

20 East Fifth Street, Suite 1500
Tulsa, Oklahoma 74103

914 North Broadway, Suite 120
Oklahoma City, Oklahoma 73102

www.schnake.com

Oklahoma County Detention Center & Behavioral Care Center

Strategic Public Relations Recommendations

Russ Florence
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Opportunities

- Broad understanding of complex topic
- Engagement from influential city leaders
- More accessible, credible information



Strategic, consistent and proactive communications can shift public perception over time.



Strategy

- Clear, proactive messaging via targeted communications channels
- Targeting engaged audiences who value factual information and constructive dialogue
- One consistent message and brand:
Building a Safer Community



1. Website SaferOKCounty.org

- Central hub for all communications
- Updates, renderings, news coverage, short videos, FAQs
- Feedback/Comment form
- Credible link to information
- Media resource





Building a Safer Community

Thanks to community support, Oklahoma County is building a new jail
– the Oklahoma County Detention Center. Using the latest in
correctional design and best practices, the facility will be more
functional, secure and better equipped to serve and support detainees,
staff, visitors and the community.



News Articles

April 24, 2025

Inaction puts OK County land swap near new jail site on pause, could cost earnest money *The Oklahoman*

April 23, 2025

OKC Council agrees to pay just over \$2 million to house city detainees in county jail *The Oklahoman*

April 19, 2025

Oklahoma County Criminal Justice Advisory Council appoints a new director to guide reform *The Oklahoman*

April 17, 2025

Black clergy stand 'as a brotherhood' outside OK County jail; trustee calls for sales tax *The Oklahoman*

April 16, 2025

New commissioner tours OK County jail, trustee believes ... *KFOR TV*

April 15, 2025

Environmentally clean' OK County jail site has issue with unstable, wet soil *The Oklahoman*

April 12, 2025

Oklahoma County's credit score is no longer threatened by late filing: Here's what it means *The Oklahoman*

April 5, 2025

Questions linger over OK County land deal for jail: Will Crooked Oak schools trade? *The Oklahoman*

Contact Us & Stay Informed

This transformative endeavor for Oklahoma County is vital to our community and its future. Community engagement, input and support will determine success.

In addition to the information provided on this site, community members can receive regular email updates and send in comments and questions.

We want to make sure community members are heard.

Sign up – Provide your email to join the distribution list for email updates.

Email Us – Allows you to share your comments and ask questions. While your input will inform our decisions and communications to the community, this email account will not be used for responding to project correspondence.

Name (required)

First Name

Last Name



Email (required)

Message (required)

SEND



Frequently Asked Questions

Why did Oklahoma County need a new jail?



What are the improvements with the new jail?



2. *Email Updates*

- Simple, direct email update
- Regular distribution
- To stakeholders, media and anyone who signs up on website
- Proactively shape message with factual information



3. Town Halls

- Series of moderated panels and town hall-style events
- Virtual or in-person
- Possibly held by district
- Promoted online and in media
- Media coverage



Town Hall Topics

- How the new Oklahoma County Detention Center and Behavioral Care Center will improve safety, efficiency and outcomes
- How mental health, housing and diversion partners are collaborating to reduce incarceration through more compassionate, cost-effective alternatives.



Additional Tools

- Expand reach
- Drive traffic to website



Targeted Social Media Ads

- Paid placements targeting key demographics
- Direct to SaferOKCounty.org
- Increase visibility and engagement
- Strategically enter online spaces





Sample ad

www.SaferOKCounty.org



Building a **Safer Community**

Using the latest in correctional design and best practices, the new Oklahoma County Detention Center and Behavioral Care Center will be more functional, secure and better equipped to serve and support detainees, staff, visitors and the community.

Video Testimonials

- Short-form videos
- Featuring business leaders, community advocates and partners
- Discuss value and benefits of new detention center
- Share via email, website and outreach





Questions?



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thanks.