



KEVIN A. FEELEY  
President

July 18, 2023

Mr. George Locke, CBO  
Borough Manager / Zoning Officer  
Jenkintown Borough  
700 Summit Avenue  
Jenkintown, PA 19046

Re: Proposal for Communications Services

Dear George:

Thanks very much for the opportunity to meet last week with you and members of the Jenkintown Borough Council to discuss plans for the Jenkintown Police Department. Given the pressing nature of the work we discussed, my colleague Mike Neilon and I have prepared the following brief communications proposal, which our firm, Bellevue Communications, would be prepared to implement immediately upon your approval.

The proposal includes the following elements:

- 1. Developing the Narrative:** If the Borough is set to move forward with an announcement about its intention to contract with Abington Township for police services, then it is imperative that we reach consensus about exactly what the Borough will announce and when. For this reason, the first step in our representation is to conduct a working session to develop the themes that will lead our announcement. We already have discussed some of them in our initial meeting: improved service delivery, reduced costs, care for the individuals who would be impacted by the closure of the Jenkintown PD, and opportunities to invest in other services to improve quality of life in the Borough. In addition, we will need details about the points we may need to raise if the issues arise. These include details about the Borough PD's problems, both in terms of its effectiveness and its personnel problems, as discussed last week. It also will require us to learn more about upcoming plans for the Jenkintown School District, so that we can adequately correct rumors or misstatements alleging that the planned closure of the police department is but a first step in a complete merger with Abington Township.

The purpose of the working session is to support these and other narrative themes with details; in other words, to develop the facts in support of the public case that we intend to make. From this meeting, Bellevue will complete a draft set of key talking points that will guide all public discussion about this issue for the Borough.

2. **Prepare Talking Points:** Working with Borough leadership, Bellevue will draw on the key narratives to draft a set of talking points for each of the leaders who will take the lead in speaking publicly about the Borough's decision. These would include Council leaders as you designate, as well as Police Chief Scott and anyone else charged with the task of explaining why Jenkintown is pursuing this plan.
3. **Draft Standby Statements:** Bellevue also will draft a standby statement for the press in event that word of the Borough's plans leaks ahead of the planned announcement.
4. **Plan and Stage Press Conference:** As we discussed, because of the sensitive nature of the issue as well as the fact that it will be necessary to inform members of the Jenkintown PD about the Borough's plans, Bellevue strongly recommends that the Borough announce its intention to contract with Abington Township PD ahead of a vote on the issue by either municipality. As we envision it, the Borough would hold a press conference to announce its plan, subject to the approval of the Borough Council and the Township. The announcement would include narrative points listing the advantages as well as a plan to hold at least one Town Hall to discuss the plan publicly before it is put to a vote. We anticipate that key speakers at the press conference would include Mayor Lerman, Council President Jay Conners, Chief Thomas Scott and others you designate.
5. **Hold Media Training:** To prepare our speakers for the press conference, Bellevue will provide at least some initial media training to ensure that they speak comfortably and effectively at the event.
6. **Draft Press Release:** Together with the press conference, Bellevue recommends that the Borough issue a press release announcing its plans, the advantages of the new service, and how the Borough intends to provide for the officers who will be out of a job if the plan is approved.
7. **Coordinate Press Interviews:** Either at or after the press conference, Borough leaders should expect to field requests from local/regional reporters, including TV news, for one-on-one interviews about the plan to contract with Abington Township. Bellevue will serve as the point of contact for the press (reporters/editors should be instructed to reach our team when they call for interviews), and we will coordinate interviews and prep Borough leaders as needed.
8. **Manage Ongoing Media Relations:** As part of our assignment on your behalf, Bellevue would monitor local and regional press to identify stories that may impact our issues, and prepare responses to them as needed. In addition, Bellevue will work with Borough leaders to develop and place stories about specific elements of the plan as needed over the next five months.

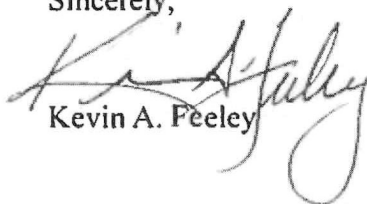
9. **Message to Jenkintown Residents:** Whether by email or regular mail, Bellevue recommends that the Borough communicate directly with its citizens about this issue to announce the plan and keep them updated about developments. These communications are an effective way for the Borough to make its case to taxpayers, while also providing opportunities to counter rumors and misinformation should they arise.
  
10. **Establish Social Media Presence:** Finally, it is essential to the rollout of this announcement that we maintain an active presence on social media for the duration of the campaign: on Facebook, Twitter, and sites like Nextdoor for Jenkintown, Abington, Rockledge, and even Baederwood Shoppes on the Fairway. Our view is that if opponents want to spread rumors and misinformation, they most likely will choose to do so on these platforms, and for this reason Bellevue would monitor these sites on a regular basis and work with the Borough to post both affirmative messaging about the plan as well as responding to incorrect information.

### Cost

We anticipate that the work set forth in this proposal will commence immediately and continue until the new contract with Abington becomes effective, presumably at the start of the year, with the bulk of the activity occurring in the first four months. We expect that at least two Bellevue professionals will work on this project for the Borough: Kevin Feeley and Mike Neilon, with support as needed from other Bellevue staff on individual assignments and social media. To execute the foregoing proposal, we estimate that it will require approximately 30-35 cumulative hours per month. For these reasons, we propose a six-month representation that features a two-tiered fee to reflect the level of activity that we anticipate. Bellevue proposes a fee of \$10,000 per month for four months, from July 15 to November 15, 2023. At that point, we would reduce the fee to \$7,000 per month from November 15, 2023 through January 15, 2024, unless both sides agree that the activity level remains high enough to warrant continuing at the higher fee. In addition, Bellevue would seek reimbursement from the Borough for all out-of-pocket expenses reasonably incurred in our representation, all of which would be subject to prior approval by the Borough.

Michael and I have extensive experience in managing these types of public issues, and we are confident that the proposal outlined here will successfully support the Borough's plan for the Jenkintown Police Department. I have attached additional information about our capabilities for your review. We are happy to discuss the elements of this proposal at your convenience, and we thank you for the opportunity to work with you on this project.

Sincerely,

  
Kevin A. Feeley



August 23, 2023

Mr. George Locke  
Jenkintown Borough  
700 Summit Avenue  
Jenkintown, PA 19046

**Invoice PS-INV104107**

Contract- Public Relations Services

FOR PROFESSIONAL SERVICES RENDERED OR TO BE RENDERED in connection with the above-captioned contract:

August 3, 2023 through August 31, 2023		\$10,000.00
<b>TOTAL Professional Services</b>		\$10,000.00
	Subtotal	\$10,000.00
	<b>Total \$</b>	<b>\$10,000.00</b>

Due and payable upon receipt  
Past due after 30 days

<b>Jenkintown Borough</b>	
Fund:	01
Account #:	489.000
Approved:	



September 20, 2023

Mr. George Locke  
Jenkintown Borough  
700 Summit Avenue  
Jenkintown, PA 19046

**Invoice PS-INV104129**

Contract- Public Relations Services

FOR PROFESSIONAL SERVICES RENDERED OR TO BE RENDERED in connection with the above-captioned contract:

September 1, 2023 through September 30, 2023		\$10,000.00
<b>TOTAL Professional Services</b>		\$10,000.00
	Subtotal	\$10,000.00
	<b>Total \$</b>	<u><u>\$10,000.00</u></u>

Due and payable upon receipt  
Past due after 30 days

<b>Jenkintown Borough</b>	
Fund:	<u>01</u>
Account #:	<u>459.000</u>
Approved:	