

COMMUNICATIONS DEPARTMENT

Board Update

September 2023

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	Outreach to Comcast on business trailer for neighborhood use.
Volunteer Cranberry!	Marketing for Leaf Angels w/ portal open on Oct. 2 & 9 for volunteers and residents in need.
ChatBots	The management of the interactive search feature (CranBot) on website that continues to be trained.
Cranberry Today Newsletter	October (fall issue) 2023 is at the printer
CTCC Project of the Year	Communications Department working with Armstrong to finalize contract for Great Lawn and amenities included.
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 – Oct. in production.
Program/Event Promotion	Fall promotion calendar of events and programming for Township and Library.
Golf Course Marketing	Collaborate with CHGC Director on marketing opportunities for fall
Great Lawn Sponsorships	Management and outreach of secondary sponsorship opportunities including the Great Lawn features (i.e. water feature, etc.)
P&R Marketing	Heavy promotion of fall events including Great Pumpkin, Halloween, and closing of Farmers Market
HOA Forum	October HOA Forum planning of tour at Treatment Plant
Event Coverage	Multiple event coverage for promotion and marketing

Work Orders:

- **278** work orders were completed from the last BOS report from 8-24-2023 to 9-26-2023 with "weighted" work orders included for heavy graphic design.
- 120 open work orders as of 9-26-2023

Projects Continued:

Project Title	Project Description
Sponsorships	New sponsorship guide and options for 2024
Fire Company	Video production of Blitz Training
CLIC	CLIC preparations for fall registration link & updates to sessions
Project Messaging	Strategic messaging on road closures & construction
Website	Continual updating of calendar, telecommunications updates, etc.
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... pending
Community Sign	Management of messaging on community sign/sponsor comm.
Bill Inserts	Write and design October bill insert & coordinate with SuperMail
Drone	Management of drone footage and photos
Media Relations	Management of press releases and media advisories
Community Outreach	Liaison with CAN, IDEA, K9, CTCC, athletic associations

Social Media Analytics:

- **For the month of September 2023, the Township's Facebook page is engaging individuals 316% higher than the industry standard.**

