

St. Helens Communications Report

MAY 2023 TO OCTOBER 2023





SPIRIT OF
HALLOWEENTOWN
2023

COMMUNICATIONS
AND MEDIA





Media Coverage

Impressions: 413 million*

Ad value: \$19,500 (from 50 sources)

Mentions: 127

2023 numbers notable since we did not have an internationally-recognized brand partnering with our festival to launch a month-long advertising campaign for their company like in 2022

2022 numbers:

Impressions: 577 million

Ad value: \$24,978

*Does not include social media impressions, this is only impressions from traditional media outlet coverage, social media impressions to follow in later slide



Media Coverage

Type: Television, Newspaper, Radio, Magazine, Online

Local media: Portland, Medford, Eugene, Springfield, Klamath Falls, Hillsboro

National media: Tennessee, Indiana, New Jersey, Texas, Montana, Florida, Ohio, California, New York, Wisconsin, Wyoming, Georgia, New Hampshire, Vermont, Illinois, Washington, Nebraska, Virginia, South Dakota, Louisiana, North Carolina, Maryland, Michigan

International Media: Canada, India, France, Malaysia, Great Britain

Of note: KATU, KOIN, KGW, Fox 12, The Oregonian, Travel + Leisure, Yahoo!, Bob Vila, People Magazine, USA Today, MSN.com

Live Morning Features on Portland TV

Fox 12 On the Go with Ayo: October 2, 2023

KGW: October 13, 2023

KOIN Kohr Explores: October 18, 2023



Media
Coverage





Social
Media



Social Media by the Numbers

137,814

Followers

6,594

Follower Increase

795,957

Reach

103,683

Engagement



Social Media Workload Snapshot

681

Direct Messages

3,291

Comments

78

Avg/Day





Social Media

Facebook

Top cities

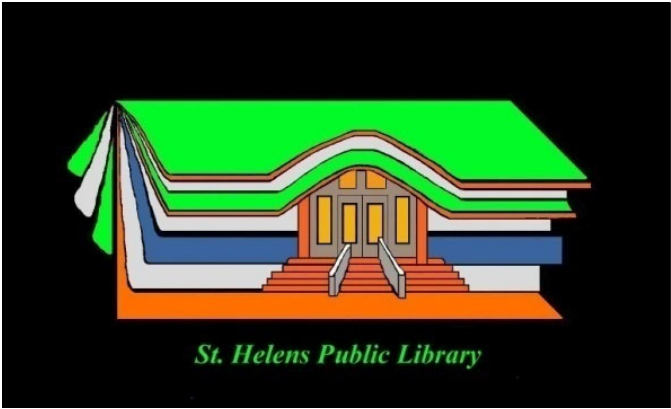
Portland, OR	
Vancouver, WA	1.9%
Salem, OR	1.6%
Saint Helens, OR	1.4%
Eugene, OR	1%
Longview, WA	0.8%
Beaverton, OR	0.7%
Gresham, OR	0.7%
Hillsboro, OR	0.7%
Tacoma, WA	0.6%

Instagram

Top cities

Portland, OR	3.2%	3.7%
New York, NY	1.4%	
Los Angeles, CA	1.1%	
Seattle, WA	1%	
Vancouver, WA	1%	

And Everything Else



By the Numbers

28

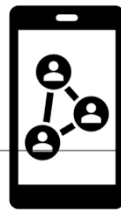
Press Releases



1 press release
every 4.7 days

900

Social Media
Posts



6.9 social
media post
every day

125

News Media
Contacts/Requests



1 media request
per day

20

Newsletters



1 newsletter
every 6.6 days

Biggest Projects

130.25

Waterfront
Redevelopment
Project Hours



12.4%

186.75

Spirit of
Halloweentown
Hours*



17.8%

* Plus an additional 53.5 hours from Cameron

Other Projects / Focused Efforts

Citizens Day in the Park

Independence Day

Sand Island Sandcastle Competition

Cooling Center Group

Trunk or Treat Booth

New PD K-9 Press

Grant Award Announcements

Mill Street Rename Survey

Up Next

Christmas Ships Parade and Tree Lighting

Winter Weather Messaging

Councilor Gov 101 Videos

Public Works Highlights

Budget Season