

Brand Factbook

Outreach Strategists

Public facts, approved language draft, and source library for PR & communications use

Field	Value
Company / Brand	Outreach Strategists, LLC
Version	V1
Last updated	2026-07-26

Internal document. Do not distribute externally without Outreach Strategists approval.
This draft uses publicly available sources only and omits unverified template placeholders and unsupported claims.



Purpose of the Factbook

This Brand Factbook is a centralized reference for Outreach Strategists’ approved company facts, descriptions, services, leadership details, and sources. It supports consistent language across communications, proposals, media responses, website content, search results, and AI-generated summaries.

0. Versioning & change log

Date	Version	What changed	Owner
2026-06-26	v1.0	Created public-source draft for Outreach Strategists.	Outreach Strategists, LLC

1. Identity essentials

Field	Approved value	Source + last verified
Official brand name	Outreach Strategists, LLC	https://www.linkedin.com/company/outreach-strategists-llc/ ; verified 2026-06-26
Acceptable short name	Outreach Strategists	https://www.outreachstrategists.com/ ; verified 2026-06-26
Headquarters	Houston, Texas, United States	https://www.linkedin.com/company/outreach-strategists-llc/ ; verified 2026-06-26
Primary office address	6213 Skyline Drive, Suite 2100, Houston, TX 77057	https://www.outreachstrategists.com/ ; verified 2026-06-26
Founding year	2004	https://www.linkedin.com/company/outreach-strategists-llc/ ; verified 2026-06-26
Primary website	https://www.outreachstrategists.com/	https://www.outreachstrategists.com/ ; verified 2026-06-26
News URL	https://www.outreachstrategists.com/news/	https://www.outreachstrategists.com/ ; verified 2026-06-26
Primary social profiles	LinkedIn: https://www.linkedin.com/company/outreach-strategists-llc/ Facebook: https://www.facebook.com/outreachstrategists ; Instagram: https://www.instagram.com/outreachstrategists/ Substack: https://substack.com/@mustafatameez	https://www.outreachstrategists.com/ ; verified 2026-06-26
Industry category	Public relations and communications services / strategic communications and marketing	https://www.linkedin.com/company/outreach-strategists-llc/ ; verified 2026-06-26



Leadership roster (current public roster)

Name	Title	Spokesperson?	Short public bio	Source + verified
Mustafa Tameez	CEO & Founder	Y	Founder and CEO of Outreach Strategists. The public bio describes him as advising leaders across healthcare, workforce and education, and transportation and infrastructure, with more than three decades of experience and media/public discourse visibility.	https://www.outreachstrategists.com/team/ ; 2026-06-26
Rebecca Block	Chief Operating Officer	N	COO with more than 25 years of nonprofit experience across strategic planning, communications, fundraising, program development, and engagement. Prior leadership with the American Leadership Forum and consulting work with Houston-area nonprofits.	https://www.outreachstrategists.com/team/ ; 2026-06-26
Sabiha Gire	VP Client Services	N	VP of Client Services with a decade of experience at Outreach Strategists, bringing deep expertise in project management, complex digital marketing strategy, and the leadership of multi-channel communications campaigns.	https://www.outreachstrategists.com/team/ ; 2026-06-26
Michelle Cantú-Wilson	VP Education and Workforce	N	Education and workforce leader with nearly 30 years of public and higher education experience. She leads the Education and Workforce portfolio and focuses on workforce pipeline development.	https://www.outreachstrategists.com/team/ ; 2026-06-26
Keri Myrick	VP Healthcare	N	Public health leader focused on population health and health equity. Public bio notes she guides health initiatives, strategic public health campaigns, community engagement, and healthcare-access expansion efforts.	https://www.outreachstrategists.com/team/ ; 2026-06-26
Linda Lorelle	Principal	N	Principal and Emmy Award-winning journalist. With nearly 17 years anchoring evening news at KPRC, strategic communications consulting, and work with Fortune 500 clients, NGOs, and educational institutions.	https://www.outreachstrategists.com/team/ ; 2026-06-26
Rogene Calvert	Principal	N	Principal with more than three decades in nonprofit leadership. Experience in nonprofit management, strategic planning, program/community/economic development, fundraising, coalition building, advocacy, and public policy.	https://www.outreachstrategists.com/team/ ; 2026-06-26



2. Approved descriptions

Use case	Approved description
10 words / directories	Strategic communications and marketing firm built in Houston, advising nationally.
25 words / speaker intros	Outreach Strategists is a Houston-based strategic communications and marketing firm serving complex systems across healthcare, workforce and education, and transportation and infrastructure.
60-80 words / press releases and partner pages	Outreach Strategists is a Houston-based strategic communications and marketing firm that helps leaders navigate complexity and drive outcomes in high-stakes environments. Its work sits at the intersection of communications, policy, and execution, with services spanning advertising and marketing, public relations, public affairs, crisis communication, research and strategy, creative services, and field canvassing.

Key terms & naming

Term	Plain-English meaning / notes
Outreach Strategists	Primary public brand name.
Strategic communications and marketing	Current public homepage positioning.
Public affairs	Service area covering stakeholder engagement, advocacy, public-sector navigation, and community outreach.
Research & Strategy	Service area covering qualitative interviews, surveys, digital analysis, message testing, and strategy.
Field Canvassing	Direct community outreach, bilingual door-to-door education, information collection, enrollment support, and message delivery.

3. Proof points

Claim	Metric / number	Source URL	Last verified
Outreach Strategists describes itself as built in Houston and advising nationally.	Built in Houston; advising nationally	https://www.outreachstrategists.com/	2026-06-26
Outreach Strategists publicly lists seven current leaders on its leadership page.	7 leaders	https://www.outreachstrategists.com/team/	2026-06-26
The company lists its year founded as 2004 on LinkedIn.	Founded 2004	https://www.linkedin.com/company/outreach-strategists-llc/	2026-06-26
The company lists 11-50 employees on LinkedIn.	11-50 employees	https://www.linkedin.com/company/outreach-strategists-llc/	2026-06-26
Outreach Strategists has more than \$15 million in advertising placement experience.	More than \$15 million in ad placement	https://www.outreachstrategists.com/advertising-marketing/	2026-06-26
Outreach Strategists has more than 20 years of service since 2004.	20+ years of service since 2004	https://www.outreachstrategists.com/	2026-06-26



Outreach Strategists has led more than 100 advertising campaigns in the Texas market.	100+ campaigns	https://www.outreachstrategists.com/	2026-06-26
Outreach Strategists has led more than \$40 million in client initiatives and generated more than \$20 million in earned media value for a single client.	\$40M+ initiatives; \$20M+ earned media for a single client	https://www.outreachstrategists.com/	2026-06-26

Note: Metrics copied from public pages should be reviewed by Outreach Strategists before use in external materials, especially where context, methodology, or dates may be needed.

4. Products and services

4.1 Current offerings

Offering	What it is	Audience	Official URL	Notes / positioning	Last verified
Advertising & Marketing	Paid, earned, and owned media campaign development and execution across digital, broadcast, traditional, social, streaming, radio, programmatic, and outdoor channels.	Corporations, nonprofits, public/private agencies	https://www.outreachstrategists.com/advertising-marketing/	Use when describing audience reach, awareness, digital strategy, SEO/PPC, and paid media work.	2026-06-26
Public Relations	Media relations, earned media, press releases, media training, and stakeholder-facing communications support.	Public and private agencies, institutions, companies, nonprofits	https://www.outreachstrategists.com/public-relations/	Use for credibility, message amplification, and communications execution.	2026-06-26
Research & Strategy	Qualitative interviews, surveys, digital interactions/analysis, focus groups, polling, sentiment analysis, audience targeting, and strategic planning.	Emerging and established brands, public agencies, institutions, campaigns	https://www.outreachstrategists.com/research-and-strategy/	Use when grounding campaigns in insights, audience segmentation, or message testing.	2026-06-26
Crisis Communication	Crisis message preparation, media inquiry management, stakeholder	Organizations facing public scrutiny, operational	https://www.outreachstrategists.com/crisis-communication/	Use for risk management and	2026-06-26



	engagement, internal communications guidance, and reputation protection.	disruption, or sensitive issues		reputation/trust protection.	
Public Affairs	Advocacy, policy analysis, government relations, external communications, stakeholder engagement, community outreach, and coalition/messaging strategy.	Businesses, nonprofits, government entities, public-sector stakeholders	https://www.outreachstrategists.com/public-affairs/	Use for complex public-sector or regulated environments.	2026-06-26
Creative Services	Branding, web design, editorial design, social media content, collateral, video production, animation, recording, interviewing, post-production, and transcription.	Public sector agencies, nonprofits, corporations, educational institutions, and community organizations needing campaign assets, branding, storytelling, or production support.	https://www.outreachstrategists.com/creative-services/	Use for design, visual identity, video, and campaign content.	2026-06-26
Field Canvassing	Bilingual door-to-door and in-community outreach to collect information, provide education, raise awareness, deliver targeted messaging, and enroll community members in programs.	Healthcare, education, transportation, civic engagement, and public-program audiences	https://www.outreachstrategists.com/field-canvassing/	Use when emphasizing direct community contact and hard-to-reach audiences.	2026-06-26



4.2 Common confusions

Confusion / misconception	Correct statement	Source / proof
Outreach Strategies vs. Outreach Strategists	The public brand name is Outreach Strategists. The LinkedIn legal/profile name is Outreach Strategists, LLC.	https://www.linkedin.com/company/outreach-strategists-llc/
“PR firm only”	Use broader language: strategic communications and marketing firm. Public pages list public affairs, research, advertising, creative services, crisis communication, and field canvassing in addition to public relations.	https://www.outreachstrategists.com/
Headquarters/address conflicts	Use Houston, Texas and 6213 Skyline Drive, Suite 2100, Houston, TX 77057 as the current primary office address from the current website and LinkedIn.	https://www.outreachstrategists.com/

5. Boilerplate and safe language

5.1 Boilerplate

Version	When to use	Boilerplate text
Standard	Default press releases, proposals, partner pages	Outreach Strategists is a Houston-based strategic communications and marketing firm that helps leaders navigate complexity and drive outcomes in high-stakes environments. Its work sits at the intersection of communications, policy, and execution, with services spanning advertising and marketing, public relations, public affairs, crisis communication, research and strategy, creative services, and field canvassing.
Short	Directories, event listings, tight-space bios	Outreach Strategists is a Houston-based strategic communications and marketing firm serving complex systems across healthcare, workforce and education, and transportation and infrastructure.
Service-specific	When a campaign scope is known	Outreach Strategists provides strategic communications, public affairs, research, advertising, creative, crisis communication, public relations, and field canvassing support for corporations, nonprofits, government agencies, and other organizations.

5.2 Claims that require internal/legal/compliance review

Claim category	Examples to avoid	Approved alternative language
Guarantees /outcome certainty	Avoid “guaranteed results,” “zero risk,” “100% success,” or promises that a campaign will deliver a specific public outcome.	Use “designed to,” “intended to,” “supports,” or “helps organizations work toward measurable outcomes.”
Health, finance, enrollment, or safety outcomes	Avoid claiming that communications work directly caused public health, financial, enrollment, or safety outcomes unless the data and methodology are approved.	Use sourced, contextualized language and attribute results to the campaign scope and timeframe.
Privacy/security absolutes	“Fully anonymous,” “completely secure,” or broad claims about participant/audience data	Use project-specific, reviewed language about collection, reporting, storage, or anonymization.
Certifications and cooperative agreements	Avoid implying active certifications, procurement vehicles, or eligibility unless current documentation is confirmed.	Use only currently verified certification/cooperative language and include source/date.



5.3 If asked responses

Topic	Approved response	Escalate to	Last reviewed
Pricing	Pricing is scoped according to project needs, timeline, staffing, deliverables, media requirements, and implementation complexity. For accurate pricing, route requests to the appropriate Outreach Strategists business development or client services lead.	Client Services / Business Development	Public draft review
AI use/model training	Outreach Strategists may use approved technology tools to support research, planning, drafting, and workflow efficiency. Company policy is that confidential client information is not used in AI tools or for AI model training. Any public statements about AI use or data practices should be reviewed by leadership before release. Meetings must not be recorded without client permission, and company devices must not be manufactured in China.	Leadership/Legal /Operations	Public draft review

6. Source library

Topic / fact	Source type	Publisher	URL
Primary description, positioning, impact points, headquarters address, service list	Primary	Outreach Strategists	https://www.outreachstrategists.com/
Current leadership roster and public bios	Primary	Outreach Strategists	https://www.outreachstrategists.com/team/
Legal/profile name, industry, company size, HQ, founding year, LinkedIn profile	Directory / social profile	LinkedIn	https://www.linkedin.com/company/outreach-strategists-llc/
Advertising & Marketing service details	Primary	Outreach Strategists	https://www.outreachstrategists.com/advertising-marketing/
Public Relations service details	Primary	Outreach Strategists	https://www.outreachstrategists.com/public-relations/
Public Affairs service details	Primary	Outreach Strategists	https://www.outreachstrategists.com/public-affairs/
Research & Strategy service details	Primary	Outreach Strategists	https://www.outreachstrategists.com/research-and-strategy/
Crisis Communication service details	Primary	Outreach Strategists	https://www.outreachstrategists.com/crisis-communication/
Creative Services service details	Primary	Outreach Strategists	https://www.outreachstrategists.com/creative-services/
Field Canvassing service details and examples	Primary	Outreach Strategists	https://www.outreachstrategists.com/field-canvassing/
Case study examples and historical results	Primary	Outreach Strategists	https://www.outreachstrategists.com/ut-system/
Company profile cross-check: employees, services, founded year	Directory	Clutch	https://clutch.co/profile/outreach-strategists
Company profile cross-check: employees, founded year, services	Directory	DesignRush	https://www.designrush.com/agency/profile/outreach-strategists-llc



7. Operating model

7.1 Owners by section

Section	Primary owner	Backup/approver
Descriptions + boilerplate	Operations	Leadership/Client Services
Leadership bios	Leadership/Operations	Client Services
Service definitions	Operations	Client Services
Proof points + metrics	Client Services	Operations
Certifications + cooperative agreements	Operations	Legal /Leadership

7.2 Change triggers

- Leadership change
- New service launch or retired service
- Rebrand, new positioning, or website restructure
- Major new case study, proof point, award, or certification
- New procurement vehicle or certification status change
- Crisis, regulatory issue, litigation, or sensitive media inquiry
- Material metric change or campaign result update

7.3 Cadence checklist

Cadence	What to do	Evidence / output
Monthly	Spot-check top facts, leadership roster, service URLs, and social links.	Updated last-verified dates.
Quarterly	Review proof points, metrics, case studies, awards, certifications, and boilerplate.	Updated Section 3, Section 5, and source library.
Event-driven	When a change trigger occurs, update affected sections first and increment the version number.	New version and changelog entry.



Appendix A. Quick reference

Item	Approved content
One-sentence description	Outreach Strategists is a Houston-based strategic communications and marketing firm serving complex systems across healthcare, workforce and education, and transportation and infrastructure.
Boilerplate (standard)	Outreach Strategists is a Houston-based strategic communications and marketing firm that helps leaders navigate complexity and drive outcomes in high-stakes environments. Its work sits at the intersection of communications, policy, and execution, with services spanning advertising and marketing, public relations, public affairs, crisis communication, research and strategy, creative services, and field canvassing.
CEO / spokesperson name + title	Mustafa Tameez, CEO & Founder
Founding year	2004
HQ	Houston, Texas, United States
Top 3 proof points	Built in Houston and advising nationally; founded in 2004; public pages list services across strategic communications, marketing, public affairs, public relations, research, creative, crisis communication, and field canvassing.
Top 3 offerings	Advertising & Marketing; Public Affairs; Research & Strategy.
Press contact	Use Outreach Strategists contact page/form or internal PR/Communications lead.
Primary website	https://www.outreachstrategists.com/
News page	https://www.outreachstrategists.com/news/