

# St. Helens Communications Report

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NOVEMBER 2023 TO APRIL 15, 2024



# By the Numbers

16

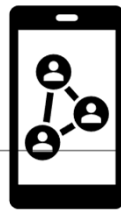
Press Releases



1 press release  
every 10.4 days

597

Social Media  
Posts



3.6 social  
media post  
every day

65

News Media  
Contacts/Requests



1 media request  
every 2.6 days

23

Newsletters



1 newsletter  
every 7.3 days

# Comms Overview

## **TASKS**

Press Releases

Newsletters

Media Requests

Social Media

Photography and Video

Event Planning and Coordination

Editing

Website Updates

Partner Agency Coordination

Graphic Design

Advertisements (Print and Digital)

Recurring department and contractor meetings

Miscellaneous requests

## **DIVISIONS**

Administration

Community Development

Municipal Court

Finance

Utility Billing

Engineering

Public Works

Parks

Recreation

Police

Library

City Council

Boards and Commissions

Tourism

# Waterfront Projects

Business Canvassing

Business/Resident Open House

Resident and Business Mailer

Business Video Project

Website Updates

Contractor Project Meetings

Site Photos and Videos

Newsletters

Project Banners for Riverwalk

Central Waterfront Video

Riverwalk Drone

# Other Projects / Focused Efforts

Christmas Ships Event

Winter Weather Messaging (Flooding, Snow, Freezing Temps)

Inclement Weather Closures

Public Works Highlights

National Library Week

National Engineers Week

National Trivia Day

Weekly Library Communication Meetings

Library Strategic Comms Focus

Flying Eagle Canoe Survey

Citizens Day Planning Committee

If I Were Mayor Student Contest

TMDL Project

School Field Trips

Oregon Film Trail/HGTV Twilight Highlight

# A Day in the Life

Work with Alex to create customized Streets and Utilities construction area map

Check in with Mouhamad on Streets and Utilities upcoming communications

Review Recreation Summer Camp Guide and send edits to Shanna

Coordinate Lewis and Clark first graders visit request from schoolteachers with Mayor

Meet with John and respond to The Chronicle's questions about previous Council meeting

Reassign SurveyMonkey accounts with Rachael leaving

Waterfront newsletter content uploaded, reviewed, and newsletter sent out

Review regular City newsletter content and send edits to Cameron

Share If I Were Mayor winners PR and photos with Stacey at School District, confirm photo release info with parents of private/home school students

Write up on Officer Jeremy Howell SRO award and send to School District to include in their award

Streets and Utilities traffic control maps compiled and labeled for business canvassing

Contact impacted business owner about adjacent construction work

Call St. Helens Mainstreet to review upcoming waterfront construction impacts

Contact Noelle at St. Helens High School about Senior Cruise and coordination of event route with construction work

Confirm account code with AP and request payment of City's annual archiving services

# Up Next

Riverwalk Project

Streets and Utilities Extension Project

Summer and Fall Event Changes

Citizens Day in the Park Planning Committee

Extreme Weather Group Coordination

Columbia County PIO Group

Summer Reading Program

Recreation Summer Events