



Public Relations Department March 2024 Report

Videos

- Livestreamed Meeting
 - [Plan Commission](#)
- Produced videos:
 - [Easter Egg Hunt](#)
 - [Battle of the Badges 5K Preview](#)
 - [Battle of the Badges 5K](#)
 - [Viking Fest Preview](#)
 - [Planting for Tomorrow](#)
 - [Solar Jam](#)
 - [Viking Fest](#)
 - [Hussey-Mayfield Memorial Public Library Whitestown Branch Grand Opening](#)
 - [Hussey-Mayfield Memorial Public Library Progress from Start to Finish](#)

Social Media

- 74 Facebook posts
- 9 Instagram post
- 6 Instagram & Facebook stories
- 70 Twitter posts
- 7 LinkedIn posts

Press Releases + Blog Posts

- [Giles Park Property Survey](#)
- [2024 Primary Election Voting](#)
- [2024 Child Abuse Prevention & Autism Awareness Month](#)
- [A New Library Opening in Whitestown](#)
- [Lace Up for the Battle of the Badges 5K](#)
- [A Community Tree Planting Event in Whitestown](#)
- [Whitestown Library Opens Its Doors to the Community](#)
- [Whitestown Viking Fest Coming to Whitestown](#)
- [Announcing Whitestown's Summer Concert Series Lineup](#)

E-newsletters

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



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- [General e-newsletter – April 12](#)
 - [General e-newsletter – April 26](#)

Other

- Reached out to the media for events.
- Set up an interview with FOX59 and the Whitestown Parks and Recreation Department at the Easter Egg Hunt event. Our Video Specialist edited the B-roll and sent it to FOX59 to use on TV.
- Set up an interview with FOX59 and the Whitestown Parks and Recreation Department at the Planting for Tomorrow event.
- We did interviews and live shots with WISH-TV Channel 8 for Viking Fest
- Created Autism Awareness and Child Abuse Prevention proclamations.
- Went to hotels before the Solar Eclipse and dropped off postcards with our Visitors page information (including restaurants, stores, etc.).
- Took photos at Planting for Tomorrow and edited the photos
- Took photos at Solar Jam and edited the photos
- Created social media posts and graphics
- Website updates:
 - Created a new project page for the Department of Public Works
 - Made updates on event pages for the Parks & Recreation Department
 - Updated town job opportunities and WMPD job opportunities pages
 - Updated contact form
 - Added to the calendar event dates and May programming dates
- Launched the Giles Park Property survey for residents.
- Launched the Capital Improvement Plan and Program (CIPP) survey.
- Attended meetings
- Attended Whitestown Parks and Recreation Department events to capture video and photos.
- Attended the grand opening of the Hussey-Mayfield Memorial Public Library Whitestown Branch and contacted media to come to the grand opening.
- Prepared for May public meetings- set up Zoom links, set up YouTube meetings, and door schedule.
- Took photos and videos for the 180 Makeover projects in Whitestown
- Video Specialist edited and published the Police Commission meeting



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- Worked with the Billing Utility Office to alert residents of the software billing issue.