

## SERVICES

A private corporation founded in 2001

15 employees

DUNS: 04-103-4393

CAGE CODE: 57LF2

NAICS CODES ON GSA SCHEDULE:

512110 - Video Production

541430 - Graphic Design

541613 - Integrated Marketing

541810 - Advertising

541810 - ODC-Other Direct Costs

541820 - Public Relations

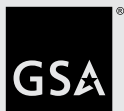
541890 - Other Services

Related to Advertising

## CERTIFICATIONS



Women Owned  
Small Business  
#WOSB180751



Schedule

Contract 47QRAA19D008Q



## CONTACT INFORMATION

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PARTNER IN PROI WORLDWIDE



# GOVERNMENT CAPABILITIES STATEMENT

Jones PR is a national integrated communications agency with global partners in 50+ countries through PROI Worldwide. We specialize in media relations, digital marketing, social media, community engagement, creative services, advertising and influencer marketing. Our clients include government agencies, major corporations, trade associations and national non-profits.

We use our expertise for our clients to **Be Heard – Anywhere.**

## RELEVANT EXPERIENCE

### U.S. Department of Homeland Security, Cybersecurity and Infrastructure Security Agency - 2021 to Present | Subcontractor

Develop and implement a nationwide PSA campaign through digital and traditional media that promotes SchoolSafety.gov resources to help schools create a safe learning environment.

**Result:** *Launching August 2022*

### U.S. Environmental Protection Agency, Region 10 -

Oct. 2021 to Apr. 2022 | Prime Contactor

Develop and implement an on-line PSA advertising campaign for lead paint renovation, repair, and painting program to promote safe homes and childcare facilities.

**Result:** *Developed and managed a targeted digital campaign that led to more than 30,683,000 impressions in the Boise, Idaho region.*

### U.S. Department of Transportation, Pipeline and Hazardous Materials Safety Administration - 2020 | Prime Contractor

Developed and implemented a four-week Programmatic Display and Social Media Advertising campaign for "Check the Box" Undeclared Hazmat Shipments Safety Initiative in five states, plus Washington, DC.

**Result:** *Exceeded impressions goal by 300%*

### Oklahoma Department of Public Safety - Federal Real ID -

2020 to Present | Prime Contractor

Developed and implemented a multi-media campaign educating the public about the October 1 deadline to obtain a Real ID to board airlines and access federal facilities.

**Result:** *Applications exceeded available appointments statewide.*

### US Department of Agriculture, Food & Nutrition Service -

2017 - 2018 | Subcontractor

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.

**Result:** *Attendance at Farmers Markets by SNAP families increased 50%.*

### Oklahoma Turnpike Authority - 2013 - present | Prime Contractor

Agency of Record for advertising, public relations and crisis communications.

**Result:** *Continuously exceed expectations in digital, media and PikePass sales.*

# JONESPR

BE HEARD ANYWHERE

## BACKGROUND

- » Jones PR celebrates its 20th year in 2021. Founder, President and CEO Brenda Jones Barwick served 15 years in Washington, DC, at The White House. U.S. State Department and U.S. Agency for International Development. Vice President Suzanne Singletery served 11 years with three U.S. Senators and Department of Homeland Security.
- » Vice President Taylor Ketchum's digital campaigns have won national and international awards. Creative Director Chris Street in-house creative team has won international and national creative awards.
- » Former Mayor Mick Cornett served as President of the U.S. Conference of Mayors, named by *Newsweek* as one of "Five Most Innovative Mayors in America" and authored *The Next American City*.

## NATIONAL & INTERNATIONAL AWARDS

### INC. 5000 FASTEST GROWING PRIVATE COMPANIES

*Five consecutive years*

### BEST AGENCY PITCH

*Verizon PR Summit, Atlanta*

### GOLD LION AWARD

*Cannes International Festival of Creativity, France*

### SILVER ANVIL AWARD

*Best Public Affairs Campaign, Public Relations Society of America, New York*

### NONPROFIT CAMPAIGN OF THE YEAR

*Honorable Mention, PRWEEK, New York*

### BRONZE ANVIL AWARD OF COMMENDATION

*External Video, PRSA, New York*  
*Advertorial, PRSA, New York*  
*Social Media, PRSA, New York*

### NATIONAL HEADLINER AWARD

*The Association for Women in Communications*

### CLARION AWARD FOR SPECIAL EVENTS

*The Association for Women in Communications*

JONES PR'S APPROACH IS TO KEEP THE CLIENT IN THE CENTER, SURROUNDED WITH A FULL SUITE OF SERVICES TO IMPLEMENT AN EFFECTIVE MULTI-MEDIA PLAN



## LEADERSHIP TEAM



**BRENDA JONES BARWICK, APR**  
PRESIDENT & CEO



**MICK CORNETT**  
EXECUTIVE COUNSEL



**SUZANNE SINGLETERY**  
VICE PRESIDENT



**TAYLOR KETCHUM**  
VICE PRESIDENT



**CHRIS STREET**  
CREATIVE DIRECTOR