

COMMUNICATIONS DEPARTMENT

Board Update

September 2022

CRANBERRY TOWNSHIP, PENNSYLVANIA



Tina Fedko, Director, Communications

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Communications Department – The staff maintains responsibility for all Township web sites, social media accounts, along with other forms of communications such as the community digital sign, Cranberry Today, e-mail blasts, and NextDoor app. The staff also supports all departments in their need for presentations, reports, brochures, posters, fliers, social media posts, videos, writing, graphic design, vehicle wraps, blogging and other various tasks. The Department handles media activity, press releases and media advisories, as well as internal communications which includes employee news and daily updates on the internal Sharepoint site.

Director: Tina Fedko **Staff:** Jessie Hoffman, J.W. Johnson, Cindy Marzock, Audrey Rattay, and Andrew Wharton

Projects: See below

Project Title	Project Description
Business Hub (2.0)	Comcast Business Trailer continues to be scheduled.
Volunteer Cranberry!	Establishment of new volunteer program coordinated/implemented
ChatBots	The implementation of the new interactive search feature on website and training of the software with staff.
Cranberry Today Newsletter	October 2022 fall issue is in production
CTCC Kids Castle	Kids Castle "Refresh" fundraising initiative w/ picket fence feature
Donor Snap Database	Maintenance of database of all donors & sponsors to track gifts, donations, grants, and in-kind instances
E-newsletter	Cranberry Central monthly distribution - October in production.
Program/Event Promotion	End of summer/fall programming promotions & marketing
Golf Course Marketing	New drone video course fly-over of 18 holes - produced & uploaded
Graham Park Sponsorship	Pre-planning of the signature sign unveiling at Graham Park
P&R Events	Promotion & marketing of Farmers Market, Dog Park Opening and holiday event marketing pre-planning
HOA Forum	Communications Department hosts Forum w/ Event Playbook
Parks & Recreation Marketing	Production and promotion of the Fall/Winter 2022 Program Guide

