Besides the weekly gatherings, new Tabletop Discussion cards each week give the dining tables something to talk about, and once a month your community can run a Passport Week, a fuller theme week built around one country.
- **Minimal staff time.** About 15 minutes to prepare and host each scheduled calendar event. A resident can host from the guide.
- **It helps sales and marketing, too.** On tours, your team can show a real edition residents read. People considering a move get the daily briefing free for 60 days, and your community can extend that once, for another 60 days. Every edition carries your community's name.
- **Sales can fund it.** Because prospects get the briefing too, the program can be paid from your sales and marketing budget as well as your lifestyle budget.

WHAT IT COSTS

Under \$1 per unit for communities over 75 homes.

Priced by community size, and residents never pay. Listen, with every story in the daily edition read aloud on the website, is an additional \$40 a month at any size. Month to month; cancel anytime with 30 days' notice.

SPECIAL REPORTS AND TRUST

A Special Report each month is part of the program. One example, the Medicare Part D report, is free to read at theworlddesk.news/community/special-reports. There are no ads, and we never sell residents' information. We disclose our use of AI, and every story passes an independent fact-check or our editor's approval before it runs. Our editor, William Kohn, lives in a life-plan community himself and is accountable for every edition.

Request a 30-day pilot. Start with a free month for your staff. Nothing is sent to residents during the staff month, and nothing converts to paid unless the community agrees in writing. Request it at theworlddesk.news/community/pilot.

Learn more: theworlddesk.news/community/for-executive-directors
(645) 654-0684 · sales@theworlddesk.news