

# Media Communications Advisory Board

## Monday, March 27, 2023

### AGENDA

Meeting will be in-person at the Whitemarsh Township Building  
616 Germantown Pike, Lafayette Hill, PA19444

\_\_\_ Mark Cratin \_\_\_ Sharon Harvey \_\_\_ Ryan Hurley \_\_\_ Crystal Taylor  
\_\_\_\_ Vacant Member

BOS Liaison: Fran McCusker \_\_\_\_ Staff Liaison: Craig McAnally \_\_\_\_

1. Call to Order
2. Approval of the January 23, 2023 meeting minutes.
3. New Business:
  - o [Township Day](#) will be Saturday, April 22, 2023 from 12:00 PM to 5:00 PM at Victory Fields, Plymouth-Whitemarsh High School
  - o WTV Video rotation report
4. Old Business:
  - o [Opt-Out Feature for printed newsletters](#)
5. Announcements:
  - o Newsletter (Whitemarsh Living)- in the mailboxes by first week in April; electronic version available on the Township Website now- click [2023 Spring Edition of Whitemarsh Living](#)
6. Adjournment:
7. Next meeting: Monday, May 22, 2023 at 7:00 PM

# Media Communications Advisory Board

## Monday, January 23, 2023

### MINUTES

Meeting in-person at the Whitemarsh Township Building  
616 Germantown Pike, Lafayette Hill, PA19444

**Present:** ✓ Mark Cratin ✓ Sharon Harvey ✓ Ryan Hurley ✓ Crystal Taylor

**Unable to Attend:** John Pedicino

**BOS Liaison:** ✓ Fran McCusker **Staff Liaison:** ✓ Craig McAnally

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The MCAB Meeting was called to Order at 7:00 PM.

#### **RE-ORGANIZE for 2023:**

A motion by Ms. Harvey, seconded by Ms. Taylor, to elect Ryan Hurley as the Chair of the MCAB for 2023. The motion was carried unanimously.

A motion was made by Ms. Taylor, seconded by Mr. Cratin, to elect Sharon Harvey as the Vice-Chair of the MCAB for 2023. The motion was carried unanimously.

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#### **APPROVAL OF MINUTES**

**July 25, 2022**

A motion was made by Mr. Hurley, seconded by Mr. Cratin, to approve the minutes from the July 25, 2022 meeting. The motion was carried unanimously.

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#### **New Business:**

Update of the avenues of communication provided by Whitemarsh Township:

1. [New Electronic Message Board at Joshua and Germantown Pike](#)- recently installed message board at the corner of Joshua Road and Germantown Pike through an easement on Valley Green Country Club property. Messages are managed by the Park and Recreation Department through approval by the Manager's Office. Messages are limited to four(4) lines with 18 characters per line. Only Township, Whitemarsh Community Groups and Non-Profit Organizations can request content on the sign. No fees for Township Civic or Youth Organizations. \$10 administration fee for Township Non-Profit Charitable Organizations and \$25 Administration fee for non-resident organizations.
  - Mr. Cratin thinks this is a great addition to get information out to the residents.
  - Ms. Harvey asked how the messages are prioritized? Mr. McAnally explained the Township messages would get prioritization if necessary for example emergency notices, but it is a constant rotation on the board for all messages normally.
  - Mr. Hurley questioned the ADA compliance as far as color contrast and the timing of the rotation of messages. Mr. McAnally will investigate these items.
  - Ms. Taylor inquired who determines the appropriateness of the images and content. Mr. McAnally explained the final decision comes from the Manager's Office.

2. [Whitemarsh TV Station \(WTV\)](#) <Channels 965 Comcast/46 Verizon> and **You Tube Channel [Whitemarsh Township PA](#)**  
Only 70 Subscribers. The TV stations provides Public Service Announcements (PSA), live and replayed Board of Supervisors meetings, and MONTCO Commissioners Meetings throughout the day. The You Tube Channel can find the same and can replay anything from the beginning.
  - Mr. Hurley suggested we eliminate the advertisements from the You Tube Channel. Will discuss with the Media Production Coordinator on this request.
  - Ms. Taylor thought a great promotion to gain subscribers is to have a campaign to “See Yourself on Whitemarsh TV”!
3. Facebook [Whitemarsh Township](#), 4,700 Followers and Twitter [@Whitemarshtwp](#), 1,215 Followers
  - Ms. Harvey suggested continuing to promote all events on Facebook and Twitter while further promoting WTV and the You Tube Channel.
4. Website ([whitemarshtwp.org](#))- there were some thoughts of putting out an RFP for a new vendor to manage our website but at this time we will be remain with our current provider.
5. Weekly e-Newsletter- 3,013 subscribers with a 53% “open rate” which is very good!
6. Whitemarsh Living publication- 6,744 households in Whitemarsh Township. There is an “Opt Out” feature which would allow you to reduce the printed version and receive through the e-Newsletter when it arrives.

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**Old Business:** there was no Old Business to mention.

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**Announcements:**

Mr. McAnally reminded the MCAB that staff is currently working on the Whitemarsh Living publication for Spring delivery (in mailboxes the first week of April). If anyone has any articles or ideas for an article, please have them to him by February 24, 2023.

Supervisor McCusker updated the members on the purchase of Abolition Hall and the collaboration with the Whitemarsh Art Center to occupy the space. He will work together with this Board and the Board of Supervisors on future collaborations going on in the Township.

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**Adjournment:**

There being no other matters of business, a motion was made by Ms. Taylor, seconded by Ms. Harvey to adjourn the meeting at 8:15 PM. The motion was carried unanimously.

Next meeting: March 27, 2023, at 7:00 PM

Respectfully Submitted,

*Craig McAnally*

Interim Assistant Manager

**INFOGRAPHIC SLIDESHOW & VIDEO ROTATION LIST FOR MCAB**

Updated Thursday, March 23, 2023

**STAY INFORMED:**

|  |   |
|--|---|
| <b>Public Meeting Schedule</b>                 | Monthly list (spread out across up to 3 slides) of upcoming Township board and commission meetings scheduled. Updated upon notice of cancellation or re-scheduling. |
| <b>Zoom Meetings Upcoming</b>                  | Notes public meetings to be held virtually or in a hybrid format ( <i>None, as of 3/23/23</i> )   |
| <b>Ways We Connect With You</b>                | The six communication methods used by the Township to provide informational outreach to residents (not including the Community Sign)                                |
| <b>Regular Program Schedule</b>                | General daily rundown of scheduled video content on WTV   |
| <b>Public Service Announcements</b>            | Looking for questions that could be answered with a PSA video? Email WTV.   |
| <b>BOS Meeting Promo</b>                       | Lists days/times they are scheduled (unless otherwise noted), and how residents can watch live or afterwards.   |
| <b>Mont.Co. Board of Commissioners Meeting</b> | Promo for daily showing of the County Commissioners Meetings (shown daily on WTV @ 1pm)   |
| <b>WTV is on YouTube</b>                       | Promo slide for the Township's YouTube channel, and how it can be accessed  |
| <b>Whitemarsh Weekly</b>                       | Promo slide for this weekly email blast ( <i>Currently the Dec. '22 to Aug. 23 edition</i> )  |
| <b>Whitemarsh Living</b>                       | Promo slide for this twice-yearly Township newsletter ( <i>Currently Spring 2023</i> )  |
| <b>The Recreator</b>                           | Promo slide for this annual Parks & Recreation Department newsletter for residents  |
| <b>Notify Me</b>                               | Promo slide for how to receive email notifications of upcoming meeting agendas and other alerts   |

**UPCOMING EVENTS** (*Also appears in "Local Info" and "County/PA/Federal" sections:*)

|  |  |
|--|--|
| <b>WJML Book Sale (3/25 &amp; 3/26)</b>                          | Promo for upcoming event, held by the Friends of the WJML on 3/25 and 3/26   |
| <b>County Hazardous Household Waste Events</b>                   | List of said events throughout Montgomery County from April to October of this year  |
| <b>Cupcake Decorating Classes (3/26 &amp; 3/31)</b>              | Parks & Recreation promo for these upcoming classes at Cedar Grove Barn  |
| <b>Eat &amp; Enjoy Senior Social Series</b>                      | Promo for this upcoming event; only the May 11 <sup>th</sup> event remains   |
| <b>Bus Trips on 3/29 and 4/26</b>                                | Promo for these upcoming trips in March and April; Whitemarsh Parks & Recreation coordinating these with counterparts from Lower Providence Twp. |
| <b>Mini Spring Fling (5/23)</b>                                  | Promo for this upcoming springtime event in May  |
| <b>Parent Playtime Classes (3/25 &amp; 4/15)</b>                 | Promo for upcoming classes in March and April  |
| <b>Parents Night Out</b>   | Promo for P&R's monthly event for parents (next one coming up in April)  |
| <b>Parks &amp; Recreation Programs &amp; Events (March 2023)</b> | Upcoming list of programs/events/activities being offered by Parks & Recreation throughout March   |
| <b>Whitemarsh Township Day (4/22)</b>                            | Promo for this upcoming P&R event in April   |
| <b>Volunteer Trash Mob Events (4/11 &amp; 5/16)</b>              | Promo for this returning P&R event in April and May  |



**INFOGRAPHIC SLIDESHOW & VIDEO ROTATION LIST FOR MCAB**

Updated Thursday, March 23, 2023

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| <b>Virtual Recreational Book Club</b>        | Recurring promo for this event, held at the end of each month, to discuss a selected book. (Next one coming up on March 29 <sup>th</sup> ) |
| <b>Wells Street Open Space Cleanup (4/1)</b> | Promo for this upcoming P&R event on April 1 <sup>st</sup>   |

**LOCAL INFORMATION:**

|   |   |
|---|---|
| <b>2023 Trash/Recycling (Holiday) Collection Schedule</b>       | When normal collection day falls on certain holidays, that day gets moved to Mondays. This slide shows which holidays, and modified schedule  |
| <b>New Trash/Recycling/Yard Waste Collection Schedule</b>       | Updates to collection days spelled out; changes effective Jan. 2, 2023  |
| <b>Open Jobs Available</b>                                      | Currently, openings for Summer Camp staff positions being announced   |
| <b>Ridge Pike Improvement Project Info (3 Slides)</b>           | Summary of the Ridge Pike Improvement Project, and projected timeline for construction work   |
| <b>Road Work Update</b>   | Updates on construction or utility work being done on our many roads in Whitmarsh Township. Currently covers the Ridge Pike Improvement Project and other primary and secondary roads |
| <b>Cross County Trail West Feasibility Study – Online Input</b> | County promo inviting residents to give feedback on alternate routes being offered in the study's two segments, to determine final trail path. Window closes 3/31/23                  |
| <b>Friendly Reminder on 9-1-1</b>                               | Requested by Fire Marshal's Office; urges residents to call 9-1-1, not our fire companies, for police, fire and medical emergencies.  |
| <b>Bicycle Helmet Safety</b>                                    | Information about requirements for kids 12 and younger to wear helmets while riding a bicycle, and recommended wear for those over 12.  |
| <b>Real Estate Tax Payments/Berkheimer</b>                      | Information on how residents can receive a stamped and dated tax receipt, exclusively through Berkheimer; lists the three periods (Discount, Face and Penalty) and their dates        |
| <b>Building/Zoning Permit Application (2 Slides)</b>            | Step-by-step on how to apply for a Building Permit Application in Whitmarsh Township  |
| <b>Electronic Community Sign</b>                                | Announcement of the Electronic Community Sign, debuted earlier this year by the Township; how to get announcements posted, and guidelines for announcements                           |
| <b>Carbon Monoxide Safety</b>                                   | Tips and information on avoiding being poisoned by this invisible, colorless odor in the home (Requested by Fire Marshal's Office)  |
| <b>Discount Movie Tickets</b>                                   | Promotional flyer from Parks & Rec about getting ticket discounts at select local movie theaters  |
| <b>Using Disinfectant Wipes?</b>                                | Warns residents not to flush disinfectant wipes down the toilet, and the consequences of doing so   |
| <b>Don't Feed Wildlife (2 Slides)</b>                           | Warns residents not to feed food to wild animals, to protect from health and safety issues for both humans and animals.   |
| <b>Earth Disturbance Permit</b>                                 | Lists project criteria that would require this type of permit   |
| <b>Facility Rentals</b>   | Information about renting an event at any of Parks & Rec's available public facilities.   |
| <b>Fences</b>   | Information about where fences can be installed, and criteria for installation.   |
| <b>File of Life</b>   | Information about what this form is, suggested placement, and how to receive one.   |
| <b>Floodgates</b>   | Info about what it means when they are up, and when they are down.  |



**INFOGRAPHIC SLIDESHOW & VIDEO ROTATION LIST FOR MCAB**

Updated Thursday, March 23, 2023

|   |  |
|---|--|
| <b>Need a New Smoke Alarm?</b>                              | Describes how to receive a free smoke alarm through the Fire Marshal's Office, as part of 6abc's Operation Save-a-Life   |
| <b>Be a Good Neighbor</b>                                   | Asks residents to check on neighbors, elderly and those with disabilities during severe weather.   |
| <b>Whitemarsh Green Recognition Program Promo</b>           | Information about this program, established in 2022 by the Environmental Advisory Board; highlights local businesses/organizations that make strides toward environmental sustainability                     |
| <b>New Interactive Zoning Map</b>                           | Announcement of this online Zoning map for use by residents, businesses, etc., in finding essential zoning information   |
| <b>Mascaro Cardboard Reminder</b>                           | Reminds residents to break down and bundle cardboard boxes going out for recycling.  |
| <b>Miles Park Tree Survey</b>                               | Provides link to the Shade Tree Commission page of the Township Website, which contains info from 2022 regarding this survey, including every tree's condition and any remediation/removal deemed necessary. |
| <b>Mitigation Measures (NOAA)</b>                           | Graphic from NOAA; explains the benefits of preparing the home/property for future mitigation measures (ie., Caused by natural disasters)  |
| <b>Montco 2050 Comprehensive Plan</b>                       | Outreach by Montgomery County to residents, to provide their thoughts on topics affecting Quality of Life issues. This project hopes to improve traffic and transit, parks and trails, housing, etc.         |
| <b>Open Burns: What You Need to Know (2 Slides)</b>         | Explains an "open burn" and specific requirements before and after starting one  |
| <b>Open Space Suggestions</b>                               | Invites residents to help the Open Space Committee look for ways to preserve and increase open space in Whitemarsh.  |
| <b>Overhead Roadway Clearance</b>                           | Info from the Fire Marshal's Office: required clearances for trees and vegetation located along roadways to allow emergency access   |
| <b>Parks &amp; Rec Email Blasts (2 Slides)</b>              | How to sign-up for the weekly email blasts, and what information is put out.   |
| <b>Pools</b>  | Info on requirements for installing a swimming pool at home  |
| <b>Power Failure?</b>                                       | Provides PECO phone number if your power fails   |
| <b>Retrievr</b>   | County-sponsored e-Recycling service for all residents (including Whitemarsh)  |
| <b>SafeWatch Whitemarsh</b>                                 | New program by Whitemarsh Police, allows residents and businesses to provide video evidence for criminal investigations  |
| <b>Subdivision &amp; Land Development Process Flowchart</b> | This flowchart spells out the SLD process, from the initial proposal/application, to the committee reviews, and final approval by the Board of Supervisors   |
| <b>988 – Suicide &amp; Crisis Hotline</b>                   | Hotline for those considering suicide or facing mental crisis  |
| <b>Take Me Home Initiative</b>                              | Abington/Whitemarsh P.D. offering; registers loved ones unable to communicate with law enforcement due to certain disabilities   |
| <b>Temporary Sign Notice (3 Slides)</b>                     | Info on what types of signs/advertisements can and can't be posted In the Township, and other restrictions   |
| <b>Preventing Home Burglaries (2 Slides)</b>                | Tips from Police Department on how to prevent these crimes from happening to residents and their homes   |
| <b>Mascaro Trash Issues</b>                                 | Informs residents who to reach out to for trash collection issues, and how the Township addresses this.  |
| <b>Whitemarsh Township Authority</b>                        | Promotion of this board in Whitemarsh, their physical location, website, and other ways to get in touch with them  |
| <b>Whitemarsh Township Police Department Promo</b>          | General promo with location, website, 9-1-1 number for emergencies, and phone number for non-emergencies   |



**INFOGRAPHIC SLIDESHOW & VIDEO ROTATION LIST FOR MCAB**

Updated Thursday, March 23, 2023

|                                     |   |
|-------------------------------------|---|
| <b>William Jeanes Library Promo</b> | General promo with location, website, current opening hours, and contact info           |
| <b>Whitemarsh Art Center Promo</b>  | General Promo for the Whitemarsh Art Center, including location and contact information |
| <b>The Highlands Promo</b>          | General promo with location, website, and contact info                                  |
| <b>Hope Lodge Promo</b>             | General promo with location, website, and contact info                                  |

**COUNTY/STATE/FEDERAL INFO:**

|  |   |
|--|---|
| <b>Be Safe PA</b>  | PennDOT-produced graphic encouraging drivers to buckle up while on the road   |
| <b>Community Connections Info</b>                                    | County-produced graphic; info includes services offered, hours of operation, number to call, and County website for more info                                   |
| <b>COVID-19 Testing Sites</b>  | Currently, four (4) locations offer COVID-19 testing throughout MontCo. List is updated as of January 2023.   |
| <b>COVID-19 Vaccine Clinic Locations</b>                             | Currently, three (3) locations in MontCo offer COVID-19 vaccines. Includes the County website for scheduling appointments                                       |
| <b>Family Services Drug/Alcohol Community Prevention Programming</b> | County-produced graphic promoting their program, which offers education on youth and adult drug/alcohol use, and trainings on current trends                    |
| <b>Mobile Office Hours (State Rep. Mary Jo Daley)</b>                | Held the 2 <sup>nd</sup> Monday of each month at WJML; a chance for local constituents of State Rep. Daley to address questions or concerns face-to-face.       |
| <b>ReadyMontco</b>   | Residents can stay informed about emergencies, weather and crime alerts in MontCo; explains how residents can get them, and to signup                           |
| <b>Real ID Information</b>   | Information about Real ID; now takes effect May 7, 2025   |
| <b>Renters Insurance (FEMA)</b>                                      | FEMA-produced graphic encouraging homeowners to get flood insurance, as renters insurance policies often don't cover flood damage caused by Mother Nature       |
| <b>PA State Transportation Commission Public Outreach</b>            | Commission-issued graphic, seeking public comment for updating its 12-year program related to the Pennsylvania's transportation system and how it's performing. |
| <b>Join the Montco Youth Prevention Group</b>                        | Info on this County-sponsored program for the youth in Montgomery County  |

**ADDITIONAL SLIDES IN ROTATION (from Beginning and End of Rotation):**

|  |   |
|--|---|
| <b>Fire Company Promos</b>             | Promos to get residents/community members to volunteer at Barren Hill or Spring Mill Fire Co.'s                           |
| <b>Move Over Law Information</b>       | Graphic from the Nat'l Hwy. Traffic & Safety Admin (NHTSA) about what to do if emergency vehicles approach with lights on |
| <b>Give Them Distance</b>              | Graphic telling drivers how to safely go around stranded drivers and emergency crews on roadside                          |
| <b>Whitemarsh TV Info</b>              | General Promo: Access to WTV and content via Comcast and Verizon, and online via the Township website                     |
| <b>Your 2023 Board of Supervisors!</b> | With official individual headshots of the current Board   |
| <b>Zoom Etiquette Tips (2 slides)</b>  | Originally produced 2020; maintained due to use of the hybrid (in-person/virtual) format for some public meetings         |



**INFOGRAPHIC SLIDESHOW & VIDEO ROTATION LIST FOR MCAB**

*Updated Thursday, March 23, 2023*

**WTV CABLECAST SCHEDULE (as of March 23, 2023):**

| <b>TITLE</b>                                     | <b>Sun</b> | <b>M</b> | <b>T</b> | <b>W</b> | <b>Th</b> | <b>F</b> | <b>Sat</b> |
|--|------------|----------|----------|----------|-----------|----------|------------|
| Board of Supervisors 2022 Year in Review         |            |          |          |          |           |          |            |
| Board of Supervisors Meeting (March 9, 2023)     |            |          |          |          |           |          |            |
| Fire Company Volunteer Promo Video*              |            |          |          |          |           |          |            |
| MontCo Board of Commissioners* (March 16, 2023)  |            |          |          |          |           |          |            |
| Montgomery County EMS Promo*                     |            |          |          |          |           |          |            |
| Youth Aid Panel Informational Video*             |            |          |          |          |           |          |            |
| Real Estate Tax Bill PSA                         |            |          |          |          |           |          |            |
| Township Day 2023 Promo Video                    |            |          |          |          |           |          |            |
| Cop Camp 2023 Promo Video                        |            |          |          |          |           |          |            |
| Cross County Trail West Open House #2 Highlights |            |          |          |          |           |          |            |
| “5 R’s” EAB PSA: Repurpose/Repair                |            |          |          |          |           |          |            |
| Special Events Permit Application Video          |            |          |          |          |           |          |            |
| Building/Zoning Permit Application Video         |            |          |          |          |           |          |            |
| “5 R’s” EAB PSA: Recycle                         |            |          |          |          |           |          |            |
| Township’s Fire Inspection Program Info. Video   |            |          |          |          |           |          |            |
| Fire Prevention PSA #1: Our Fire Companies       |            |          |          |          |           |          |            |
| Fire Prevention PSA #2: What is Fire?            |            |          |          |          |           |          |            |
| Fire Prevention PSA #3: Smoke Alarms             |            |          |          |          |           |          |            |
| Fire Prevention PSA #4: Cooking Safety           |            |          |          |          |           |          |            |
| Fire Prevention PSA #5: Egress                   |            |          |          |          |           |          |            |

\* Non-WTV-produced video





**RECENT PROJECT WORK SINCE LAST MEETING OF MCAB:**

**Real Estate Tax Bill PSA – Updated March 2023**

Originally produced in 2020 for the Finance Department, the video received a much-needed graphics update, including the featured Sample Tax Bill. This Bill showed a specific year, which restricted viewing to said year; blurring out the year on the Bill allows the video to be recycled year after year.

**Cross County Trail West (MontCo) Advanced Feasibility Study: Open House #2 Highlights – Completed March 2023**

Montgomery County Planning Commission (MCPC) recently held its second of three planned public meetings on this Study to get feedback on alternative trail alignment options to connect the “West” end in Whitemarsh to existing portions in Upper Dublin Township and the “East” end in Bryn Athyn Township. This highlight video follows-up from the first meeting in November (also covered by WTV), and properly introduces the Philadelphia-based planning consulting firm assisting the County with this Study. This video, and that of the first meeting, is then shared with MCPC, for all County residents. Whitemarsh residents can also view it locally on our YouTube channel and WTV.

**Promo Videos:** Cop Camp 2023; Whitemarsh Township Day 2023

**EAB PSA Update:**

Two recycling videos, “Rot” and “Reduce”, are nearing completion. If all goes as planned, public release is anticipated in the coming weeks. The final segment, “Refuse,” is currently in pre-production.