



**Tami Frazier**

DIRECTOR MEDIA RELATIONS

tami@outreachstrategists.com

## EXPERIENCE OVERVIEW

Tami Frazier is the Media Relations Director at Outreach Strategists. An experienced media and communications professional, she began her career in TV news having worked at KTRK ABC 13 in Houston, Texas and KALB NBC channel 5 in Alexandria, Louisiana as a news reporter, covering local and state politics. She was the communications director for former Louisiana Attorney General Richard Ieyoub's run for governor, Deputy Campaign Manager for Louisiana State Treasurer, John Kennedy's run for US Senate, and serving as the Press Secretary for the City of New Orleans Mayor's office under Mayor Ray Nagin.

## RELEVANT CLIENT EXPERIENCE

- Blue Cross Blue Shield of Texas Be Covered Community Outreach Campaign October 2019 – December 2019 Developed a strategy document to detail the plan to push legislation; arranged meetings with city officials and pertinent community members, sought community members to testify; developed media pitches and communicate with journalists.
- Harris County Project Recovery December 2019 – April 2020 – Managed and coordinated the video production of the recipients of Project Recovery Harvey Outreach homeowner disaster assistance program. Coordinating on location shoots, pre and postproduction efforts.
- Partnership for America's Healthcare Future November 2019 – January 2020 – Took an innovative approach towards activities to build public outreach and public mobilization, using effective print based, multimedia, and other public campaigning tools.
- Public Speaker Training March 2020 – Present Created a single day training for Harris County Flood Control District engineers to provide strategic techniques and hands on training experiences to improve their public speaking skills, learn the essential ins and outs of managing their responses to community members, and field questions in a personable and professional manner.
- Houston Area Urban League June – July 2020 – Facilitated and successfully executed the Houston Area Urban League's first virtually Small Business Exchange and Pitch Competition. Worked as the key liaison with the Outreach Strategists production team to ensure on-air, on-line and digital productions were strategically planned and programming was consistently communicated on all platforms.

## EDUCATION AND CERTIFICATIONS

- University of Houston – B.A. in Broadcast Journalism; minor in Psychology
- University of Houston – M.Ed. in Education Administration