



St. Helens Communications Report

MAY 2024 TO
OCTOBER 2024

By the Numbers

24

Press Releases



1 press release
every week

777

Social Media
Posts



4 social media
post every day

93

News Media
Contacts/Requests



1 media request
every 2 days

26

Newsletters



1 newsletter
every 7 days

Last reporting period's numbers:

16

597

65

23

Projects

Citizens Day in the Park

- Planning Committee
- Communications
- City Booth



Waterfront Redevelopment Numbers to Date

6

Press Releases

5

Community meetings/open houses

2

Postcard Designs and Prints

41

Waterfront Newsletters

76

Regular Newsletters

17

Business Canvassing

154

Social Media Posts

4

City Booths

5

Newspaper Advertisements

3

Postcard handouts at parades/events

1

Community group presentation

2

Radio Segments

7

Business Video Highlights

1

Drone video project

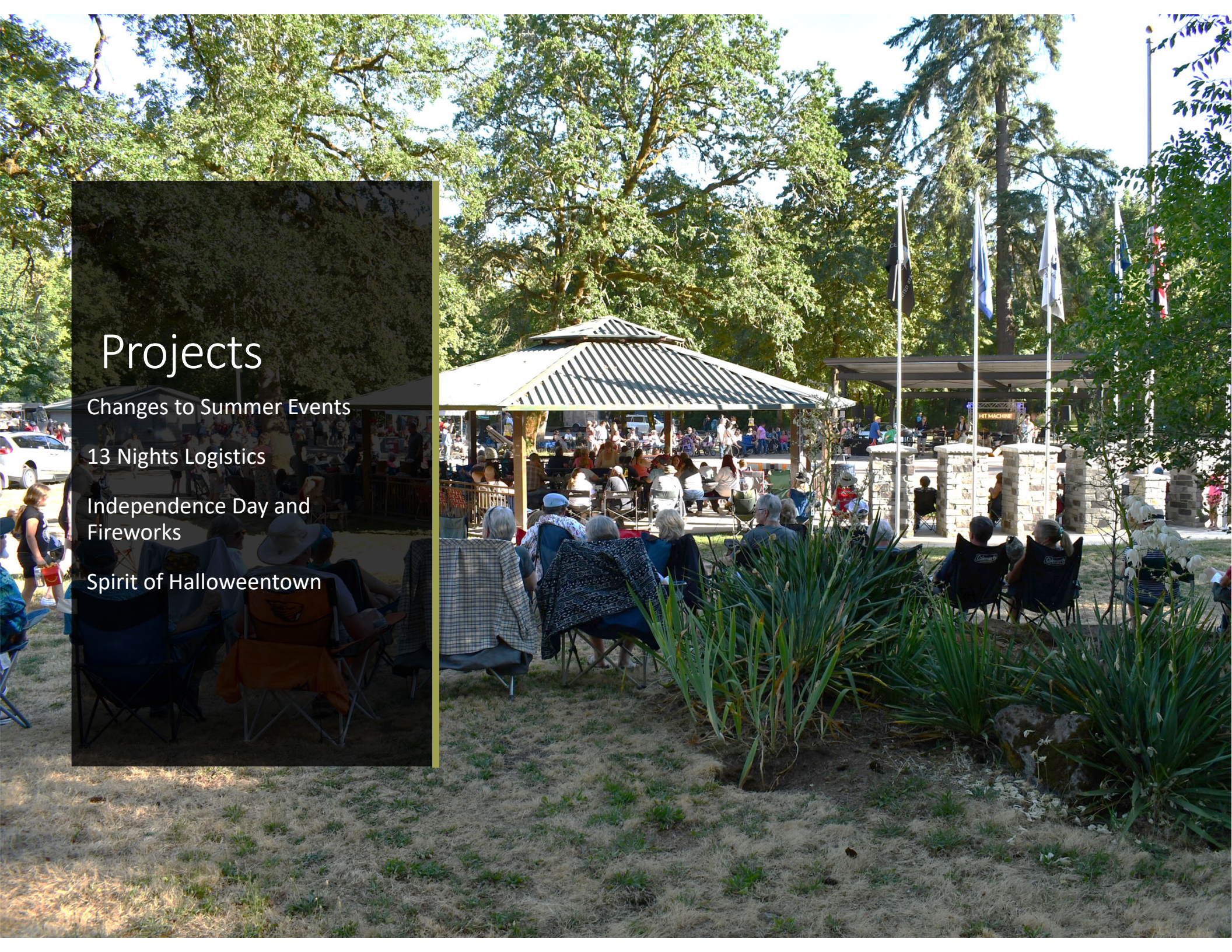
Projects

Changes to Summer Events

13 Nights Logistics

Independence Day and
Fireworks

Spirit of Halloweentown



Projects

Spirit of Halloweentown Media

413M+ media audience
exposure

USA, Canada, India, France,
Malaysia, UK

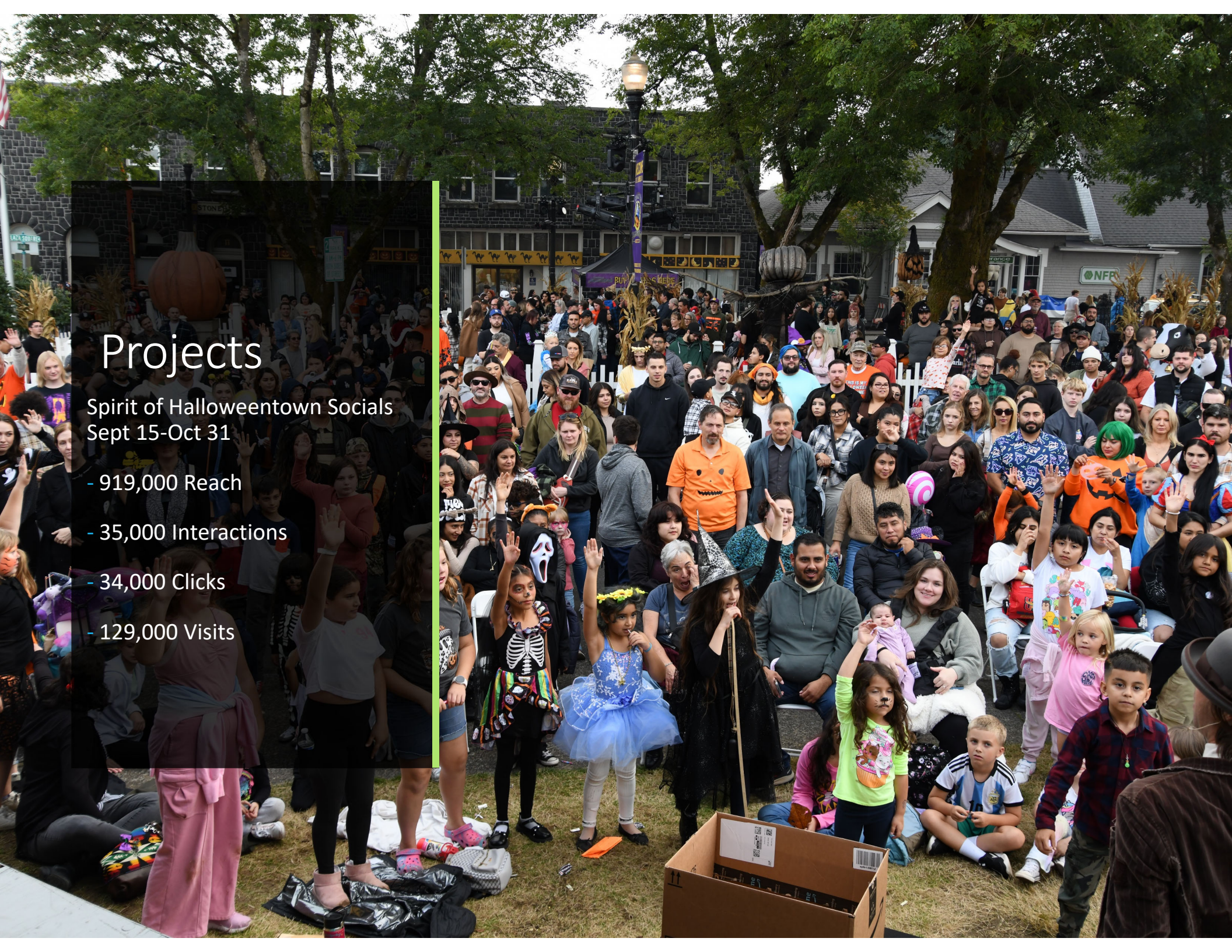
- Travel + Leisure, Yahoo!,
People Magazine



Projects

Spirit of Hometown Socials
Sept 15-Oct 31

- 919,000 Reach
- 35,000 Interactions
- 34,000 Clicks
- 129,000 Visits



Miscellaneous

3CMA October Photo Contest
Winner



LIBRARY

Projects

Extreme Weather Group and
Cooling Center Activations





Projects

NATIONAL LIBRARY
CARD SIGN UP
MONTH



St. Helens Public Library
503.397.4544



Projects

Columbia County PIO Group

Fall Burn Ban Delay

Xpress Bill Pay Messaging

Riverfront District Movie Filming

Residential Grease Flyer for
WWTP

Summer Library Challenge

Recreation Summer Camps



Projects

Library Makerspace Opening

Trunk or Treat Booth

Recurring meetings

- Streets and Utilities
- Riverwalk
- Library Comms
- Tourism
- Comms Team

Up Next

Christmas Ships Parade and
Tree Lighting

Winter Weather Messaging

Waterfront Redevelopment
Projects Wrapping Up

Summer Event
Announcements

City service highlights

Year in Review

