

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

Work Orders:

- 306 work orders were completed from the last BOS report from 8-22-2022 to 9-26-2022 with "weighted" work orders included for heavy graphic design.
- 117 open work orders as of 9-26-2022

Projects Continued:

Project Title	Project Description
Sponsorships	New sponsorship guide and options for 2022
Fire Company	Pre-planning of coverage of 24-hour blitz training & con. fire burn
CLIC	Advanced planning of 2023 session - Session 2 begins in March
Project Messaging	Strategic messaging on road closures & construction
Website	Implementation of new ChatBot feature on website
Alert System	Managing Township's Alert System (i.e. traffic, construction, etc.)
Press Relations	Continued collab. w/ media outlets on event/project coverage
Photography	Daily pulse of Township via photography for external use
Social Media	Daily creation of content for several social media platforms
Media Center	Design & implementation of new Media Center
Community Sign	Management of messaging on community sign/sponsor comm.
Bill Inserts	Write and design Septmeber bill insert & coordinate with SuperMail
Drone	Management of drone footage and photos
Media Relations	Management of press releases and media advisories
Promotional Campaign	Coordination of new brand campaign

Website Statistics 2022:

Top pages on website for month of September 2022

- Homepage
- Golf Tee Times
- Library
- Pickelball
- Online Bill Pay
- Employment
- Coming Soon
- Alerts/Sign up
- Parks
- Recycling
- News/
Announcements

**With the retirement of long-time employee, Judi Boren, the Communications Department hired Andrew Wharton, to replace Judi. After decades with the Township, her dedication and commitment to excellence will be greatly missed. Judi was instrumental in advancing the technology of the Township's website, and helped introduce the "Chatbot" that assists web visitor's successful navigation of the site. A special "thank you" is extended to Judi Boren from the Township and her colleagues in the Communications Department, for a job well done!*