

COMMUNICATIONS DEPARTMENT

Board Update

December 2022 & January 2023

CRANBERRY TOWNSHIP, PENNSYLVANIA



Tina Fedko, Director, Communications

| 724-776-4806 x 1190 | Tina.Fedko@CranberryTownship.org

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!	Snow Angel volunteer program managed
ChatBots	The management of the new interactive search feature (CranBot) on website that continues to be trained.
Cranberry Today Newsletter	January 2023 winter issue delivered. April issue in pre-production
CTCC Kids Castle	Kids Castle picket fence fundraiser continues
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 - February in production.
Program/Event Promotion	CranFest & other programming in production
Golf Course Marketing	GHIN promotion eblast, added new CHGC social content manager
Graham Park Sponsorship	Post-marketing of sign unveiling at Graham Park with UPMC
P&R Events	Promotion & marketing of winter programming along with and promotion of programs and sports activities
HOA Forum	Communications Department hosts Forum w/ Event Playbook
Parks & Recreation Marketing	Production and promotion of the Winter/Spring 23 Program Guide

Work Orders:

- **684** work orders were completed from the last BOS report from 11-19-2022 to 1-23-2023 with "weighted" work orders included for heavy graphic design.
- 117 open work orders as of 1-24-2023

Projects Continued:

Project Title	Project Description
Sponsorships	New sponsorship guide and options for 2023
Fire Company	Video production of 24-hour blitz training & con. fire burn
CLIC	Currently on a waitlist and the 2023 sessions are full
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 February 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 2023:

Top pages on website for month of January 2023

- Homepage
- Library
- Online Bill Pay
- Coming Soon
- Pickleball
- Employment
- Alerts/Sign up
- Golf/GHIN
- Recycling
- News/
Announcements
- Parks & Events