



MOUNT HOLLY MUNICIPAL UTILITIES AUTHORITY

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July 7, 2021

June Communications Report

Please find the enclosed report outlining the highlights of the work of the Communications Department for the month of July. As always, I am here and happy to answer any questions in detail that you may have regarding any of these actions.

Key Highlights:

- Started development and web design of new MUA website. This will assist the MUA in creating a more user-friendly site that places the focus on ratepayer access and communication.
- Begin pre-production of a Tour Video for the Rancocas Road plant.
- Worked on the development and expansion of our community and educational outreach programs for the MUA. Started the process of the creation of a Rancocas Creek watershed program for young children. Contacted local stakeholders and community organizations to engage their participation in this program.
- Developed and executed an earned media and marketing plan for the township annual Independence Day Celebration. In addition to the marketing plan, we created numerous promotional and display materials for the event. The Communications Department dealt with constituent outreach and affairs regarding the ongoing status of the event due to numerous questions and concerns about this year's event and

were onsite all day of the event to deal with any issues that could arise. We were able to garner positive local coverage of the township and the event on both Fox29 and NBC10 in addition to print and social media coverage.

- Assisted the township with research into various events, projects and individuals that were requested by the township.
- Created promotional materials and forms for the Summer Recreational program for the township recreation department. We also helped with communication and constituent requests regarding this program to ensure all participants and their families had all the information that they needed to take part.
- Handled Media requests and press inquiries for the township along with community and constituent requests.
- On behalf of the township worked with state and federal officials on issues of importance to the township and its residents.

Sincerely,

Jim Logue
Communications Director