

**Warrington Township Communications Advisory Board**  
**Minutes for November 24, 2008 Meeting**

The Regular meeting of the Warrington Township Communications Advisory Board was held at 7:35 p.m. on November 24, 2008 at the Township Building located at 852 Easton Road Warrington, PA 18976. The members present were as follows:

Michael Starner	Chairman
James Calore	Vice Chairman
Joseph Gaskill	Member
Gay Currie	Member
Jack Roney	Member
Glenn P. McKay	Supervisor Liaison
Katie M. Braun	Asst. to Mgr. for Special Proj.

1. **Call to Order:** The meeting was called to order at 7:35 p.m.
2. **Pledge of Allegiance**
3. **Approval of Minutes:** Mr. Gaskill made a motion to approve the minutes for September 22, 2008. Mr. Calore seconded the motion. Motion was passed by a vote of 4-1. Mr. Roney abstained.

**New Business:**

- 4.1. **Introduction of new communications structure:** Ms. Braun reported to the Board that Lorraine Ballasy is no longer employed with the township and explained that since then the Communications Department has been restructured. She stated that she was promoted to Assistant to the Manager for Special Projects which is a position that will oversee the Communications Department. She stated that the township has contracted out the services of Ms. Currie to be the Communications Officer performing similar duties as Ms. Sciuto-Ballasy. She stated that Jacklyn Miller who works over at the codes building is going to be the Media Technician for the department and that she has a background in communications from college. She mentioned that Ms. Currie and Ms. Miller and she will be focusing on restructuring the newsletter, the website and the TV Channel. Mr. Starner asked if anyone had any questions. Mr. Roney asked what the Boards role would be with the Communications Department. Ms. Braun stated that the Board will be helping out with the layout of the newsletter, the website and the TV Channel along with rules and regulations about what type of information can go on the TV Channel and website. Mr. Calore asked if the department had a board chart and if it could be emailed out to all the members so that the board knows who everyone is and how to contact them. Ms. Braun stated that she would create one and email it out. Mr. Starner stated that there were a number of questions for Mr. Tieperman from the Board such as what is the database that the township uses to manage the data. There was not a clear answer to what the platform is for all the data that is collected and stored in order for the township to do blast emails and so forth.

Mr. Starner stated that there was a lot of unknown information concerning this and that he wanted some clarity on it.

**4.2. Review bulletin board regulations for the Cable TV Channel:** Ms. Braun explained that she wanted the Board to review the regulations again because they have not been updated in a long time and wanted to revisit what can be posted on the TV Channel. She stated (as an example) that the EAC had submitted slides to be put up on the TV Channel thanking their sponsors for Earth Day and that some people felt that it was advertising for some of the business who sponsored because their logos were on the slides. She stated she just wanted to go through the rules to make sure that they are up-to-date and what we should be looking at and what is considered advertising so that when the township launches the new TV channel that she has an idea of what is allowed to be put up on the TV Channel. Mr. Starner asked if anyone knew what the procedure and process was for drawing up these guidelines in the first place. Mr. McKay stated he felt it was done by the Cable Advisory Board at one point. Mr. Gaskill stated that some time ago they went through this and that it was based upon the National Public standards of what is and is not advertising. Mr. Starner asked with the fact that everything seems to be going to some form of electronic media, therefore setting up for example information to be submitted within 14 days of posting, is there a form on the website that should be filled out. Ms. Braun stated that something can be put up on the new website. She stated that right now the process is that someone submits an application with the disc of what they want us to put up and then it is submitted to Mr. Tieperman to approve to put on the TV Channel.

Mr. Starner stated that if we are defining advertising/sponsorship and what they are, is there a mission by the BOS and the township to get revenue? Mr. McKay stated yes from the newsletter up through the TV Channel. He mentioned that the township is going to start advertising with the newsletter first to see how it goes. He stated Ms. Currie is responsible for coordinating the advertising. He stated a legitimate problem that Lorraine had with getting the CD's sent in by the EAC or Warrington Soccer was that it was sent in on a form that she could not manipulate. He stated these CD's should be in a form that we can get up on the TV Channel right away and manipulate. He mentioned that the BOS received lots of complaints from residents concerning too much text on the slides and that the color combination the slides were hard to read. He stated that Lorraine could not change it, but felt that the Communications Advisory Board (CAB) should recommend appropriate standards for putting a PowerPoint up on the TV Channel. Ms. Braun stated that when you go downstairs to work on the computer itself the PowerPoint is in a 2003 version and the computer is not connected to the internet so it is hard to get graphics. She told the Board that she does it on her computer to create the slides and has the ability to save it as a 2003 version and then uploads it to the TV Channel. She said the only problem is the color because it is different in the 2007 version then in the 2003 version but that she just adjusts it so it is readable by the public. She stated to the Board that she has cleaned up the TV Channel and taken down several slides that were too wordy and not needed. She mentioned that she also put new ones up and has been very careful to pick color combinations that are easy to read.

Mr. Calore stated that if we really wanted to we could set up a certain standard for people to use to dumb it down a lot for the readability of the slide. Mr. Starner asked won't this change with TelVue. Ms. Braun stated she did not know the answer to that and that Ms. Currie spoke to Annette from Telvue today. Ms. Currie mentioned that Annette called us up to have a webinar to talk about the production of the TV Channel and to pick some graphics. Ms Currie stated that we can come up with our own production specks to be put up on the TV Channel. Mr. Calore asked is it limited to certain types of software such as a PDF file or a word document. Mr. Starner stated he thought it should be limited to certain types of software. Mr. Calore stated that it might be easier to convert these things to PDF files. Mr. Starner stated don't go through the exercise now and then find out that Telvue has different standards. Ms. Braun stated that once they have the training it will be clearer on what the township has to do. Mr. Starner stated that Ms. Braun should look for guidelines from PBS.org and bring it to the Board for the next meeting.

**4.3. Review proposal from Granicus for video streaming on the website:** Ms. Braun stated that Granicus was approached by Lorraine before she left. She mentioned that Granicus came in about a month ago to do a presentation on video streaming for our website. Ms. Braun wanted to get some feedback on what to tell the company and that she was really just following up because she was not sure if this was something the Board had asked Lorraine to do. Mr. Starner stated that he thought the Communications Department had enough on their plate and that we do not need video streaming as this time.

**4.4. Review of the township newsletter:** Ms. Currie explained that she is restructuring the newsletter to include advertising/sponsorships. Mr. McKay stated that the BOS has already approved the advertising in the newsletter informally by a poll. Ms. Currie showed the Board her mock up of what the newsletter would look like with advertising. Mr. Calore stated that it is like a magazine. Ms. Currie stated yes a magazine publication. She stated that this is another way of reaching people who do not use computers and then there is the segment that uses technology frequently so we can have them log on to the website through the information given in the newsletter. She stated that we have a 9,000 targeted audience in Warrington and that businesses will be jumping at the chance to advertise in the newsletter to help us offset the cost of the publication and to get their names out to the residents. She stated that this mock up will be presented to the BOS for their approval in December.

**4.5. Review suggestions of times and dates for meetings in 2009:** Mr. Starner stated that in 2008 they were on a quarterly schedule for their meetings. Ms. Braun stated that she wanted to know what the Board wanted to do for 2009 whether to have monthly meetings, quarterly meetings, etc., but that she needed to know in order to create a schedule. Ms. Braun stated that the Communications Department is going to be very busy in 2009 because of the launching of Telvue and the website. Mr. Starner stated that maybe the Board should go to every other month meetings or to have quarterly meetings with the understanding that a meeting could be called if a special meeting is

needed. He asked how everyone felt about it. The consensus was to have a meeting every other month to start out with and then go from there. It was decided that the meetings would be held on the fourth Monday of every other month starting in January at 7:30 p.m.

## **Old Business**

- 5.1. Update on Cable Channel equipment:** Ms. Braun stated that the equipment has been ordered but has not been received. She stated that she would have more information at the next meeting for the Board once the equipment is received. Mr. Starner asked if we bought the equipment through Telvue or through a contractor. Ms. Braun stated that it was bought through a contractor called Lerro and is affiliated with Telvue.
- 5.2. Update on status of new website construction:** Ms. Braun stated that we are currently in the process of transferring the information from the old website to the new website and that Ms. Miller is in charge of doing all of that. Ms. Braun stated that she is proposing to launch the TV Channel and the website at the same time and that she thinks it will happen in mid-January.
- 6. Future Agenda Topics:** Mr. Tieperman arrived at the meeting at 8:45 p.m. Mr. Starner stated that he wanted to go back to new business from the minutes for future agenda topics. Mr. Starner asked Mr. Tieperman what are the priorities for this board in 2009 that we should focus on. Mr. Starner explained that at this time the CAB focus is the website and the cable TV broadcasting channel with an emphasis on content programming. Mr. Starner stated that the question of video streaming keeps popping up and his question is do we know that the residents actually want video streaming. He stated that we really need to set up a survey for our residents to poll them on this topic. He stated that we need to ask the residents how do they want the township to communicate with them whether that be via email, newsletter, website, etc. Ms. Braun stated that a survey is easy to set up but Mr. Starner stated the hard part is who does the township send it to. Mr. Starner asked Mr. Tieperman what we use for a database to keep information. Mr. Tieperman stated that we are working on that with Egov and document management. Ms. Braun explained that right now we take complaints on a system called CSI (Computer Systems, Inc) which allows us to keep track and update inquiries. She stated that questions come in from the website that are forwarded to the appropriate department head to get answered to the resident within 24 hours and then they are posted on the website. She stated that we have a system called MEA which has everyone in the area of Bucks and Montgomery that allows us to print labels for specified areas. Mr. Starner asked are we collecting any email addresses from these three sources. Ms. Braun stated that we get email addresses from the website but are not collecting and storing the information. Ms. Braun stated that we are working on that for the future.

Mr. Starner asked Ms. Braun to ask Verizon and Comcast about the issues concerning how the volume on some advertising commercials is louder than the program itself.

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He wanted to find out why there is such a change in audio for some programs. Ms. Braun stated that she would get in contact with our representatives about this issue.

The issue was brought up as to whether Ms. Currie should be a member of the CAB since she is a contracted service. The Board agreed that she should stay on the Board as a volunteer member and that they see no conflict with her working for the township.

- 7. Adjournment:** Mr. Starnier made a motion to adjourn the meeting at 9:10 p.m. It was seconded by Mr. Gaskill. Motion was passed by a vote of 4-0.

Respectfully Submitted,

Katie Braun  
Recording Secretary