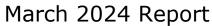
### **Public Relations Department**





#### **Videos**

- Livestreamed meetings:
  - Special Town Council Meeting
  - o Redevelopment Commission Meeting
  - Fire Board Meeting
  - o Board of Zoning Appeals Meeting
  - Plan Commission Meeting
  - Town Council Meeting
- Produced videos:
  - o <u>Municipal Services Complex Update</u>
  - o 2024 Easter Egg Hunt Preview
  - o Preparing for the Hussey-Mayfield Public Library Grand Opening

#### **Social Media**

- 51 Facebook posts
- 2 Instagram post
- 1 Instagram & Facebook stories
- 44 Twitter posts
- 6 LinkedIn posts

#### Press Releases + Blog Posts

- Town of Whitestown Announces Town Manager
- Town of Whitestown Launches the Planning Case Viewer
- Tips to Prepare for the Total Solar Eclipse in Whitestown
- Whitestown Annual Easter Egg Hunt Returns
- Once-in-a-Lifetime Event Coming to Whitestown

#### **E-newsletters**

- Weekly news clips to department heads and Town Council members
- Employee e-newsletter
- March 1 General e-newsletter
- March 15 General e-newsletter
- March 29 General e-newsletter

#### Other

- Contacted the media about upcoming events.
- Made updates to the website.
  - Sponsorship Guide for the Parks Department

# WHITESTOWN

## **Public Relations Department**

March 2024 Report

- o Updated event pages for the Parks Department
- Updated programming page for the Parks Department
- o Add Giles Survey to the website
- Updated employment page
- Posted press releases and blogs on the website
- o Created Project Opportunities for the Public Works Department
- Met with Fox 59 at the Whitestown Easter Egg Hunt and set up an interview with the Parks Department at the event. Edited B-roll and sent it out for media to use.
- Set up an interview with the Lebanon Reporter and Town Manager, Katie Barr.
- Went to the Interview with Radio Mom (Radio Station) with the Parks Department.
- Attended internal meetings.
- Took headshots and edited photos for new employees.
- Created postcards for the Planning Case Viewer for the Building Department, Code Enforcement, and Planning Department.
- Created postcards for residents to register for our e-newsletters.
- Created Child Abuse Prevention Month Proclamation.
- Created the Giles Park Property Survey.
- Set up public meetings (created Zoom and YouTube meeting links, etc.)