

An aerial photograph of a suburban town. In the background, a water tower stands tall against a clear sky. To the right, a large body of water is visible. The foreground features a well-maintained roundabout with a central green island, surrounded by roads and parking lots. Buildings and trees are scattered throughout the landscape.

# PUBLIC RELATIONS

October 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

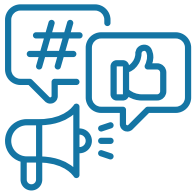


## PRODUCED VIDEOS

- [Katie's Corner with WFD Part 1](#)
- [Katie's Corner with WFD Part 2](#)
- [Katie's Corner with Witham](#)
- [Basketball League](#)
- [Trick-or-Treat Trail](#)
- [Smoke Detectors PSA](#)

## B-ROLL FOR MEDIA USE

- Trick-or-Treat Trail for FOX59 interview with the Parks and Recreation Department



## SOCIAL MEDIA

- 55 Facebook posts
- 5 Instagram posts
- 3 Instagram & Facebook stories
- 46 Twitter posts
- 6 LinkedIn posts



## PRESS RELEASE & BLOGS

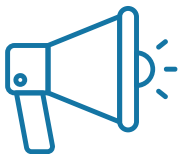
- [Glory Days Debutes in Whitestown](#)
- [Embrace the Spirit of Halloween at the Trick-or-Treat Trail](#)

# Public Relations



## E-NEWSLETTERS

- Weekly news clips to department heads and Town Council members
- Employee e-newsletter
- October 11 general e-newsletter
- October 25 general e-newsletter



## MEDIA

- Created a Glory Days media release. The media release was posted on the website, sent to e-newsletter subscribers, and sent to our media contacts.
- Set up an interview for IBJ with Town Manager Katie Barr about the Padgett Commons development.
- Created a Trick-or-Treat Trail media release. The media release was posted on the website, sent to e-newsletter subscribers, and sent to our media contacts.
- Set up an interview for FOX59 with Parks and Recreation Department to promote Trick-or-Treat Trail.
- Set up an interview for WISHTV with Town Manager Katie Barr about the Padgett Commons development.
- Setup interview with Lebanon Reporter with Town Manager Katie Barr about the Padgett Commons development.

# Public Relations



## WEBSITE

- Added general e-newsletter links to subscribers page
- Created Santa Workshop event page
- Updated information on Parks and Recreation event pages
- Added information to Fire Department employment page
- Added information to calendar



## PHOTOGRAPHY

- Took and edited new employee headshots
- Took and edited photos from Story Walk ribbon cutting
- Took and edited photos from Story Time
- Took and edited photos from Glory Days event
- Took drone photos of Anson Acres Park for the Trick-or-Treat Trail
- Took and edited photos of Town Manager Katie Barr, Assistant Town Manager/Director of Parks Dominic Cornett, and Town Council member Cheryl Hancock at Fire Ops
- Took and edited photos from the Trick-or-Treat Trail



## RIBBON CUTTINGS

- Attended Hussey-Mayfield Public Library Story Walk ribbon cutting

# Public Relations



## OTHER

- Volunteered for the Boone County Day of Service
- Created graphics for social media
- Designed new town banner options
- Attended Town Council meeting and took notes. Then created a town council meeting recap for social media.
- Attended internal and external meetings
- Attended Story Time with the Parks and Recreation Department, Town Manager Katie Barr, and Fire Department at the Hussey-Mayfield Public Library
- Worked with Discover Boone County to promote Boone Loves Boone
  - Promote donating winter clothes to send to the community of Boone, North Carolina who was affected by the recent hurricanes.