

Outreach & Communications Subcommittee  
Meeting Minutes  
April 1, 2003

In Attendance: Tom O'Donnell, John Post, Victoria Webb, Sarah Caspar, Marilyn Barry, Molly Tsongas

Absent: Bob Bryer, Patricia Horrocks, Keith Harrington, Gerry Bricks, Christine Knapp, Catherine Swan, Dianne Herrin, Joe Weidle, Melissa Walsh, Richard Whitford, Victoria Laubach, Andrew Kneider

Outreach Plan

Sarah talked to Adam Garber of Penn Environmental. He might be available as a guest speaker because he has a lot of outreach experience in Chester County. Even a call might be enough to ask his help regarding the networks that he has built for ChesCo.

John will talk to Bill Holmes, East Whiteland Supervisor, how to tackle this issue of reaching townships

Victoria opened discussion about TV, concern about level of effort and benefit still exist. We decided to not pursue this media mechanism. However, we will pursue this media in terms of broadcasting on public access. We simply won't be producing at the facilities.

Marilyn and Victoria are going to get together to build a plan for outreach using news media. We would like to do this before any further outreach to the townships.

Molly suggests starting small and deciding the scope of the next message based on feedback.

Tom will suggest that we need a media plan name or brand and are suggesting: pick a couple for Steve Fromnick so we have his input. Molly will email naming ideas. We should have this in place before we send out any Outreach notices. We also need a logo/splash page for the media we'll produce to get our message to the townships.

The idea of a conference video or youtube presentation came up for discussion, there is a Green Task force at QVC, we might be able to use it for our purposes, Victoria will look into this further. Done. Randy at chesco.org is willing to put up both a podcast and a streaming or fast start video. I've done this on my own site, so I know that technology.

Marilynn suggested a podcast that we can send out via email to the Township supervisors. Victoria W. will see if QVC has a video we can borrow colleague who can help; back-up is West Chester University or perhaps county through Steve Fromnick, will send to township supervisors and others on our database, further discussions on future presentations are on hold until we gauge the effectiveness of the podcast. The podcast would have one of us probably making the speech, which will be short – few

minutes and cover the information that we have been talking about. Molly is the first choice. Molly accepted--thank you Molly!!

We decided on 3 mediums to cover our audience: podcast, streaming or fast start video and full resolution broadcast for public access. Gene at Tredyffrin public access TV has already agreed to broadcast any of our messages on both the bulletin board and TV. I will check with Radnor if no one else in the group has any contacts.

I have a colleague who can produce all 3 mediums at a reasonable rate (\$125/hr), but Marilyn is checking to see if anyone she knows can produce pro bono. Someone from the group offered to check with a university media lab. Can that person contact me so I know it's being done? Otherwise I can take on that effort.

Presentation Components:

Overview

Highlights of subcommittee purpose and activities

Feedback

Who we are: representatives of .....

Mission: energy independence and climate security, or make GHG reduction; recommendations, plus healthy communities etc.; Names: Energy Secure Chesco, Clean Chesco, local aspect in name is important: Molly will send us an email with her name s list; security seems to be a good word because it is hard to argue

Next meeting we should bring our ideas for: resource links for handout, contact information, website

Communications

Victoria will enquire about posting the MontCo's alternatives on the website for the other subcommittees to use for their efforts. The Information Committee may be the place to send this idea. Victoria mentioned that there are a number of county plans from other states that are excellent; we can get this information as links, too,

Done. I sent out the link to Mike's site this week. I highly recommend reading at least some of the county plans; Denver, Portland and Marin Countys seem to be the most comprehensive at this time. Here is the link again:

<http://chescoinfoco.org/COUNTY%20PLANS.htm>

General

Tom will send an email about need for more members' participation and ask about meeting time.

Sarah discussed education of the public and what our role is as a subcommittee.

Marilynn added that there are other groups doing that in the County.

Subcommittees seem to be in a position of benefiting from resource information.

Update: The Information & Research committee has found that many county plans included public participation early in their process to generate buzz and interest. The county commissioners may only act if there is public pressure to change. The group suggests delivering information to a broad range of citizenry, as we progress - and not waiting until all recommendations are finalized.

Ok, that's about it. See everyone at the next meeting. We should have an outline of a script by then and hopefully an idea of who can help us with the messaging.