

JONESPR

SUMMARY

» A private corporation founded in 2001

» 17 employees

DUNS: 041034393

CAGE CODE: 57LF2

NAICS CODES

512110 - Video Production

541430 - Graphic Design

541490 - Specialized Design Services

541613 - Marketing

541810 - Advertising

541820 - Public Relations

541890 - Other Services

Related to Advertising

541910 - Market Research

& Public Opinion Polling

561210 - Facilities Support Services

561410 - Document Editing

CERTIFICATIONS

WBE - Women Business Enterprise

WOSB - Women Owned Small Business

DBE - Disadvantaged Business Enterprise



CONTACT INFORMATION

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President & CEO

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PARTNER IN PROI WORLDWIDE



AGENCY SUMMARY

Jones PR is a national integrated communications agency with global partners in 50 countries through PROI Worldwide. We specialize in media relations, public affairs, digital and social media, community engagement, creative services, advertising, marketing, and crisis communications. Our clients include government agencies, corporations, business associations, and universities.

We use our expertise and partner with our clients so they can

Be Heard - Anywhere.

PAST PERFORMANCE

Oklahoma Turnpike Authority - 2013 - present

Agency of Record for advertising and public relations.

Dolese Bros. Co. - 2013 - present

Develop and manage all media relations, community engagement and creative services for one of the nation's largest aggregates company.

Citizen Potawatomi Nation - 2015 - present

Provide media relations, social media, public affairs and community engagement services.

US Department of Agriculture - Food & Nutrition Service - 2017 - present

Managed statewide media and social media campaign to increase awareness of SNAP benefits at Farmers Markets and produced bilingual videos. Subcontracted by the University of Oklahoma Nutrition Information and Education.

Oklahoma Aerospace Forum - 2018 - present

Created an event for aerospace executives to discuss the state of aerospace, its current challenges and issues and share best practices.

Result: Secured NASA Administrator Jim Bridenstine as keynote speaker.

Oklahoma Department of Veterans Affairs - 2017

Provided video production services.

Oklahoma Tax Commission - 2015

Developed and led a digital marketing campaign for PAYRight OK, a voluntary compliance initiative to collect taxes from delinquent taxpayers.

Result: Collected nearly \$150 million of taxes in two months.

Oklahoma Center for the Advancement of Science & Technology

(OCAST) - 2014 Strategic communications planning.

THE BENEFITS OF WORKING WITH JONES PR

- » Women Business Enterprise, Women Owned Small Business and Disadvantaged Business Enterprise
- » Experienced government contractor
- » Excellent references and past performance
- » Quick and accurate turnaround
- » Experienced with government, business and nonprofits
- » In-house creative department
- » SAM registration complete and up to date
- » Highly experienced and collaborative team

Jones PR's approach is to keep the client in the center, surrounded with our services and account team to implement an effective communications and marketing plan.

AGENCY EXPERTISE



MEDIA RELATIONS

Media strategy and outreach
Media pitching, alerts and training
News conferences and press kit packages



STRATEGIC COMMUNICATIONS

Communication messaging
Plan development
Crisis communication and media training



EDITORIAL SERVICES

Opinion editorials and feature articles
Web copy and speech writing
Newsletters and e-newsletters



SOCIAL & DIGITAL MEDIA

Strategic counsel and campaign development
Daily management and content creation
In-depth analytic reports
Consulting social platforms



PUBLIC AFFAIRS

Grassroots and grasstops campaigns
Issue advocacy



COMMUNITY ENGAGEMENT

Relationship building and leadership outreach
Community engagement planning



CREATIVE SERVICES

Graphic design
Brand identity
Brochures, posters and invitations
Direct mail and collateral pieces



ADVERTISING

Television and radio advertising
Digital, print and outdoor advertising



RESEARCH & MEASUREMENT

Focus groups and surveys
Internal communication audits
Online media tracking tools

