



PUBLIC RELATIONS

September 2024

The Public Relations Department is the go-to source of information about the Whitestown government. The department creates and shares compelling stories that foster positive community engagement and connection.



WHITESTOWN
INDIANA

Public Relations



PRODUCED VIDEOS

- [2024 Kicking for a Cause/Movie Night](#)
- [2024 Hops & Hounds](#)
- [Katie's Corner with Whitestown Director of Development Services Part 1](#)
- [Katie's Corner with Whitestown Director of Development Services Part 2](#)

B-ROLL FOR MEDIA USE

- Edited video of the previous Movie Night to use during FOX59 interview
- Edited video of the previous Hops & Hounds to use during Indy Now interview

RECORDED VIDEOS (videos coming soon)

- Basketball League



SOCIAL MEDIA

- 57 Facebook posts
- 3 Instagram & Facebook stories
- 42 Twitter posts
- 2 LinkedIn posts



PRESS RELEASE & BLOGS

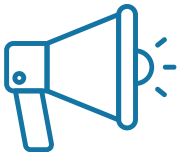
- [Join the Hops & Hounds Event](#)
- [2024 General Election Voting](#)

Public Relations



E-NEWSLETTERS

- Weekly news clips to department heads and Town Council members
- Employee e-newsletter
- General e-newsletter 9/13
- General e-newsletter 9/27



MEDIA

- Sent Movie Night press release to the media and scheduled an interview with FOX59 to promote the event. Attended the interview with Parks and Recreation Department.
- Sent out Hops & Hounds press release to the media. Attended the interview with Indy Now and Parks and Recreation Department. Scheduled an interview with WISH-TV at the event.



WEBSITE

- Posted the Fire Board agenda
- Posted RFPs for Department of Public Works
- Added information to Parks and Recreation event pages
- Added and removed job positions on employment page
- Created a page with information about the water main break
- Added a banner with information about the water main break
- Updated contacts on department pages
- Added information to the Engineering page
- Added programming schedule to the calendar and programming page
- Added new public meetings to the calendar
- Updated the bid opportunities page
- Updated WFD employment page

Public Relations



PHOTOGRAPHY

- Took and edited new WMPD employees headshots
- Took and edited new town employees headshots
- Took drone photos of the wastewater treatment plant
- Took and edited photos from Movie Night
- Took and edited photos from Hussey-Mayfield Memorial Public Library Story Walk ribbon cutting



RIBBON CUTTINGS

- Hussey-Mayfield Memorial Public Library Story Walk



OTHER

- Attended the event Movie Night and took photos and videos to promote it.
- Created graphics
- Assisted with notifying residents of the water main break and boil advisory
 - Created social media posts
 - Sent alerts through SMART911
 - Created a page and banner on the website with information
 - Created an e-newsletter and sent to subscribers
 - Responded to calls and messages about it
- Attended internal and external meetings
- Prepared for upcoming public meetings
 - Created Zoom and YouTube links