

COMMUNICATIONS DEPARTMENT

Board Update

October 2024

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, Katelyn Kocis, and Andrew Wharton

Projects: See below

Project Title	Project Description
IDEA	Assist w/ marketing & promotion of Native American Heritage Month
Volunteer Cranberry!	Volunteer opportunities the Leaf Angels, Snow Angels, Election 2024
ChatBots	The management of the interactive search feature (CranBot) on website that continues to be trained.
Cranberry Today Magazine	Winter issue in production for Jan. 2025 distribution
CTCC	Opening of the CLIC registration portal. Class filled up immediately, now managing wait list.
Police	New employee hiring push, Butler Buzz interview
E-newsletter	Cranberry Central monthly distribution – November issue
Special Events/Other	Promotion of various events November 21 ribbon cutting; plus several other new business ribbon cuttings
Golf Course Marketing	Collaborate with CHGC Director on fall rates & events
The Great Lawn	Collaboration w/ Armstrong, outdoor digital signage, art boxes
P&R Marketing	Promotion of Fall events; Great Pumpkin Festival; holiday events; content creation
HOA Forum	Prep for December meeting - info on year-end event
Event Coverage	Multiple events; Township, Parks, businesses, etc.

PRODUCTIVITY - Work Orders:

- 318 work orders were completed from 9-29-2024 to 10-29-2024.
- 76 open work orders as of 10-29-2024

Projects Continued:

Project Title	Project Description
Library	Marketing assistance per requests on Makerspace, etc.
Fire Company	Promotion, marketing, branding of new Citizens Fire Academy
Comm. Leadership Instit. of Cran.	Open registration portal for 2025, immediately open wait list
Community Days	Preparation for 2025 event
Website	Continual updating of calendar, telecommunications updates, etc.
Alert System	Managing Township's Alert System (i.e. traffic, construction, etc.)
Internal Communications	Daily contributions to Sharepoint site of internal news
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 - equipment needs
Community Sign	Management of messaging on electronic community sign
Bill Inserts	Write and design November bill insert
Drone	Management of drone footage and photos
Media & Press Relations	Management of press releases and media advisories, plus stewardship w/ outlets
Affiliate Marketing	Multiple promotional opportunities w/ affiliate groups (CAN, IDEA, CTCC, AA, EAC, PRNC)

Facebook Fans

- The Township's Facebook page continues to show excellent growth as confirmed below from Meta data showing the number of impressions gathered within 90 days.

