

## What can we do for you?

The Office of Public Information & Community Relations (PICR) is available to advise groups in developing both educational and promotional materials. We act much the same as a corporate marketing department or in-house advertising agency. Services we can provide include (but are not limited to)\*:

**Concept/Direction** (e.g., how to market a project, materials and vendor suggestions)

**Graphic Design** (e.g., brochures, posters, fliers, direct mail pieces)

**Honor** (e.g., citation of excellence, caring hands award, dr. peter bryce award)

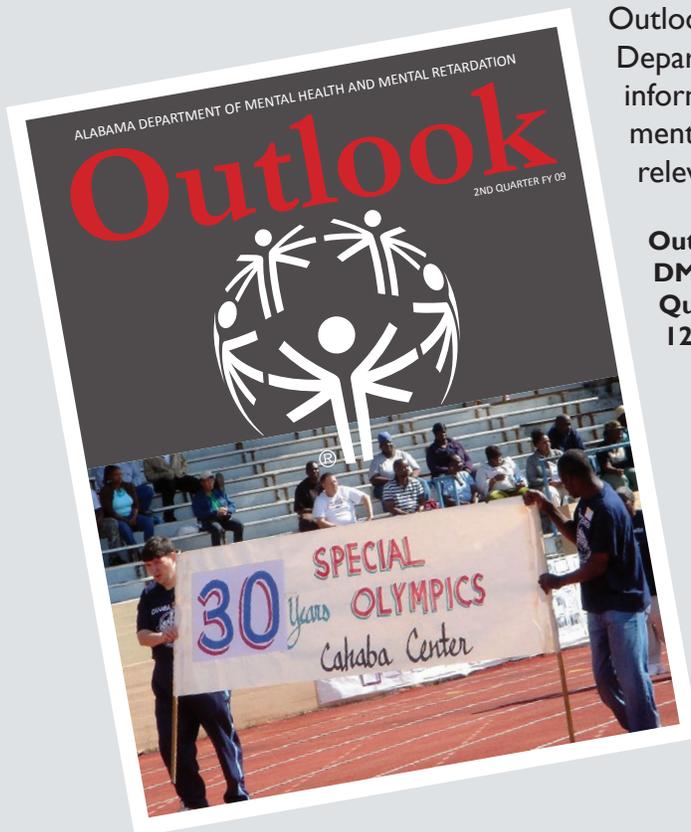
**Press Release** (e.g., media coverage, statewide or targeted blast)

**Promotion** (e.g., feature on the DMH website, in a DMH publication)

**Public Service Announcements** (e.g., radio scripts)

**Web/Interactive Design** (e.g., webpage, emails, flash, video, electronic forms)

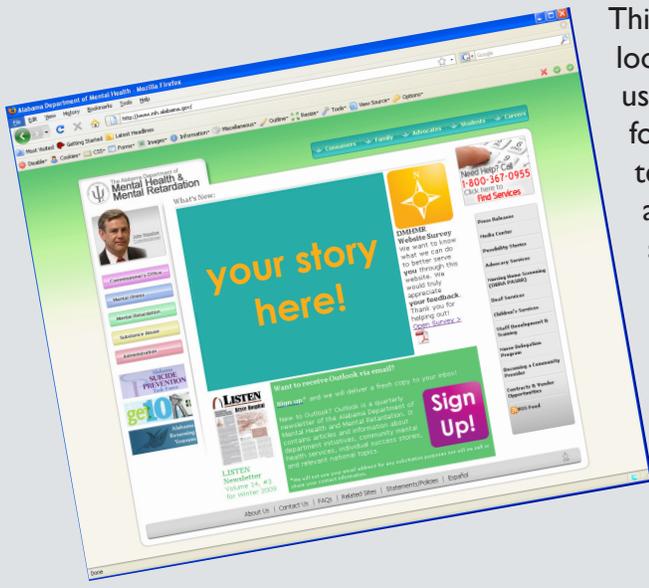
### Examples:



Outlook is a quarterly newsletter of the Alabama Department of Mental Health. It contains articles and information about department initiatives, community mental health services, individual success stories, and relevant national topics.

**Outlook**  
**DMH**  
Quarterly newsletter  
12 page, 11"x17" saddle stitch, four-color

\*Time and resources are limited, not all projects will be tackled; preference is given to projects involving the DMH; however, advice is freely given!



This website is designed to give the public a thorough look into Alabama's mental health system. We want users of the site to find information and resources for consumers, families, professionals, students and teachers, and others with an interest in the mission, activities, and special projects of the Alabama DMH and its provider networks.

**www.mh.alabama.gov**  
**DMH**  
**Website, home page**  
**1024x800 pixels, millions of colors**



Designed for the consumer advocacy group to help promote a series of comedy events at multiple colleges across the state meant to encourage, educate, and inspire people between 18-25 to support their friends who are experiencing mental health problems.

**Comedy for a Cause/Stand Up for Mental Health**  
**CONTACT: Wings Across Alabama**  
**4 poster series**  
**11"x17", two-color**



The department has a few awards/citations to honor medical staff (i.e., doctors, nurses, pharmacists), non medical staff (i.e., social workers, casemanagers) and all other outstanding employees, for such categories as: compassionate service to consumers, initiative, creativity, teamwork, above average performance, significant improvement in performance, outstanding performance in an unusual or emergency situation, improvements in procedure, financial innovations to cut cost and/or increase efficiency, positive attitude.

**Dr. Peter Bryce Award**  
**DMH**  
**Award certificate**  
**8.5"x14", four-color**

**OFFICE OF PUBLIC INFORMATION & COMMUNITY RELATIONS**  
**PROJECT REQUEST FORM**

Our office is here to assist DMHMR personnel, consumers, and stakeholder groups in developing both educational and promotional materials related to the department's mission. We act much the same as a corporate marketing department or in-house advertising agency. If we can be of help, let us know. Please use this form for your request, and keep in mind that creativity takes time.

- Requests for proclamations, retirement resolutions, and certificates **should be submitted 30 days in advance.**
- For brochures and all other printed materials, we ask that you write, edit, and proof the text to the best of your ability before submitting your request. We will collaborate with you on design features, layout, and imagery.
- Dr. Ziegler will prioritize all requests received.

**Requestor:** \_\_\_\_\_ **Needed:** \_\_\_\_\_  
**Date Submitted:** \_\_\_\_\_  
**Project Type:** \_\_\_\_\_

**Step 1. Select the appropriate box that describes your request**

- Concept/Direction** (i.e., how to market a project, materials and vendor suggestions)
- Graphic Design** (i.e., brochures, posters, fliers, direct mail pieces)
- Honor** (i.e., proclamations, resolutions, certificates of appreciation)
- Photography/Videography**
- Press Release** (i.e., media coverage, state-wide or targeted blast)
- Web/Interactive Design\*** (i.e., webpage, emails, flash, video, electronic forms)

**Step 2. Fill out the section in the following pages that pertains to the project type**

**Step 3. Submit this form (and any supporting documents) to**  
 jennifer.webster@mh.alabama.gov

\*Please note that these can only be submitted by a division website designer.

If we can be of help, let us know. We have a form available on our Web site at [www.mh.alabama.gov/COPI](http://www.mh.alabama.gov/COPI).

Please use this form for your request, and keep in mind that creativity takes time.