

Communications Office Report October 08, 2018

Executive Director Noel Tyler envisioned the theme for DRS' People with Disabilities Awareness Day 2019. Brett Jones designed logo concepts with input from Noel and the DRS Executive Team. This is the winner for the 25th annual event. Since 1995, 11,276 people have attended. Please join us on March 12, 2019 at the State Capitol.



During state Fiscal Year 2018, 20 TV and 100 radio stations broadcast DRS PSAs valued at \$773,895 free of charge through a partnership with the Oklahoma Association of Broadcasters. We manage the program for Vocational Rehabilitation and Visual Services. See the PSAs at <http://www.okdrs.gov/psa/home>.

We are proud to summarize our total workload accomplished at the end of each federal fiscal year. For the complete 30-page report with details, check out the Communications Office web pages on the iDRS web site at <https://drs.okdrs.gov/supportservices/pio/Documents/projectsfed18.docx>

For more information about our marketing, media, publications, web, video and other services available from the DRS Communications Office, visit <http://www.okdrs.org/communications/home>.

FEDERAL FISCAL YEAR 2018 REPORT 10/01/17 - 09/30/18

SUMMARY OF PROJECTS	QUANTITY PRODUCED
	FFY 2018
Media Releases/Publicity/Campaigns	139
Publications/Graphics	65
Oklahoma News Alert	232
Special Projects	45
Videos/PSAs	7
Inquiries	914
Website	132

DRS COMMUNICATIONS TEAM: WHAT WE DO

Our Shared Responsibilities

Executive Director and Executive Team Support
DRS Branding and Image Reinforcement
Internal Communications
Accessible Formats Preparation
Process Improvement
Special Projects and Events
Requests for Information
Cross-training

Communications Director Jody Harlan

Communications Team Management
Oklahoma Association of Broadcasters Contract
Traditional Media Relations
Social Media Management
Crisis Communications Strategy
Broadcast Video Production

Communications Manager II Dana Tallon

DRS Public Website
Local Video Production
Media Releases/Writing Assignments
Publications
Disability Resource Guide Editor

Communications Officer III Brett Jones

Publications
Breaking Barriers Editor (employee newsletter published twice per month)
Media Releases/Writing Assignments
Podcasts/Audio Recording/Video Support

Administrative Assistant Cathy Martin

Office Management
OK News Target Editor (daily summary of relevant news stories)
Client Success Story Database
Publications and Web Support
Reception Backup