

St. Helens Communications Report

NOVEMBER 2021 TO APRIL 2022



By the Numbers

21

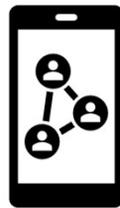
Press Releases



1 press release
every **6** days

796

Social Media
Posts



7 social media
posts every day

82

News Media
Contacts/Requests



3.4 media
requests per
week

14

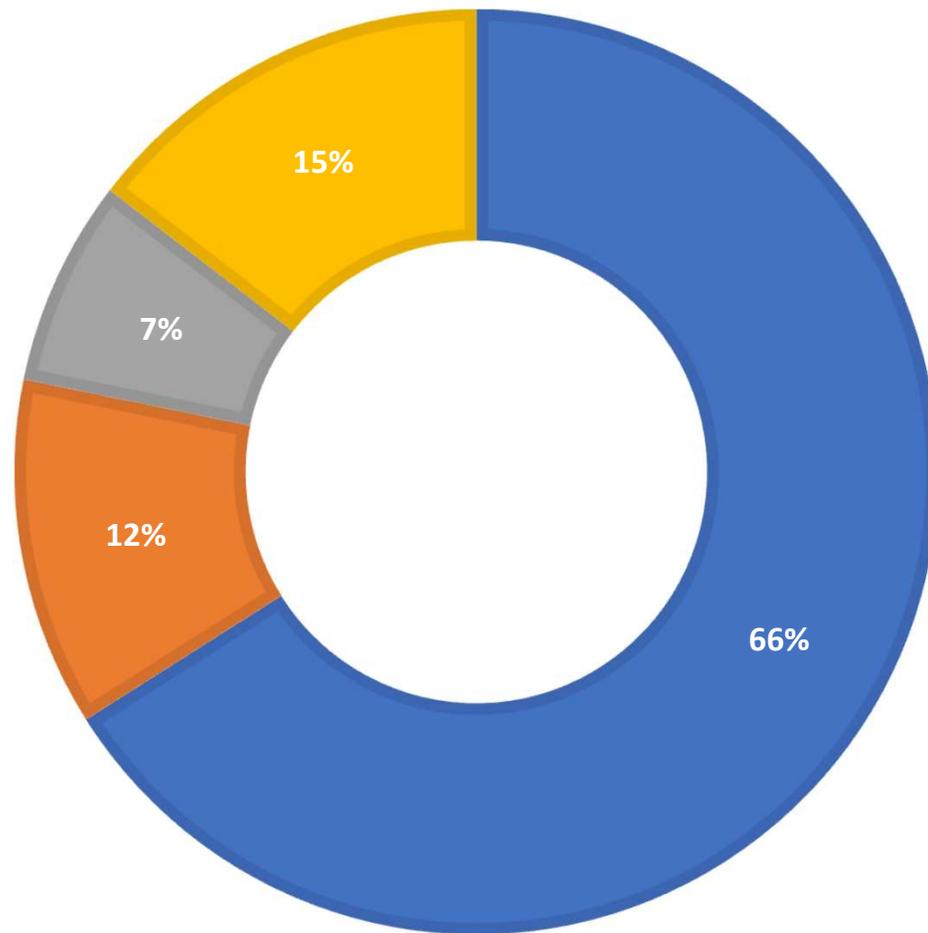
Newsletters



1 newsletter
every **9** days

DEPARTMENT ALLOCATIONS

■ Administration/Miscellaneous ■ Public Works ■ Police ■ Library



Projects / Focused Efforts

2021 Community Survey

Citizens Day in the Park

Waterfront Redevelopment Websites

Riverwalk Project Open House

Non-Profit Community Grants

Inclement Winter Weather

Christmas Ships/Santa

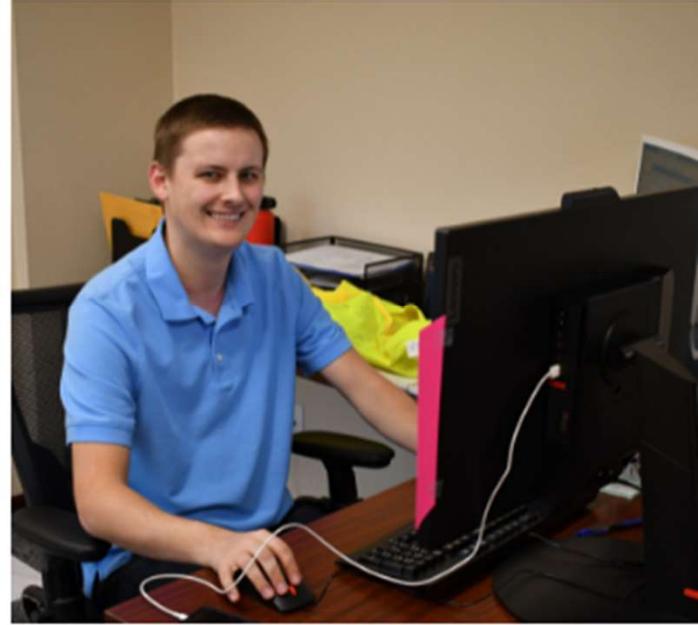
Engineers Week

Broadband Survey

SHPD Annual Report

December 2021 Snapshot

Council meetings	Follow up with SHPD Facebook DMs	SHPD holiday package safety tips
Budget document photos	Facebook Meta Team webinar	Winter Rec Program activities edits
SHPD Banquet photos and press release	Riverwalk Project website updates	Rec Program Teen Night event edits
2021 Community Survey	Paint Night Rec Program edits	Riverwalk Project parking questions from media
Makerspace activities	Updates to embedded pages on website landing page	Broadband Survey
Thanksgiving weekend car prowling investigation	Post-Riverwalk Project Open House updates	Happy Holidays video
Holiday event info	Rec Program Youth Basketball edits	Job openings
Deer head on Highway 30 media request	SHPD cash register theft case	SHPL Winter Reading Program
SHPD McClure DWI and SFST press release	Media inquiry about police barricade	Office closures for holidays
Holiday decorations media request	St. Helens Public Library Book Club	State of the City meeting
Weekly communications meetings	Campbell Park sports court surfacing install pics	SHPD stolen property recovery info
Communications expenditure reconciliation	Tourism contract info to media	Freezing weather Public Works safety info
Parks and Rec Sensory Santa event edits	Holiday season greetings advertisements	Warming shelters media request
Riverwalk Project Open House	URA Budget Committee meetings	Tourism special session meeting
Nature Buddies	E-Newsletters	Outdoor Family Storytime
Mayor end of year review for newspaper	Genial Genealogists	Make It! Library events
Don't Drink and Drive holiday advertisements		Inclement weather notices
Homeless camps and panhandling media request		



Up Next

National communications conference

Citizens Day in the Park

Return of most events post-COVID

Public Works Week promotional project

Waterfront groundbreaking projects

Emergency messaging for summer