# WHITESTOWN

### **Public Relations Department**

October 2021 Report

#### **Videos**

- Livestreamed meeting videos:
  - o Fire Board
  - o <u>Board of Zoning Appeals</u>
  - o Plan Commission
  - o Redevelopment Commission
  - o Town Council
  - o Economic Improvement Board
- Produced videos:
  - o Brew Fest 2021
  - o Trick-or-Treat Trail Preview
  - o Day of Service
  - o Norwex ribbon cutting

#### **Ribbon Cuttings**

Norwex

#### **Press Releases**

- Norwex distribution center opens in Whitestown
- Whitestown park receives recycled bench from Mentoring Partnership
- Whitestown announces family-friendly Trick or Treat Trail

#### Social Media

- 36 Facebook posts
- 6 Twitter posts
- 8 Instagram posts

#### **E-newsletters**

- Weekly news clips to department heads and Town Council members
- Employee newsletter
- General newsletter
- Halloween newsletter

#### Other

- Continued working on new website
- Took photos at Flavorfest, Brewfest, Princesses in the Park, and Halloween Trick or Treat Trail



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- Created 3 new event logos for Parks Department (Easter, Independence Day, Santa's Workshop)
- Created graphics for fire prevention week and shared campaign on social media