

**Whitemarsh Township
Media Communications Advisory Board
Monday, January 26, 2026 Agenda (Reorganization)**

*Meeting Format: Due to this weekend's winter storm and potentially unsafe road conditions,
this meeting will now be held **VIRTUALLY**.*

Join the meeting via Zoom by clicking the link below:

Through Zoom: [MCAB January 26, 2026](#)

with Meeting ID: **811 7608 2095**

By Phone, Can Dial: **1-305-224-1968**

MEMBERS:

___ Ryan Hurley (*Chair*) ___ Sharon Harvey (*Vice Chair*)
___ Mark Cratin ___ Crystal Taylor ___ (*Vacancy*)

LIAISONS:

___ Megan Griffin-Shelley (*BOS*) ___ Rob Brown (*Staff*)

1. Call to Order

2. Announcements

- Congrats to Megan Griffin-Shelley on becoming Supervisor, and the new BOS liaison to MCAB!
- MCAB now has one vacant position on the board.

3. Reorganization: Election of Chair and Vice-Chair for 2026

4. Approval of Minutes: November 24, 2025 meeting

5. New Business:

- **Preview of “America 250 in Whitemarsh” Webpage**
 - *New “America 250” landing page for the Whitemarsh community, a page to be regularly updated with new information and local events throughout the year. Slated to go live February 2026.*
- **Discussion on Potential Webpage or Website Promoting Abolition Hall Property**
 - *Topic first presented at the Abolition Hall Steering Committee Meeting on 1/12/2026*
- **Infographic Rotation Summary (Government Access Channel)**
- **Review of Recent Township-Produced Videos (4 total):**
 - [BOS Holiday Message 2025](#) (1:00)
 - [BOS Reorganization Message 2026](#) (5:30)
 - [YouTube Channel Promo](#) (1:00)
 - [Vehicle Break-In Prevention PSA](#) (1:00)

6. Video Projects In The Works:

- **Home Heating Safety Informational Video (2025/26 Update):**
Completed 1/21/26. Being reviewed by the Fire Marshal’s Office prior to putting up.
- **Boards & Commissions Overview Video**
Script segments fully completed and reviewed. Two of the six (as-yet-unproduced) segments voiced over. A seventh segment will be the completed “Whitemarsh Authority” promo, completed in 2025.
- **Preparing for Winter Storms: Transition to Winter Operations**
Proposed by the Public Works Department in November/December, but only some pre-production work done so far.
- **Planned Video Promos:**
 - WJML Used Book Sale
 - Whitemarsh Living & Digital Archive
 - 2026 Trash Mob Events
 - “America 250” in Whitemarsh

7. Old Business:

- **WTV Now “Whitemarsh Community Access”**
 - *New branding debuted January 5th. Much of December and early-January was spent preparing transition from old station name to the new one.*

8. Board Comment / Public Comment

9. Next Meeting: Monday, March 23rd, 2026 at 7:00PM

10. Adjournment

SCHEDULED MEETINGS FOR 2026:

Monday, January 26, 2026 <i>(Reorganization)</i>	Monday, March 23, 2026	Monday, May 25, 2026 <i>(Memorial Day - Reschedule)</i>
Monday, July 27, 2026	Monday, September 28, 2026	Monday, November 23, 2026

PUBLIC PARTICIPATION INFORMATION

1. Public meetings of the Board shall follow a prescribed agenda, which will be available to the general public two days preceding the meeting.
2. If members of the public wish the Board to address a specific item at a public meeting, a written request to the Township Manager shall be submitted by noon on Friday of the week before the meeting. The written request shall specify the item or items the individual desires to be addressed.
3. The Board may consider other matters for the agenda as they see fit.

4. The Board will entertain Public Comment at either the beginning of the meeting or prior to specific action items during the meeting, at the discretion of the Chair. Individuals must advise the Chair of their desire to offer such comment.
5. A Public Comment period will be provided at the conclusion of a meeting for input on any subject.
6. The Board Chair shall preside over Public Comments and may within their discretion:
 - a. Recognize individuals wishing to offer comment.
 - b. Require identification of such person.
 - c. Allocate total available Public Comment time among all individuals wishing to comment.
 - d. Allocate up to a Three (3) minute maximum for each individual to offer Public Comment at a meeting, Township Staff shall time comments and shall announce, "one minute remaining" and "time expired" to the Chair.
 - e. Rule out of order scandalous, impertinent and redundant comment or any comment the discernible purpose of which is to disrupt or prevent the conduct of the business of the meeting including the questioning of, or polling of, or debating with, individual members of the Board.



UPDATED ZOOM PARTICIPATION PROTOCOLS

(as of 09/2025)

Following a “Zoom bomb” during a Township Board/Committee meeting, the Township has updated Zoom participation rules that still allow opportunities for public comment or questions online while preventing future Zoom bombs. The new rules are noted below:

1. All residents’ microphones will be muted and **CANNOT** be unmuted without permission from the meeting’s Staff Liaison (and other staff present, if applicable). Residents who wish to make comment or ask a question during a meeting can do one of the following:



- Use the “Raise Hand” feature on Zoom (symbolized by a yellow hand on-screen)



- Type into the Chat you would like to comment or ask your question.

2. During Public Comment periods, the Staff Liaison will then give the resident/attendee permission to unmute, after which the resident can proceed with their comment or question. Should the attendee accidentally mute him/herself before making their comment, the liaison will give permission again to unmute.

3. Please note that the Zoom will be monitored as closely as possible, especially if comment requests are made in the Chat.

4. Alternatively, public comments/questions can be entered directly into the Chat. We will do our best to incorporate them into the record.

NEW BUSINESS

1.) WTV Infographic/Bulletin Board & Video Rotation Report:

Mr. Brown reviewed the list of notable infographics added to the rotation since last meeting. The board had no specific questions.

Chair Hurley stated he is interested in seeing, if feasible, creation of a general communications calendar for all Township mediums – a potential exploratory topic for 2026. He explained this calendar would encompass planning and scheduling of informational topics across all or select mediums and involve huge collaboration with the many Township departments and staff who regularly utilize them. Hypothetical roles were discussed, including having MCAB review the calendar, which would provide the board a fuller, better understanding of the Township's overall communication strategies. Mr. Brown said the first step would be to find out how topical information put out by the Township is currently planned and scheduled. He also noted potential difficulties; including higher-priority tasks interrupting planned infographic/video work (WTV being a one-person department), and unsuccessful prior attempts to launch a video production calendar.

4.) Recently Completed Township-Produced Videos:

New videos completed since last meeting were reviewed:

- Pollinator Garden Demonstration, Part 2 Highlights/Informational (2:00)
- Abolition Hall Phase 1 Tree Work Information (3:00)
- Tree Giveaway 2025 Event Highlights (4:30)
- Living History in Whitemarsh: Abolition Hall (7:30)
- Citizens Police Academy 2025 Event Highlights (12:30)

No questions from the board. Mr. Brown added the Abolition Hall history tour video was reviewed with the site's last private owners, Roy and Ann Wilson, who provided several additional photographs that helped enhance the video.

5.) Video Projects Currently in the Works

Mr. Brown reviewed the list of WTV videos currently in the works:

- **Home Heating Safety Informational Video (2025 Update)**
 - Voiceover and visual update in progress
- **Township YouTube Channel Promo**
 - Visuals and editing work in progress – Early-2026 premiere?
- **WJML Used Book Sale**
 - Visual planning almost complete; editing pending for first 2026 event date (TBA)
- **Vehicle Break-In Prevention PSA**
 - Script reviewed, visual planning completed; voiceover scheduled for Tuesday, 11/25/25 with a member of the Police Department
- **Our Township Boards & Commissions: An Overview**
 - Scriptwriting completed; Review in progress

- **Whitemarsh Living & Digital Archive Promo Video**
 - Currently in pre-production

There were no questions or comments from the board.

NEXT SCHEDULED MEETING: Monday, January 26, 2026 at 7:00pm (Reorganization)

2026 PROPOSED SCHEDULED MEETING DATES:

Monday, January 26th, 2026

Monday, March 23rd, 2026

Monday, May 25th, 2026 (*Memorial Day Holiday – Consider Rescheduling*)

Monday, July 27th, 2026

Monday, September 28th, 2026

Monday, November 23rd, 2026

BOARD COMMENT / PUBLIC COMMENT:

The board thanked everyone for a successful year. Supervisor McCusker said it was a pleasure serving as BOS liaison to MCAB.

With Ms. Griffin-Shelley being sworn-in as Supervisor in January, the board discussed the process of finding a new potential MCAB board member, preferably within the next couple months.

(No public attended.)

ADJOURNMENT

There being no other matters of business, the meeting ended at 7:58 PM.

Respectfully Submitted,

Rob Brown

Media Production Coordinator



WHITEMARSH TOWNSHIP

To: MCAB Members
From: Craig McAnally, Township Manager
Subject: Request from Abolition Hall Steering Committee
Date: January 23, 2026

At the last Abolition Hall Steering Committee (AHSC) Meeting on January 12, 2026, a debate arose as to whether or not to have a completely new and separate website for Abolition Hall information or place a new webpage on our existing Township website.

At this time the website/page would have information on the history of the site, transaction on saving/protecting the site, future programming (when designated), QR Code and link for donations, and anything that would arise down the road.

At this point, the AHSC is asking for your recommendation if a new website is needed or can a webpage on the existing Township site be best.

Thanks.



INFOGRAPHIC & VIDEO ROTATION REPORT

January 26, 2026

Infographic Rotation – Notable Additions:

TITLE	DESCRIPTION
Road Work Update	<ul style="list-style-type: none">- Sheaff Lane (Scheduled PECO Utility Work, started mid-December)- Stenton Avenue (Scheduled Pipe Replacement)
2026 Recreator Now Available	Promotes current edition of the Recreator (programs and events brochure) from the Parks & Recreation Department
Upcoming Firework Displays	One private event in mid-December at Liberty Hill posted. This helps with Township requirements for advertising such displays within Whitemarsh and neighboring municipalities.
2026 River of the Year	Announcement (info from Whitemarsh Weekly and the Township Website) about this statewide contest. Graphics from the PA Organization for Watersheds & Rivers website.
“Reaching New Heights” Campaign Info	Information about Barren Hill Volunteer Fire Company’s ongoing community fundraising campaign towards the purchase of a new tower ladder to replace their existing, past-end-of-life one. Purchase date pushed back to Fall 2026.
Fall Shredding Day Photo	Slide shows photo of big check presentation, and resource-saving statistics equivalent to amount of paper shredded that day.
PA Dog Licenses Info	Updated with 2026 deadlines and costs.
Your 2026 Board of Supervisors	Features group photo of the new Board of Supervisors.
Scam Alert Slides (2 infographics)	Our staff was alerted to a phishing scam involving emails pretending to be from Whitemarsh Township in December. A few weeks later, a second scam came to light involving payment of Zoning Hearing Board “fees”.
“Revolutionary Women: Writing About War”	WJML event flyer promoting this “America 250”-celebratory lecture on January 29 th . (To be presented by the Museum of the American Revolution.)
Open Job Opportunities	Openings for 2026 Parks & Recreation Summer Staff – including requirements and ideal experiences - advertised
2026 Trash Mob Events	Advertises upcoming event dates in January through May; adds the “Greatest American Cleanup” initiative launched nationwide as part of “America 250” celebrations, in which Trash Mob events help towards this.

Completed Video Content Since Last Meeting

❖ **BOS Holiday Message 2025 (1m 00s)**

- An annual tradition, the Board of Supervisors – represented by Chair Jacy Toll – gave the simple message of wishing residents and others in the Township a happy, safe and healthy holiday season. Accompanied by the sights and sounds of the holidays.

❖ **BOS Reorganization Message 2026 (5m 30s)**

- Also known as the “Year In Review,” where each individual Supervisor highlights some of the Township’s accomplishments in the prior year (2025) and things to look forward to in the new year.

❖ **YouTube Channel Promo (1m 00s)**

- This is an updated version of the promotional video that plays when one goes to our YouTube Channel’s homepage. Plans to produce something with voiceover narration were scrapped in favor of this shorter, much simpler video.

❖ **Vehicle Break-In Prevention PSA (1m 00s)**

- This 60-second PSA provides information on ways to prevent someone breaking into one’s vehicle – or worse, someone actually stealing the vehicle; and what to do if caught up in the situation. Due to the noted rise in car break-ins in the Township, this was produced to help the Police Department’s work in getting out this information.