

# St. Helens Communications Report

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MAY 2022 TO OCTOBER 2022







SPIRIT OF  
HALLOWEENTOWN  
2022

COMMUNICATIONS  
AND MEDIA







## Media Coverage

**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

**Type:** Television, Newspaper, Radio, Magazine, Online

**Local media:** Eugene, Medford, Forest Grove, Scappoose, St. Helens, Portland, Beaverton, Hillsboro

**Other media:** New York, Florida, Missouri, Massachusetts, New Zealand, Canada, Mexico, Armenia, Australia

**Of note:** KGW, K103, The Oregonian, KOIN, KATU, Univision Portland, Portland Monthly, MSN, BuzzFeed, Parade Magazine, Associated Press, Yahoo Finance



## Commercial Partnership

**Sun-Maid Growers of California**  
**Impressions: 1 billion and counting**



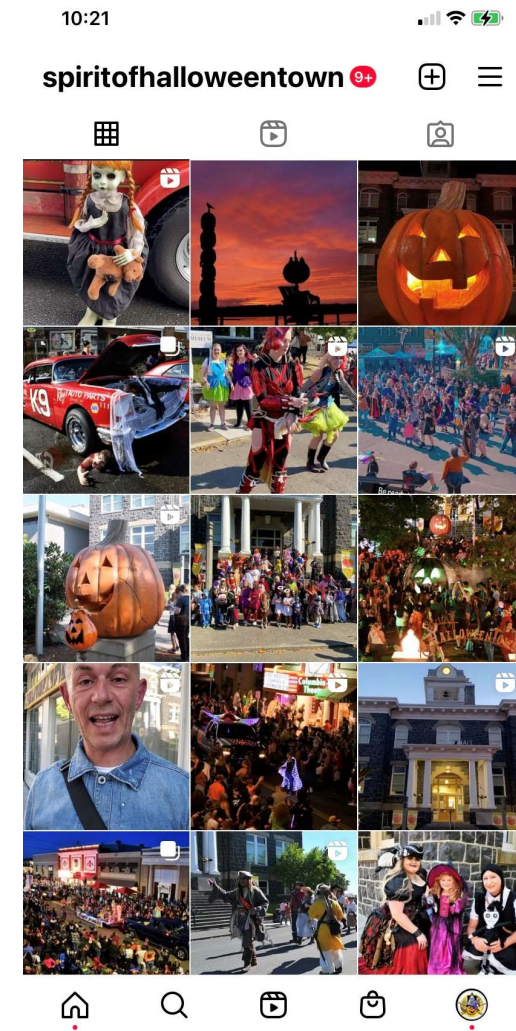
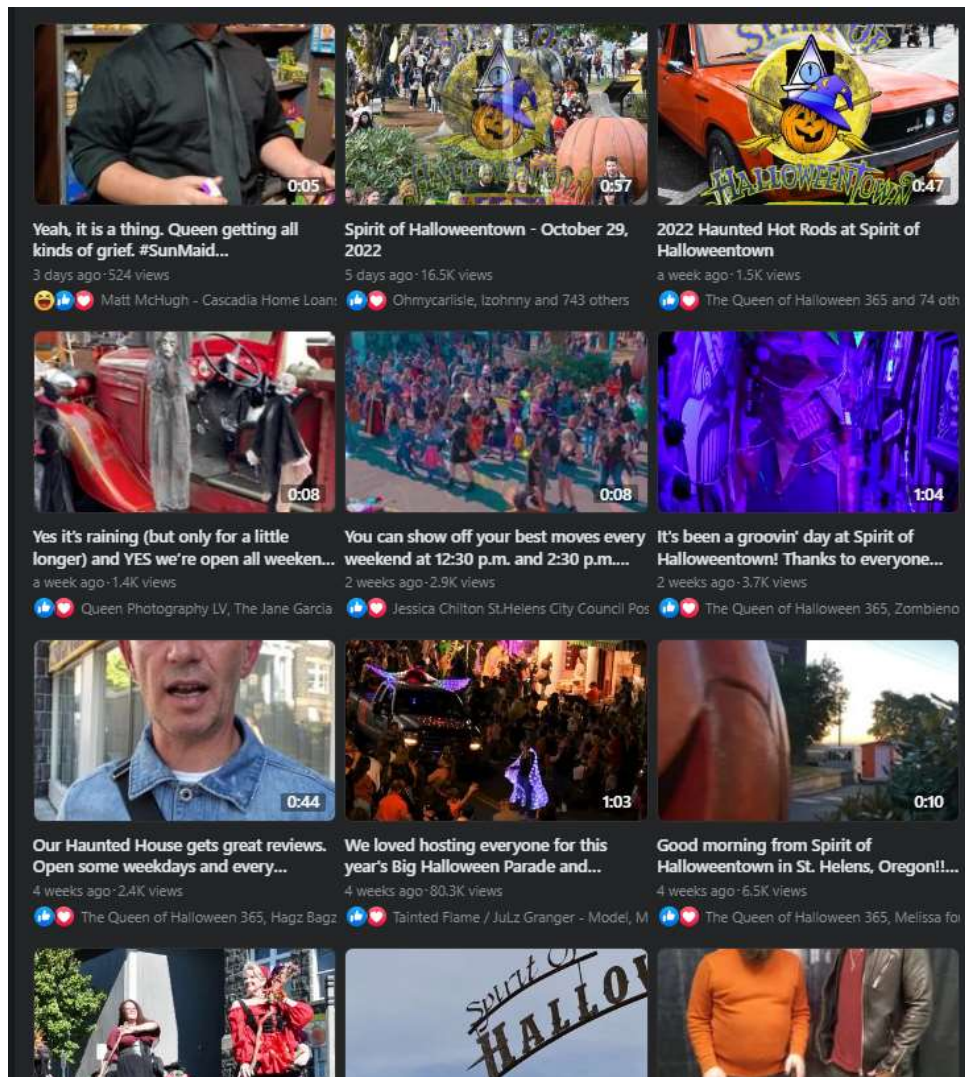




Social  
Media



# Video Emphasis





# Social Media by the Numbers

131,220

Followers

8,226

Follower Increase

1,400,092

Reach

66,000

Engagement





# Social Media Workload Snapshot

39

Direct Messages

43+

Comments

October 3-4

Off days (Monday and Tuesday)

No big event for upcoming weekend

24-hour expected response time



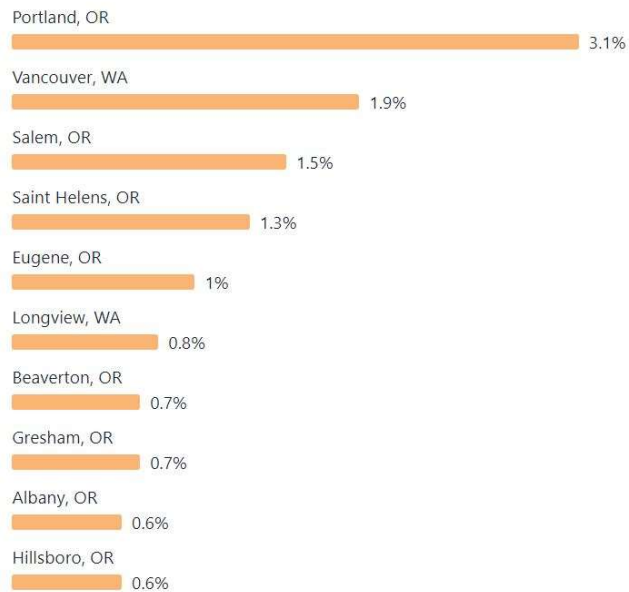




# Social Media

## Facebook

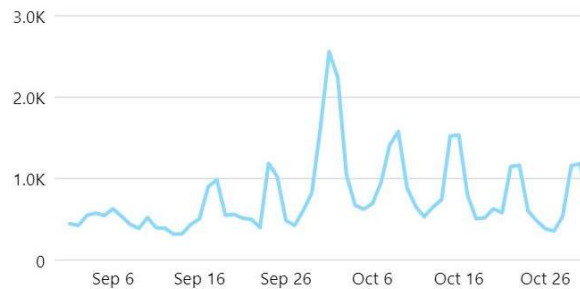
### Top cities



### Page and profile visits

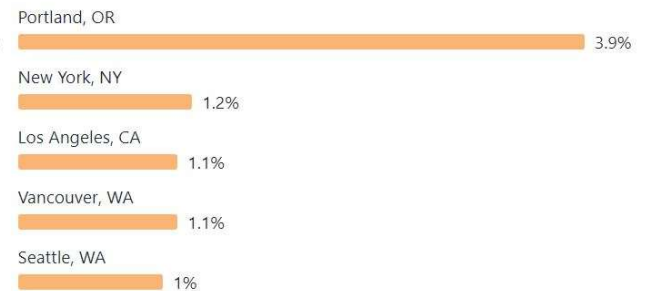
#### Facebook Page visits ⓘ

47,120 ↑ 296.7%



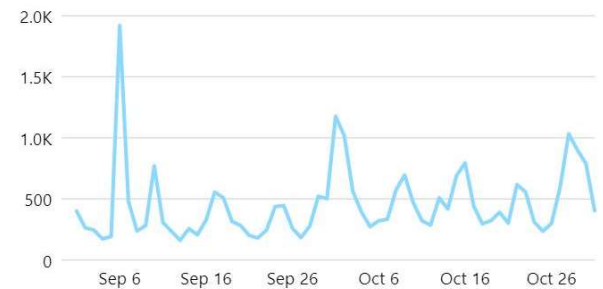
## Instagram

### Top cities



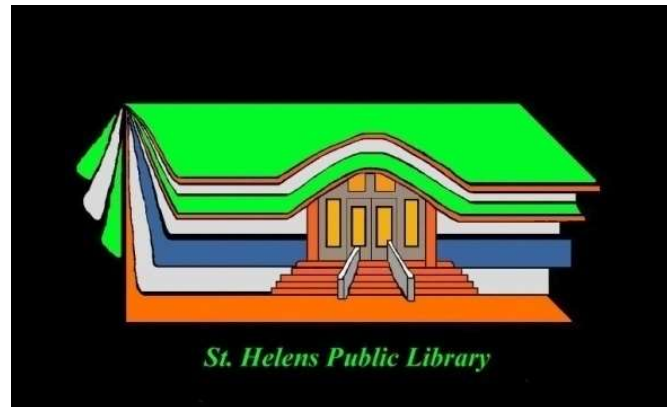
#### Instagram profile visits ⓘ

27,695 ↑ 139.7%



Export ▼

And Everything Else





# Major Comms Projects

**August 2022:** Spirit of Halloweentown media/comms season begins

**Late September 2022:** Waterfront Redevelopment/Streets and Utilities comms begin

From September 2022 – November 3, 2022

(Nine Week Period)

360

Total Working  
Hours

192.25

53%

SOHT & WRP  
Hours  
(106.5/85.75)

167.75

47%

Everything Else  
Hours

# Everything Else

- Columbia County PIO meetings
- Traffic alerts H2C/PTC
- Citizens Day 2023 Planning
- Parks and Rec Movies in the Park
- Media Inquiries
- Heat Advisories and Cooling Centers
- Comms website overhaul
- Employee Photos (new and retakes)
- RIP City Fair
- Back to school safety message for school zones
- SHPD complete review and update
- Summer wrap up video for Parks and Rec
- Fire weather watch/red flag warning messaging (coordinated with CRPUD and CRFR)
- Burn ban, delayed burn period messaging
- Social media trends webinar
- Trick or treating safety messaging
- e-Newsletter/social media coverage while Cameron on vacation
- 3-day 3CMA conference
- Screws in tires SHPD case
- Graphic design for multiple large posters for Parks and Rec
- National Preparedness Month campaign
- Staff editing requests
- Can you ID Mes for SHPD
- Christmas holiday ads
- BWC footage editing and distribution for retirement home fire
- Images for Finance Director recruitment
- CCSO trunk or treat
- SHPD K-9 track press releases
- Social media archiving maintenance
- Library Repair Fair press release
- URA FAQ
- Dock enforcement inquiries
- TMDL Implementation kick off meeting



How was  
this  
sustained?

- Prioritizing essential communications only
- 52.6-hour work weeks over a seven-week period (equivalent of 2.25 extra weeks worked)
- 65.5 additional hours from Cameron (3+ weeks)



# Streets and Utilities Extension Project/ Waterfront Redevelopment

- 2 press releases
- 1 media advisory
- 1 background sheet
- Website updates to main waterfront page, streets and utilities page, and riverwalk page
- Drone coordination (special thanks to Allen at the Makerspace)
- Before pictures of sites
- Business and neighborhood meetings
- Groundbreaking ceremony
- Create new newsletter dedicated to waterfront
- Two newsletters
- Postcard printing and distribution for newsletter sign up, business and neighborhood meetings
- Media requests (KOIN, Oregon DJC, Spotlight, Chronicle)
- UB special statement
- Mayor's guest column

# By the Numbers

26

Press Releases

23.8% increase from last reporting period

1,191

Social Media Posts

49.6% increase from last reporting period

15

Newsletters

7% increase from last reporting period

180

News Media  
Contacts/Requests

119.5% increase from last reporting period





# Noteworthy from Cameron

Library Facebook reach: 11,829 (20.6% increase)

City's Facebook reach is 85,798 (51.7% increase)

# Other Projects / Focused Efforts

Citizens Day in the Park

Independence Day

13 Nights on the River

Other Waterfront efforts (Central, Industrial  
Business Park, Developer

Parks and Rec Month Campaign (July)

Water Quality Month Highlights (August)

If I Were Mayor Contest

Summer weather messaging

New Library Director

3CMA Conference



# Up Next

Streets and Utilities Extension Project

Riverfront District Business Highlights

Christmas Ships Parade and Tree Lighting

New Council Photos and Highlights

New Staff Photos and Highlights

Winter Weather Messaging

TMDL Engineering Assistance

Riverwalk Project

Public Safety Facility Project

Twitter Changes?

Communications Priority Time Management