



Public Relations Department

May 2024 Report

Videos

- Produced videos:
 - [Pulte Built to Honor Reveal](#)
 - [Municipal Services Complex Update](#)
 - [Town Showdown Preview](#)
 - [2024 Town Showdown](#)
 - [Jackson Run Park Trail Construction](#)

Social Media

- 73 Facebook posts
- 10 Instagram post
- 7 Instagram & Facebook stories
- 58 Twitter posts
- 12 LinkedIn posts

Press Releases + Blog Posts

- [Gear Up with a Porch Party and Show Your Racing Spirit](#)
- [Join Hops & Hounds for a Howling Good Time](#)
- [First-Ever Town Showdown](#)
- [Whitestown Mourns the Passing of Town Council Vice President](#)

E-newsletters

- Weekly news clips to department heads and Town Council members
- Employee e-newsletter
- [May 10 general e-newsletter](#)
- [May 24 general e-newsletter](#)

Other

- Created social media posts
- Created graphics
- Attended meetings
- Added flags and signs to the exterior of the Whitestown Municipal Complex and added signs to parks to promote Porch Parties
- Attended Pulte's Built to Honor event. We captured video and photos from the event. The photos and video were featured on FOX 59 and we also posted them on our social media pages
- Took a headshot of employees and edited the photos



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- Worked with Boone EDC to provide a quote from the Whitestown Town Council President on a press release
 - Made Updates on the website
 - Updated Parks & Recreation Department event pages- added more information, updated the video, etc.
 - Updated Parks & Recreation Department park pages- added more information
 - Added meetings, events, and program schedules to the calendar
 - Added and removed job positions on the town employment page and Whitestown Metropolitan Police Department employment page
 - Added information to Whitestown Metropolitan Police Department Bike with a Cop event page
 - Updated information to the Utility page
 - Updated information to the Streets Department page
 - Removed the CIPP survey
 - Worked on the Bid Opportunities page
 - Created a Consumer Confidence Report page for the Department of Public Works
 - Provided information and instructions for the Summer Bucket List
 - Create the Summer Bucket List
 - Contacted local businesses and received donated coupons for prizes
 - Created the bucket list, made graphics for it, etc.
 - Released Town Showdown press release to media and the public.
 - FOX59 contacted us and we set up an interview with our Town Manager Katie Barr and Zionsville Mayor John Stehr.
 - We went to the news station for the interview. We captured content during the interview and posted the interview on our social media pages.
 - Attended Town Showdown
 - Captured and edited video from the event for social media
 - Captured and edited photos from the event for social media
 - Attended Hops & Hounds
 - Captured and edited photos from the event for social media
 - Prepared for June public meetings – set up Zoom links, YouTube meetings, and door schedule
 - Took and edited photos of volunteers planting flowers along the Big 4 Trail, Whitestown Parks & Recreation Department planting flowers at



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the Whitestown Municipal Complex, the construction of the platform at Main Street Park for the Summer Concert Series, construction of Jackson Run Park, construction of new shelter at Anson Acres Park, etc.

- Worked on the Employee Portal
- Collaborated with the Planning Department by taking drone photos and video for proposed projects for the Plan Commission and Board of Zoning Appeals public meetings. The goal is to make it easier for board members and the public to follow along during presentations.