

ODMHSAS

Oklahoma Department of Mental
Health & Substance Abuse Services

SOCIAL MEDIA AND PR TOOLKIT FOR REGIONAL PREVENTION COORDINATORS



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Social Media Basics

Scheduling social media content

The scheduling feature saves time and ensures consistency. Facebook allows posts to be scheduled out within the platform, whereas platforms like Instagram, Twitter and LinkedIn must be scheduled out with a social media managing platform such as Hootsuite.

Steps to schedule social content on Facebook:

1. Start creating your post at the top of your Page's Timeline where you would normally post
 - a. You can also go to the top of your Page into "Publishing Tools" and select "Scheduled posts"
 - b. From there, click "Create"
2. Click the dropdown button next to "Publish" and select "Schedule"
3. Below "Publication," select the date and time when you want the post to publish
4. Click "Schedule"

Social managing resources such as Hootsuite allow companies to manage all social networks from one place.

Steps to schedule social media content on Hootsuite:

1. Choose social network you'd like to post to
2. Paste or type your social message in the "Compose" box
3. Add image with the paper clip icon
4. Shorten URL links with the "Shrink" box
5. Click the calendar icon and select date and time
6. Click "Schedule"

Timing strategy

Jones PR suggests posting between these time frames to maximize engagement with target audiences:

- Sunday: 11 a.m. — 1:30 p.m.
- Monday-Saturday: 7 p.m. — 11 p.m.
- Holidays: 9 a.m.
- Facebook Live: During events, or 1:00 p.m. — 4:00 p.m.

URL best practices

When posting links to Facebook, the link will appear as a link preview, which gives a visual element to the post and allows users to easily click through. Always delete the link in the actual post and the link preview will remain visible. In addition, use websites that will allow you to shorten a link such as <https://bitly.com/>.



Oklahoma 100

Published by Shelby Nicole Westbrook [?] · 5 hrs ·

Want to ride an elephant 🐘 or watch high-flying acrobatics? Go to the India Shrine Circus from March 22-25! 🎪



Circus is coming to town - The Oklahoma 100

Lions and tigers and bears, oh my. It's true: The Circus is coming to town. From March 22-25, the India Shrine Circus will perform with three rings of high-flying acrobatics, animals and clowns at the State Fair Arena in...

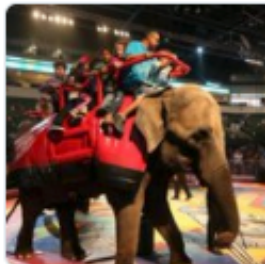
THEOKLAHOMA100.COM

When posting links to Twitter, always shorten the link.



Oklahoma100 @TheOklahoma100 · 6h

Want to ride an elephant 🐘 or watch high-flying acrobatics? Go to the India Shrine Circus from March 22-25! 🎪



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theoklahoma100.com



Video

Videos are a great engagement element that can boost the Page's reach. When using video, post the video directly into the post rather than providing a YouTube link. Linking to YouTube forces viewers to take an extra step to leave the platform in order to watch the video, resulting in dramatically fewer views.

Steps to upload a video:

1. Choose "Add video" in the share box at the top of the home page. You can also go to your Video Library and upload from there
2. Click "Upload video"
3. Select a video file from your computer

4. Insert the post's content, name the video and choose a thumbnail that best describes the video content
5. Select who can view the video
6. Click "Post"

Profile and cover photo tips:

1. Keep the image simple, with a clear focal point
2. Stay visual and relevant to the ODMHSAS brand
3. An organization's logo is typically used as the profile photo with a supplemented image as the cover photo
4. Update cover photo quarterly
5. Optimize cover photo for mobile where the far left and right sides will be cut off

Social Media Engagement

Best practices for responding to questions:

Respond to comments and messages within 24 hours of receiving the initial message or comment. Responding to messages or comments on social media communicates to your audience that your brand cares and will keep you ahead of Facebook's newest algorithm change.

When responding to comments and messages, it is ideal to have an approved set of responses that ensure consistency and accuracy in responses. Having responses prepared for frequent customer inquiries can also cut down on response time.

Examples of comments and responses:

It is important to have a set of responses to answer questions, but each response needs to be customized to the person so each comment does not appear to be computer-generated.

Question: "What is ODMHSAS?"

Answer: Hi <insert name>,

The Oklahoma Department of Mental Health and Substance Abuse Services (ODMHSAS) strives every day to promote healthy communities and provide the highest quality of care to Oklahomans.

Question: "What does ODMHSAS do?"

Answer: Hi <insert name>,

The Oklahoma Department of Mental Health and Substance Abuse Services (ODMHSAS) provides prevention and addiction treatment services to enhance the well-being of Oklahomans.

Examples of comments NOT to respond to:

Rarely will there be a comment that does not deserve a response. Comments that simply include someone tagging another friend does not require a response.

Examples of comments that are okay to delete:

Comments that are hateful, vulgar or racial in any way should be deleted as soon as possible. You can help keep these types of comments off the Page by updating the Page's profanity filter.

How to set up an automated response in Facebook Messenger:

1. Click "Settings" at the top of your Page
2. Click "Messaging" in the left column
3. Below "Send Instant Replies to anyone who messages your Page." Select "Yes"
4. To change your instant-reply message, click "Change," update the message and click "Save"

Example of an auto-response:

"Thank you for your message! If you need immediate assistance, please contact us directly at (XXX) XXX-XXXX. We will be in touch soon."

Social Advertising Guide

Why social advertising?

Facebook advertising is a highly effective tool that is simple to set up with fast results allowing you to reach your perfect audience and create highly customizable campaigns.

Facebook Business Manager

The Facebook Business Manager tool is used to create and manage your Facebook Page, Instagram account and audience list in one place. This tool allows Pages to track ads and control user access and permissions.

How to set-up:

1. To create an account, visit business.facebook.com/create
2. Enter name and confirm Facebook login credentials
3. After login, prompts will lead you through the entire process

Page Roles:

Those who may act on behalf of your business on social media will need to be Page admins. Facebook has two different roles to fit the responsibilities different individuals within your organization may be tasked with.

Admins can: Manage all aspects of the Page, send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page, edit Instagram account details from the Page and assign Page roles.

Editors can: Send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page and edit Instagram account details from the Page.

How to add someone to a Page Role:

1. Go to the Business Page
2. Select "Settings"
3. Select "Page Roles"
4. Under "Assign a New Page Role," enter name or email.

Creating a Follower Campaign

Creating a Follower Campaign will expose the Page to a wide audience to increase the number of likes, comments, shares and Page likes.

How to create a Follower Campaign:

1. Select "Engagement"
2. Select "Page Likes"
3. Select which Facebook Page you're creating the ad for
4. Select demographics
5. Save demographics with specific titles for ease of selecting later

6. Select “Automatic Placements”
7. Budget: Select “Lifetime”
 - a. For ease of billing purposes, keep campaigns within billing periods (typically, the calendar month)
8. Select “Continue”
9. Choose ad type
10. Change picture and text
 - a. Text should be one sentence or two short sentences
11. Double check all information
12. Payment

Boosting a post

Boosting will allow a post to reach a larger audience. The post you select to boost should include a call-to-action (CTA) and general information on your selected messaging. Boosted posts on Facebook will also be pushed to Instagram for even more exposure.

How to boost a post:

1. Choose Ad Account
2. Select demographics
 - a. Save demographics for ease of selecting later
3. Duration: 3-7 days
4. Select budget
5. Select Ad Account to charge

Note: To boost a post, the image will need to follow Facebook’s 20% rule (https://www.facebook.com/ads/tools/text_overlay), which prohibits any posts that has a graphic containing more than 20% text from being boosted. To avoid this, create graphics that are intended for boosting with less than 20% text.

Selecting demographics

Choosing a specific demographic is an effective tool to ensuring your message reaches the audience it’s intended for. Often for Regional Prevention Coordinator Pages, selecting “People who like your Page and their friends” will be a good choice. However, if you wish to fine into more specific targeting, follow the steps below.

Select your target audience by:

1. Location: Country, state/region, counties, DMA, city, zip code, specific address radius.
 - a. *Note: It is best to choose areas within a reasonable distance of the Regional Prevention Coordinator.*
2. Age
3. Gender
4. Languages
5. Detailed Targeting
 - a. Demographics: Education level, finances, home life, political views, relationships, work, etc.
 - b. Interests: Current events, politics and social issues, healthcare, etc.

- i. Based on users' likes and interests, apps they use and Pages they've liked.
 - c. Behaviors: Charitable donations, residential profiles, purchase behavior, etc.
 - i. *Note: It is best not to spend too much time on this category as it can over-restrict targeting.*
- 6. Create a custom audience
 - a. Target a specific email list such as newsletter subscribers, members and more.
 - b. Create a Facebook Custom Audience
 - c. Select "Customer File"
 - d. Add a customer file or import from MailChimp
 - e. Name audience

Social budgeting

Creating goals for your account and organization is the first step to determining an effective budget. The overall budget will be carved out of the overall marketing budget, if it allows.

Example goals:

1. [X amount] of new Facebook followers
2. [X amount] of new email subscribers
3. [X amount] of website visits

Each quarter, determine how much you are going to spend on social advertising.

Social Media Graphic Sizing

Facebook	Recommended Dimensions	Image Scale	Max File Size	Image Format
Profile Photo	360 x 360	1:01	-	-
Cover Photo	820 x 462	2.7:1	100KB	JPG, PNG
Shared Image	1200 x 630	1.91:1	-	-
Shared Link	1200 x 627	1.91:1	-	-
Highlighted Image	1200 x 717	01:01.7	-	-
Event Image	1920 x 1080	16:09	-	-

Twitter	Recommended Dimensions	Image Scale	Max File Size	Image Format
Profile Photo:	400 x 400	1:01	2MB	JPG, GIF, PNG
Header Photo:	1500 x 500	3:01	5MB	JPG, GIF, PNG
In-Stream Photo:	506 x 253	2:01	5MB for Photos, 3 MB for Gifs	JPG, GIF, PNG

Social Media Content Calendar Template

ODMHSAS Regional Prevention Coordinator Content Calendar								
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
Date								
Theme								
Time to Post								
Facebook Copy								
Graphic Description								
Scheduled								
Date								
Theme								
Time to Post								
Facebook Copy								
Graphic Description								
Scheduled								
Date								
Theme								
Time to Post								
Facebook Copy								
Graphic Description								
Scheduled								
Date								
Theme								
Time to Post								
Facebook Copy								
Graphic Description								
Scheduled								
Date								
Theme								
Time to Post								
Facebook Copy								
Graphic Description								
Scheduled								

Public Relations Tool Kit

Pitching Guidelines and Best Practices

Knowing how to effectively craft a pitch for the media is the most critical step to success in PR. Here are some tangible tips and examples on pitching media:

How to structure a pitch

Creating a set standard for yourself and your team will not only streamline the process and allow you to be as efficient as possible, but it will also make training and consistency amongst your team much more feasible.

Below is a basic outline/structure of a pitch:

- First, start with the **lead** of your story – the most important factor.
- The second part is your **call-to-action**. This is the action you want your audience to take. It's important to make your intention here as clear as possible.
- Next comes your **value proposition**. This is a key piece of the puzzle as it will be the meat of the pitch; this is where you can showcase the value of what you are offering and why they should be interested in it. It is essential in differentiating yourself from the hundreds of other pitches they receive.
- Always include at least one quote from a subject-matter expert.
- The last piece of the puzzle is your **conclusion**. This is pretty straightforward and is where you should recap your call-to-action and thank them for their time and consideration.
- Insert the release into the email after your personalized pitch. Doing this instead of attaching as a Word Doc or PDF will allow the reporter to see the release upon opening the email instead of taking an extra step to open an attachment.
- After your release content, include a “###” to indicate the end of the press release so journalist does not miss any information.
- After the “###,” include a boilerplate. The boilerplate is the Regional Prevention Coordinator’s “About Us” section, which is typically one-paragraph long.

Create an effective subject line

Subject lines are the first and sometimes only thing that a media contact will see. Often times, determining whether they will even bother to open your email or not. Ensuring that your subject line is clear, concise and enticing are some of the most important elements.

Pitch using timely news or research

Use relevant news pegs or research as your hook for your pitch. The media lives off of news pegs, trending topics and new research to tell their stories. To increase the chances of someone showing interest in your pitch, it's important to make their job as easy as possible; it's a good idea to help to spell out the story for them so that your source or story fits in seamlessly with trending news topics and their target audience's interests. Always try to include hyperlinks to any research or statistics that you reference in your pitch.

Know the reporter's beat

Always research what the reporter's beat is before pitching. A reporter's beat is the subject that they cover (Nonprofits, Healthcare, Education, etc.). While it's not always realistic or feasible, personalize pitches whenever possible and mention any related articles that they recently wrote.

Always follow up

Following up on an initial email pitch is one of the most important pieces to the puzzle. This is where most of your interest and responses will come from, so ensuring that you schedule reminders to do so is vital. It's good to wait at least a few days until you send follow-ups out; this will ensure that the media contact has sufficient time to get through their emails and respond if they are planning to. If the story is incredibly time-sensitive, it's okay to follow up a bit sooner. Similarly, if it is not a time-sensitive story at all, then waiting a little longer than a week is also fine.

Press release v. media alert

Although the fundamental pieces of a press release and a media alert are the same, a press release leaves more room for lengthier quotes, concepts and context whereas media alerts simply provide the "Who," "What," "When," "Where" and "How."

When inviting media to an event such as a news conference, grand opening or presentation, use a media alert. When informing media about a new research study or a new initiative, use a press release.

Press Release Template/Example

<Insert organization's logo>
FOR IMMEDIATE RELEASE

MEDIA CONTACT:
<Insert name>
Regional Prevention Coordinator
<Insert email>
<Insert phone number>

REGIONAL PREVENTION COORDINATOR OF <INSERT REGION> PARTNERS WITH OKLAHOMA CONFERENCE OF CHURCHES *Partnership to include a two-day seminar*

DURANT (June 3, 2018) – The Oklahoma Department of Mental Health and Substance Abuse Services' (ODMHSAS) Regional Prevention Coordinator of <Insert Region> is partnering with the Oklahoma Conference of Churches, a local organization who connects, motivates and empowers the witness of Christian communities and individuals throughout Oklahoma on issues of faith and social justice, to bring "Ministry During a Mental Health Crisis," a two-day seminar for faith community leaders, staff, chaplains and lay leaders Oct. 25-26.

On Tuesday, Oct. 25, individuals will have the opportunity to learn skills needed when helping someone who is developing a mental health problem or experiencing a mental health crisis. The lesson, "Mental Health First Aid," will include tips on how to recognize the symptoms, as well as a five-step strategy to assist the individual. The class is from 8 a.m. – 5 p.m.

"Local Resources for Help and Healing" will be held on Wednesday, Oct. 26 from 8 a.m. – 4:30 p.m. Individuals will learn about practical local resources to help with mental health crises including: suicide prevention and post-vention programs, emergency orders of detention, the crisis intervention team and assisted outpatient treatment, as well as resources for those who have served in the military and resources following disasters.

"Ministry During a Mental Health Crisis" will be held Oct. 25-26, 2018 at St. John Cathedral at 127 NW 7th Street, Durant, OK 74308. A single day cost is \$12 with lunch included.

For the event schedule or to register, please visit www.okchurches.org.

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About Oklahoma Department of Mental Health and Substance Abuse Services

The Oklahoma Department of Mental Health and Substance Abuse Services is responsible for providing services to Oklahomans who are affected by mental illness and substance abuse. The primary goal of Regional Prevention Coordinators (RPC) is to provide regional prevention services by engaging community members, local organizations, public agencies, youth and the media to change community conditions that contribute to alcohol, tobacco and other drug (ATOD) related problems.

Media Alert Template/Example

<Insert organization's logo>

MEDIA ADVISORY

MEDIA CONTACT:

<Insert name>

Regional Prevention Coordinator

<Insert email>

<Insert phone number>

REGIONAL PREVENTION COORDINATOR OF <INSERT REGION> TO HOST COMMUNITY DAY EVENT

The Oklahoma Department of Mental Health and Substance Abuse Services' (ODMHSAS) Regional Prevention Coordinator of <Insert Region> is hosting a community day to bring awareness to the opioid epidemic in Oklahoma.

WHAT: A community day to raise awareness about Oklahoma's opioid epidemic where the community can discuss their thoughts with Oklahoma legislators in an open forum.

WHEN: Wednesday, June 2, 2018

WHERE: Regional Prevention Coordinator Office, 316 S. Rockwell Ave. Oklahoma City, OK 73104

WHO: ODMHSAS staff, Regional Prevention Coordinators, Rep. <Insert State Representative> and Sen. <Insert State Senator>

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Media List by Region

Durant Media List 2018				
First Name	Last Name	Outlet	Email	Phone
Kay	Allen	Durant Daily Democrat	editor@durantdemocrat.com	+1 (580) 634-2154
Scott	Corbin	KSEO-AM	scott@klbcfm.com	+1 (580) 924-3100
Scott	Corbin	KLBC-FM	scott@klbcfm.com	+1 (580) 924-3100
Dell	McLain	KSSU-FM	dmclain@se.edu	+1 (580) 745-2290
Larry	Miller	Durant Daily Democrat	editor@durantdemocrat.com	+1 (580) 924-4388
Matt	Swearingin	Durant Daily Democrat	matt@durantdemocrat.com	+1 (580) 634-2160
Todd	Tidwell	KSEO-AM	todd@klbcfm.com	+1 (580) 924-3100
Todd	Tidwell	KLBC-FM	todd@klbcfm.com	+1 (580) 924-3100

Chickasha Media List 2018				
First Name	Last Name	Outlet	Email	Phone
Karen	Brady	The Express-Star	james@chickashanews.com	+1 (405) 224-2600
Vonnie	Clark	The Express-Star	vjclark@cnhi.com	+1 (405) 224-2600 ext. 230
Jessica	Lane	The Express-Star	jlane@chickashanews.com	+1 (405) 224-2600
Bruce	McGrew	KWCO-FM		+1 (405) 224-1560
Matthew	Mollman	KWCO-FM	matthew@classichits1055.com	+1 (405) 224-1560
George	Plummer	KWCO-FM		+1 (405) 224-1560

Ardmore Media List 2018

First Name	Last Name	Outlet	Email	Phone
Kim	Benedict	The Daily Ardmoreite	kim.benedict@ardmoreite.com	+1 (580) 221-6512
Bill	Countryman	KICM-FM		+1 (580) 226-9797
Josh	Greenlee	KYNZ-FM	jimmy.green@smgok.com	+1 (580) 226-0421
Josh	Greenlee	KKAJ-FM	jimmy.green@smgok.com	+1 (580) 226-0421
Josh	Greenlee	KTRX-FM	jimmy.green@smgok.com	+1 (580) 226-0421
Roger	Price	KICM-FM	roger@kicm.com	+1 (580) 226-9797
Gerry	Schlegel	KYNZ-FM	gerry@theranchradio.com	+1 (817) 332-0959 ext. 18
Gerry	Schlegel	KTRX-FM	gerry@theranchradio.com	+1 (817) 332-0959 ext. 18
Gerry	Schlegel	KKAJ-FM	gerry@theranchradio.com	+1 (817) 332-0959 ext. 18
Robby	Short	The Daily Ardmoreite	robby.short@ardmoreite.com	+1 (580) 221-6525

Pawnee Media List 2018

First Name	Last Name	Outlet	Email	Phone
Merlena	King	Pawnee Chief	merlena@pawneechief.net	+1 (918) 762-2552

Duncan Media List 2018

First Name	Last Name	Outlet	Email	Phone
Vonnie	Clark	The Duncan Banner	vjclark@cnhi.com	+1 (580) 255-5354 ext. 230
Tony	Foster	KDDQ-FM	tony@kjmz.com	+1 (580) 355-1050
Tony	Foster	KKEN-FM	tony@kjmz.com	+1 (580) 355-1050
Kevin	Perry	KDDQ-FM	kperry@kvsp.com	+1 (580) 355-1050
Kevin	Perry	KKEN-FM	kperry@kvsp.com	+1 (580) 355-1050
Kevin	Perry	KPNS-AM	kperry@kvsp.com	+1 (580) 255-1350

Sapulpa Media List 2018

First Name	Last Name	Outlet	Email	Phone
John	Brock	Sapulpa Daily Herald	news1@sapulpahe raldonline.com	+1 (918) 224-5185 ext. 204
Brenda	Shance	Sapulpa Daily Herald	editor@sapulpahe raldonline.com	+1 (918) 224-5185 ext. 206
Darren	Sumner	Sapulpa Daily Herald	publisher@sapulp aheraldonline.com	+1 (918) 224-5185 ext. 104

Enid Media List 2018

First Name	Last Name	Outlet	Email	Phone
Bruce	Campbell	Enid News and Eagle	bcampbell@enidnews.com	+1 (580) 233-6600 ext. 8144
Alan	Clepper	KOFM-FM	aclepper@kofm.com	+1 (580) 234-4230
Alan	Clepper	Clepper in the Morning - KOFM-FM	aclepper@kofm.com	+1 (580) 234-4230
Rob	Collins	Enid News and Eagle	editor@enidnews.com	+1 (580) 548-8163
Jeff	Funk	Enid News and Eagle	publisher@enidnews.com	+1 (580) 233-6600 ext. 8135
Kevin	Hassler	Enid News and Eagle	enidnews@enidnews.com	+1 (580) 233-6600
John	Herrick	KNID-FM	jherrick@knid.com	+1 (580) 237-1390
John	Herrick	KXLS-FM	jherrick@knid.com	+1 (580) 237-1390
John	Herrick	KCRC-AM	jherrick@knid.com	+1 (580) 237-1390
Jay	Hoberecht	KGWA-AM	jhoberecht@kofm.com	+1 (580) 234-4230
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J. Curtis	Huckleberry	KOFM-FM	jcurtishuckleberry@gmail.com	+1 (580) 234-4230
Jessica	Miller	Enid News and Eagle	jmiller@enidnews.com	+1 (580) 548-8104
Jeff	Mullin	Enid News and Eagle	jmullin@enidnews.com	+1 (580) 233-6600 ext. 8123
Brad	Nulph	Enid News and Eagle	circmgr@enidnews.com	+1 (580) 233-6600 ext. 8112
Cass	Rains	Enid News and Eagle	crains@enidnews.com	+1 (580) 233-6600 ext. 8150

Enid Media List 2018 (continued)

Ricky	Roggow	KNID-FM	rroggow@knid.com	+1 (580) 237-1390 ext. 45
Ricky	Roggow	KXLS-FM	rroggow@knid.com	+1 (580) 237-1390 ext. 45
Ricky	Roggow	Enid Sports Talk Live - KCRC-AM	rroggow@knid.com	+1 (580) 237-1390 ext. 45
Ricky	Roggow	KCRC-AM	rroggow@knid.com	+1 (580) 237-1390 ext. 45
Dan	Smith	KOFM-FM	dsmith@kofm.com	+1 (580) 234-4230

Norman/Noble Media List 2018

First Name	Last Name	Outlet	Phone
Ben	Botkin	Oklahoma Watch	
Gloria	Brown	Perry Daily Journal	+1 (580) 336-2222
Jolly	Brown	KROU-FM	+1 (405) 325-1601
Kate	Carlton Greer	KGOU-FM	+1 (405) 325-3388
Vonnie	Clark	The Moore American	+1 (405) 366-3570
Vonnie	Clark	The Norman Transcript	+1 (405) 366-3570
Features	Department	Perry Daily Journal	+1 (580) 336-2222
David	Fritze	Oklahoma Watch	+1 (405) 325-3529
Joy	Hampton	The Norman Transcript	+1 (405) 366-3544
Karen	Holp	KROU-FM	+1 (405) 325-2222
Karen	Holp	KOUA-FM	+1 (405) 325-2222
Karen	Holp	KWOU-FM	+1 (405) 325-2222
Karen	Holp	KGOU-FM	+1 (405) 325-2222
Cameron	Hutton	KGOU-FM	+405 (325) 5926
Jim	Johnson	KGOU-FM	+1 (405) 325-3110
Jim	Johnson	KOUA-FM	+1 (405) 325-3110
Jim	Johnson	KWOU-FM	+1 (405) 325-3110
Jim	Johnson	KROU-FM	+1 (405) 325-3110
Teddy	Lehman	KREF-AM	+1 (405) 321-1400
Teddy	Lehman	The Rush - KREF-AM	+1 (405) 321-1400
Jacob	McClelland	KGOU-FM	+1 (405) 325-3388
Mark	Millsap	The Moore American	+1 (405) 366-3590
Mark	Millsap	The Norman Transcript	+1 (405) 366-3590
T.J.	Perry	KREF-AM	+1 (405) 321-1400
Matthew	Price	The Oklahoman - Life	+1 (405) 475-4109

Norman/Noble Media List 2018 (continued)

Matthew	Price	The Oklahoman - Science & Health	+1 (405) 475-4109
Matthew	Price	The Oklahoman - Home & Garden	+1 (405) 475-4109
Phillip	Reid	Perry Daily Journal	+1 (580) 336-2222
Judy	Robinson	The Oklahoma Daily, University of Oklahoma	+1 (405) 325-3666
Caleb	Slinkard	The Norman Transcript	+1 (405) 366-3543
Caleb	Slinkard	The Moore American	+1 (405) 366-3543
Adam	TroxteLL	The Moore American	+1 (405) 321-1800
Adam	TroxteLL	The Norman Transcript	+1 (405) 321-1800

Shawnee Media List 2018

First Name	Last Name	Outlet	Email	Phone
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