

Media Communications Advisory Board

Monday, November 23rd

AGENDA

___ CRATIN ___ HARVEY ___ Vacant

___ TAYLOR ___ HURLEY

BOS Liaison: MCCUSKER ___ Staff Liaison: HALBOM ___

1. Call to Order
2. Announcements: MCAB Chair Lisa Litzinger-Drayton resigned her position earlier this month. Her term was due to expire on 21/31/2020, at which time a new three-year term will begin. Thank you Lisa for your many years of support and leadership!
3. Approval of the September 2020 meeting minutes
4. Old Business:

Website Update – Township staff recently spoke with our web provider, CivicMedia, about embedding YouTube videos on the website. We have learned that it is indeed possible, and does not appear to come with any additional charges. Following the launch of the YouTube channel, we have lowered our website's video storage levels to save on operating costs. Our agreement with CivicMedia ends in about two years.
5. New Business:

The Board will discuss plans and initiatives for 2021.
6. Announcements:

The township learned that most residents received their hard copies of Whitemarsh Living well-over a month after they were sent to the postal office from our publisher. We are told the high-volume of activity at USPS over the election season was the cause.

WTV is working on preparations for the Board of Supervisors' holiday message and Welcome message.
7. Adjournment
8. Next meeting:

Media Communications Advisory Board September 2020 Meeting Minutes

1. Call to Order

CRATIN HARVEY LITZINGER-DRAYTON

TAYLOR HURLEY

BOS Liaison: MCCUSKER

Staff Liaison: HALBOM

2. Approval of the July 2020 meeting minutes

3. Old Business:

Board Discussion: Mission Statement

The Whitemarsh Township Media & Communications Advisory Board provides expertise and consultation to the Board of Supervisors and township manager on how to effectively inform the residents of Whitemarsh about township operations, issues, programs, and events as effectively as possible, as well as how to best manage and organize that information. It also advises with regard to the township's branding efforts.

A motion was made by Sharon to accept the mission statement as proposed, it was seconded by Ryan, and passed unanimously.

4. New Business:

The Environmental Advisory Board is interested in identifying a Social Media Intern to manage their accounts. They are interested in any advice MCAB can offer to identify a candidate or general advice for managing social media accounts.

Deb Shreero presented on behalf of the Environmental Advisory Board. The recent departure of the EAB member who managed their social media accounts has created a need for a social media manager. The EAB envisions a high-school or college-aged intern to manage these duties, and discussed a job description with the MCAB.

Mr. Cratin asked if PWHS had any type of environmental club. Deb replied that an EAB member was exploring collaborative opportunities with the school system. Ryan suggested focusing more on interns with communication experience, especially given the EAB will be approving the content. The Board also discussed some strategies to grow the EABs social media following and broader efforts to utilize social media for educating residents about environmental matters. Lisa suggested perhaps reducing their total number of mediums, perhaps by eliminating Twitter.

5. Announcements:

The Fall '20 edition of Whitemarsh Living has been sent to the printer. Unfortunately, eRecycling Day had to be cancelled this year and was pulled prior to the draft going to the printer. The polling place map was also replaced with an advertisement calling residents' attention to the County's website. This was due to the fact that final decisions were not made by the election board prior to our printing deadline.

WTV will soon be sharing an instructional Leaf Collection PSA

WTV is also working on developing a series of PSAs with the Fire Marshal's Office

WTV is finishing the second EAB PSA.

Lisa asked about the run length of the PSAs and suggested use of IGTV. The Board discussed opportunities for sharing PSAs over social media.

6. Adjournment
7. Next meeting: November 23, 2020

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