



Miles
10000 Celtic Drive
O'Conner Building, Suite 204
Baton Rouge, LA 70809

TASK TITLE: PR/Communications Support for DCRT FY21-22

AGENCY LEAD

Name: Vito Zuppardo
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PROJECT DESCRIPTION

This work order includes time and fees associated with PR support by Mike Walsworth as directed by DCRT.

The specific duties that he will perform for DCRT are:

- Mike Walsworth will monitor local and state issues within North Louisiana and update the Lieutenant Governor accordingly. The incumbent will engage in promoting and creating a positive public image for the Office of the Lieutenant Governor (OLG) and the Department of Culture, Recreation and Tourism (DCRT). This position acts as a liaison to the Lieutenant Governor and Assistant Secretaries.
- This is a part-time position in which Mike Walsworth will work from home; no travel or mileage expenses will be paid.
- Transportation to perform the above duties is the responsibility of Mike Walsworth. Any expense or liability associated with travel to complete tasks requested by the client are also the responsibility of Mike Walsworth.
- **JOB FUNCTIONS REQUIRED**
 - Speaks to groups and raises awareness of OLG/DCRT and its benefits to consumers with effective outreach activities and education.
 - Attends events to represent the Lieutenant Governor and the DCRT.
 - Acts as the representative for the Lieutenant Governor or agencies of DCRT within North Louisiana including facilitating and addressing constituent concerns and supporting OLG and DCRT community education and outreach efforts.
 - Informs the Lieutenant Governor of all happenings in his or her assigned region by interacting with the community and screening media sources.
 - Identifies outreach opportunities and reaches out to various constituency groups, including consumers, businesses, seniors, youth, veterans, civic associations, elected officials, community organizations, minority groups, religious leaders, schools, colleges and universities.
 - Addresses constituent concerns through the proper OLG/DCRT channels, provides necessary follow up with constituent, and communicates final resolution to constituent;
 - Acts as a liaison to the various constituency groups to form effective relationships for the Lieutenant Governor and DCRT;

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- Monitors community events, activities, and meetings for the Lieutenant Governor and DCRT participation.
- Plans or directs development or communication of programs to maintain favorable public or stockholder perceptions of an organization's accomplishments, agenda, or environmental responsibility
- Prepares a weekly report for the Lieutenant Governor recapping outreach events, activities, meetings, etc.
- Maintains up-to-date, detailed calendar of events
- Participates in a regular outreach staff conference call.
- Participates in outreach trainings as needed.
- Meets attendance requirements as established by the office.
- Accepts performance-based criticism and directions.

TIMELINE - Begin 7/1/2021
End 12/31/2021


BUDGET BREAKDOWN

	hours	rate	cost
Account Director	6	\$125	\$750.00
Mike Walsworth	N/A	N/A	\$25,000.00

TOTAL COST: \$25,750

Approval

Sign below to indicate approval to proceed with the project detailed and budgeted above.



Deputy Secretary, DCRT Date



Miles Partnership, VP Date