



# OCA COMMS

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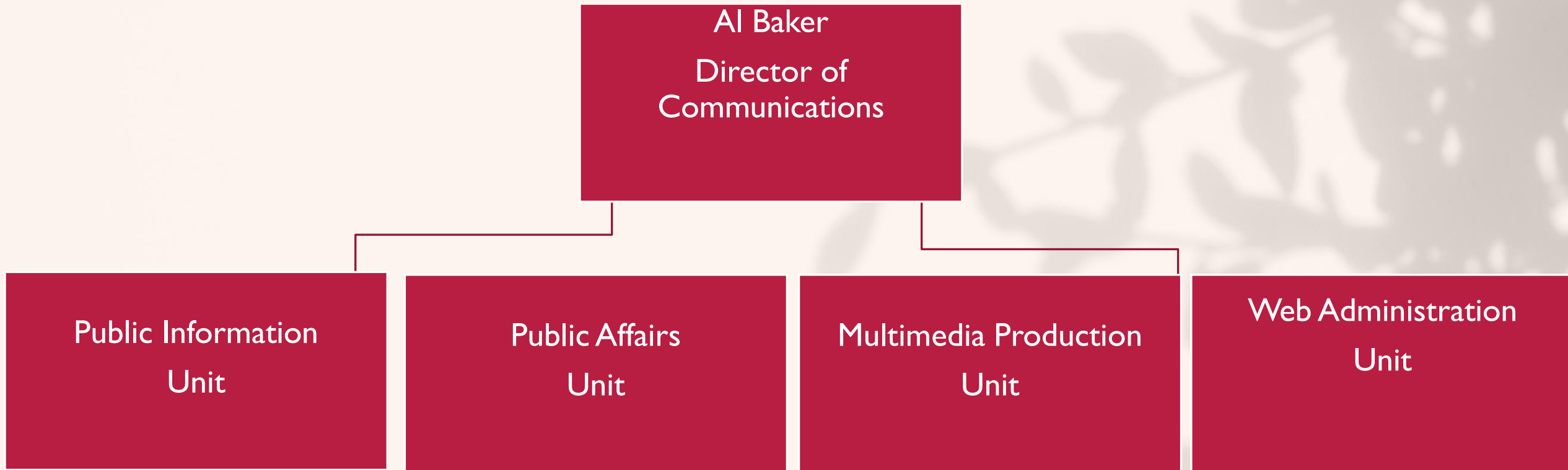
AL BAKER, DIRECTOR

# 2 MISSION STATEMENT

To serve judicial and non-judicial UCS employees by facilitating deeper public understanding of the courts through sustained engagement with the media and civic stakeholders across New York.



# COMMS TEAM – ONE TEAM, ONE MISSION





# 4

## CHANGING THE NARRATIVE



Less time spent on the kind of narratives others define.

We have a good story to tell



More time proactively telling the good story of the courts.

Contoso business plan

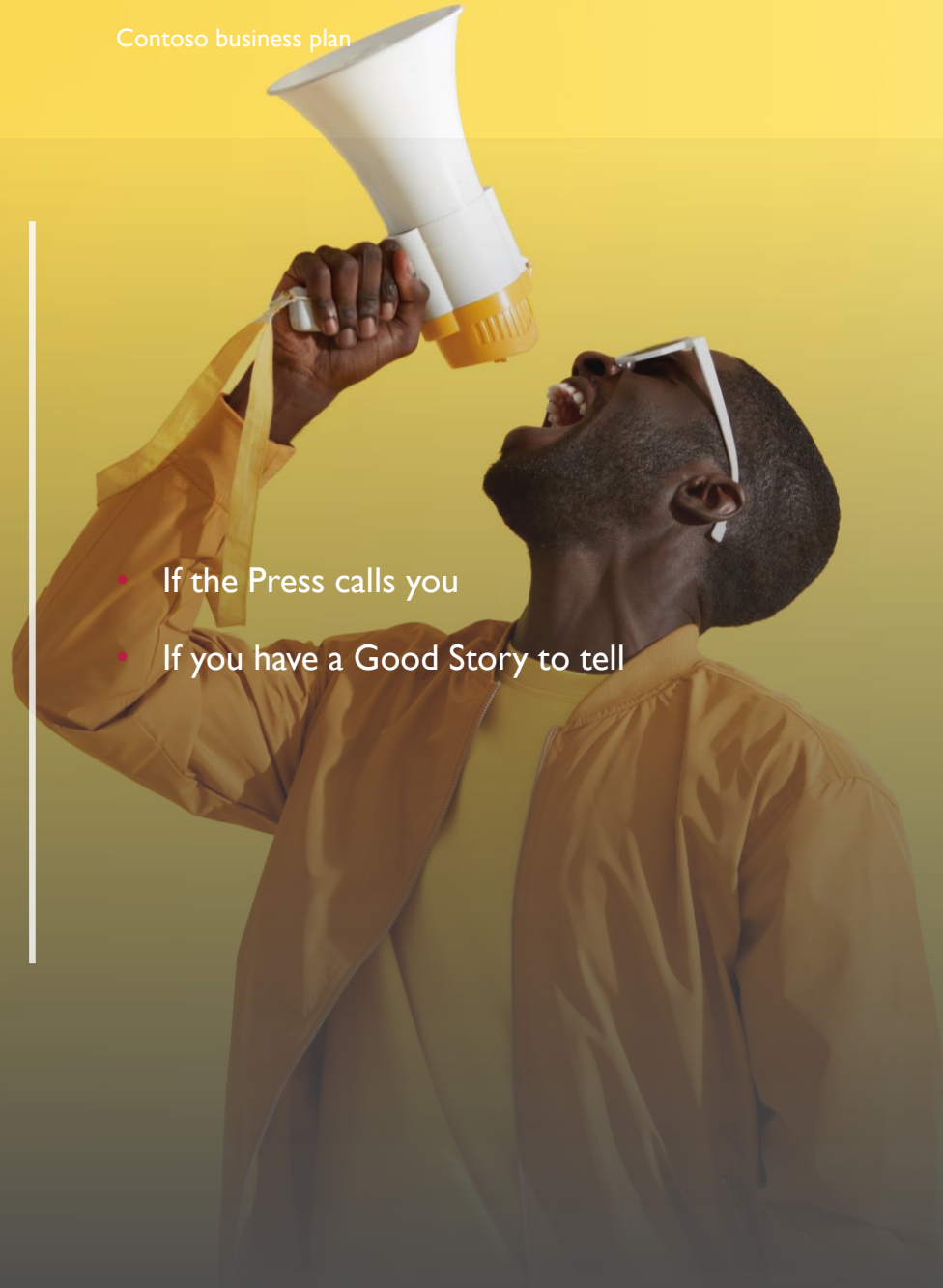
## TWO THINGS TO REMEMBER





# CALL OCA COMMS

- If the Press calls you
- If you have a Good Story to tell



# CLARITY, MESSAGE, ENGAGEMENT



To Reach us

[Publicinformation@nycourts.gov](mailto:Publicinformation@nycourts.gov)



# TARGETED SOCIAL MEDIA

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# AMICI PODCAST

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**NY**  
**COURTS**  
**Amici**  
**Podcasts**

**Third Branch Info & Insight**

# SOCIAL MEDIA REACH

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- **Amici Podcast – Our podcasts have been played 28.3K times**
- **Facebook – 9.8 k followers**
- **LinkedIn – 11k followers**
- **YouTube – 183,871 views**



# THANK YOU

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