




MATT TUERK
MAYOR

435 Hamilton Street
Allentown PA 18101

OFFICE ♦ 610.437.7546 EMAIL ♦ Matt.Tuerk@allentownpa.gov

TO: Michael Hanlon
City Clerk

FROM: Matt Tuerk 
Mayor

DATE: November 28, 2023

SUBJECT: Authorities, Boards, Commissions Appointments

Mayor Tuerk has approved the following appointments for City Council's consideration.

<u>Name</u>	<u>Authority/Board/Commission</u>	<u>Term to Expire</u>
Robin Gow	Human Relations Commission	12/6/2026
Ashleigh Strange	Human Relations Commission	12/6/2026

Robin Gow and Ashleigh Strange will be filling vacant seats on the Commission. Their resumes are attached.

Ashleigh Strange
(484) 635-6650 ▪ strange.ashleigh@gmail.com
[Linkedin.com/in/AshleighStrange](https://www.linkedin.com/in/AshleighStrange)

Education:

Bachelor of Arts degree in Broadcast Journalism - University of Alaska Fairbanks, 2016

Employment:

Director of Narrative and Communications - PA Stands Up (2021-Present)

- Highly experienced and adaptable strategic thinker. Plays a key role in defining the public political orientation of the organization
- Responsible for writing and editing public-facing materials
- Responsible for training staff members and leaders across the organization in PA Stands Up's narrative strategy frameworks and concrete communications skills.
- Responsible for statewide social media, press relations, and public-facing rapid response to PA political news and developments and supporting chapters implementing public-facing communications strategy.
- Steers the organization's earned media and social media strategies.

Regional Organizer - Lehigh Valley Stands Up (2019-2021)

- Developing leaders and a base of dues-paying members and volunteers,
- Developing and leading LVSU issue and electoral campaigns at the local, state, or federal level.
- Communications and promotion as related to the work and campaigns of local teams.

Communications Director - Make the Road PA/Make the Road Action in PA (2017-2019)

- Controls all external comms for 501c3 and 501c4 immigrant justice organizations
- Compiles all earned media, consults with press and sets up interviews for online, print, radio and TV
- Creates and distributes press releases/advisories, talking points and maintains media relationships
- Trains organizers on effective community outreach
- Radical speech and quote writer on topics including but not limited to: racism, gentrification, immigration, wages, electoral campaigns and international politics.

Prod. Assistant, Camera and Graphics Operator - Service Electric TV2 Sports - Allentown, PA (2015-2017)

- Operated Chyron Lyric Pro Graphics for hundreds of recorded and live productions
- Assisted in lighting, video, audio and graphics for daily live and recorded shows
- Ran handheld, robotic and stationary cameras both in studio and on the field
- Produced hundreds of news and entertainment videos for broadcast and online
- Collected B-Roll for news stories with on-air talent and news anchors

Volunteer Involvement

- Member of the Board of Advisors for Eastern PA Trans Equity Project (2023-Present)
- QTPOC affinity group facilitator for Bradbury-Sullivan LGBT Community Center (2022-Present)
- Planned Parenthood PA Advocates Board Secretary (2019-Present)
- Lehigh County Dem Committee Person and 1st V. Chair Allentown City Dem Committee (2018-present)
- Writer for online publication "Broadway Black" (2017)
- 88.1 FM WDIY Community NPR Public Radio Host/Board Director (2016-2020)
- PBS39 WLVT On-call Studio Volunteer (2016-2018)
- AmeriCorps NCCC Member and Summer of Service Team Leader (2008-2012)
- Civil Air Patrol, Public Affairs Officer, Squadron Commander (2004-2018)