

COMMUNICATIONS DEPARTMENT

Board Update

February 2026

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:** Anna Hezlep, Jessie Hoffman, J.W. Johnson, Katelyn Kocis

Projects: See below

Project Title	Project Description
Engagement Partners	Marketing consultation w/ multiple PA municipalities
Volunteer Cranberry!	Volunteer wrap of Snow Angels for the season. New concentration on volunteers for Town Square Market
Website	Intricate updates on every web page since relaunch. Content continues to be updated and refreshed.
Cranberry Today Magazine	Production, layout, design & writing of spring issue 2026
Cranberry Foundation	Cranberry Foundation swag items designed & ordered, plus website updates & heavy lift on Impact Report.
Police	Photo content to Police for recruitment efforts
E-newsletter	Cranberry Central monthly distribution – Feb. issue
Special Events/Other	Promotion of various events and activities including Parks events, tenant events
Golf Course Marketing	Graphics for new Banquet 2026 event packages
The Great Lawn	Promotion & Marketing for spring content for social.
P&R Marketing	Promotion of spring events; heavy promotional lift on Cranfest, Hippy Hop (social, coverage, signage, more)
HOA Forum	Prepare presentation & logistics for February meeting
Event Coverage	Multiple events; Township, Parks, businesses, etc.

PRODUCTIVITY - Work Orders:

- 390 work orders were completed from 1-23-2026 to 2-24-2026
- 155 open work orders as of 2-24-2026

Projects Continued:

Project Title	Project Description
Library	Launch redesign of the Library website and article in Cran. Today
Fire Company	Design & layout of Annual Fire Report
Comm. Leadership Instit. of Cran.	Management of Class of 2026 - sessions begin
Community Days	Communication Plan for new branding as Cran. Summer Nights
Video	Production of several videos for YouTube; Cranberry Foun, CD, 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	Establish collaboration w/ Butler Chamber to share equipment
Community Signs	Management of messaging on two electronic signs
Bill Inserts	Write and design February bill insert
Drone	Management of drone footage and - w/ new drone in-house
Media & Press Relations	Management of press releases and media advisories, plus stewardship w/ outlets
Affiliate Marketing	Multiple promotional opportunities w/ affiliate groups (CAN, IDEA, Cranberry Foundation, AA, PRNC)

- Remarkable FACEBOOK & IG Post - The Communications Department continues to make a significant impact on social media, garnering impressive numbers in engagement and impressions on Facebook & Instagram. One video post (10U hockey players watching USA win gold at Olympics) alone garnered almost 1/2 a million views.

