



2022 PLAN

PUBLIC RELATIONS DEPARTMENT
TOWN OF
WHITESTOWN

"Public relations is the practice of managing the spread of information between an organization and the public."

MISSION STATEMENT

Be the go-to source of information about Whitestown government by creating and sharing effective messages and compelling stories that foster positive community engagement and connection.

CORE VALUES



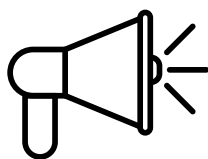
INTEGRITY

We adhere to the highest standards of accuracy and truth.



EXCELLENCE

We are dedicated to producing stellar work each and every time.



ADVOCACY

We serve the public interest by acting as responsible advocates.



COLLABORATION

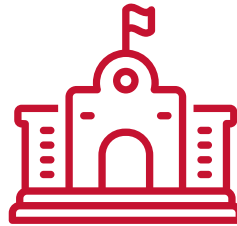
We embrace a spirit of teamwork and building collaborative relationships.

TARGET AUDIENCES



EXTERNAL

- Residents
- Business Leaders
- Visitors
- Community Organizations
- Media



INTERNAL

- Employees
- Town Council
- Boards, Commissions, and Committees

KEY MESSAGES

- Whitestown is a safe, vibrant community that boasts a family-friendly atmosphere with extensive amenities, while retaining its small-town charm and agricultural roots.
- Whitestown's location and business-friendly environment makes it an ideal place to locate and grow a business.

2022 GOALS

INTERNAL COMMUNICATION



- Develop a communication portal for Town employees to view and receive notifications regarding employee news, information, and events
- Provide communications training and assistance to Town employees
- Meet quarterly with each department to discuss the major issues and opportunities and develop key messages and communication strategies
- Create opportunities for employee engagement and connection

MEDIA RELATIONS



- Develop and maintain positive working relationships with members of the media
- Respond in a factual, professional, and prompt manner to all media inquiries

COMMUNITY RELATIONS



- Make information regarding Town government and services readily available and easy to comprehend
- Be aware of issues and proactively working to resolve them
- Utilize community “ambassadors” to be the eyes, ears, and voice of the community and expand the Town’s traditional communication reach
- Explore opportunities to make it easier for residents to engage with their local government
- Develop an annual editorial calendar and review and update monthly to strategically plan out social media, newsletter, news media, and website content