



SPRING-FORD AREA SCHOOL DISTRICT

DISTRICT ADMINISTRATION OFFICE

857 SOUTH LEWIS ROAD, ROYERSFORD, PA 19468

For Immediate Release

Contact: Erin Crew, (610) 705-6206

Manager of Communications and Marketing, Spring-Ford Area School District

July 9, 2015

SFASD Introduces the Office of Communications, Marketing and Media

ROYERSFORD, PA – The Spring-Ford Area School District recently identified a need to reach a diverse audience of parents, community members and staff. Communication in this fast-moving climate calls for a team that knows the community and understands how to use communication tools strategically and effectively.

Moving forward, the *Office of Communications, Marketing and Media* will provide a link between internal and external stakeholders by conveying Spring-Ford's policies, vision and mission. The office will play a critical role in informing and engaging the public through community partnerships, media relations, parent and community workshops, web communications, television and print publications, and more.

The Office of Communications, Marketing and Media includes:

- **Erin Crew**, Manager of Communications and Marketing. Crew has been tasked with developing an efficient and effective communications program that supports the goals of SFASD and communicates to all stakeholders. In the coming months she will focus on revamping district publications, strengthening relationships with parent organizations and will promote the district's achievements through print materials, website updates, online posts and more. She is pleased to have enhanced Spring-Ford's communication efforts over the past year.

Erin Crew, Manager of Communications and Marketing
857 South Lewis Road, Royersford, PA 19468
Office: 610-705-6206; Cell: 215-260-2727
ecrew@spring-ford.net



- **Steve Bonetz**, Manager of Media Communications. Bonetz will maintain Spring-Ford's state-of-the-art television production studio as its optimum performance level. Bonetz will also oversee the operation of Ram Country TV (RCTV) and the production/distribution of television programs while coordinating with faculty and staff in the use of the studio and in program production. Bonetz is a Spring-Ford alumni and has been a Spring-Ford employee for more than 15 years.

Steve Bonetz, Manager of Media Communications
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- **Nancy Gambino**, Media Communications Assistant. As Media Communications Assistant, Gambino will support the Manager of Media Communications in all aspects of television program production.

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