



Journeys

Developmental Disability Agency

Serving Adults & Children with Special Needs



Key Messages

We help **families**
who are **struggling**
at no cost to them.

Journeys offers
professional
and innovative
approaches
to meeting
individual's
needs.

It's **your**
Journey.

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Executive Summary

Journeys began in 2002 with two employees and one location. Until recently, they had locations in Driggs, Rexburg, Idaho Falls, and Rigby, Idaho. In January, Journeys opened a brand new office in Pocatello. They are struggling to get their footing in a new community. That's the bottom line. However, Journeys offers something that sets it apart: realistic and heartfelt developmental therapy services for special needs children and adults. They are extremely client-centered.

Pocatello doesn't have many services like this. This makes it difficult to become recognized by the community at large. Many people have misconceptions about the cost of disability services. They want to make it a more clinical brand than in other areas.

Once they are known, it's easy to build a relationship. Our goal is to make that happen. For our project, we will be providing communication materials that will help Journeys become known. We will also cultivate relationships between Journeys and Pocatello influencers, healthcare professionals, and potential employees.



Background

Journeys is a provider of developmental therapy services for special needs children and adults. They provide professional and innovative approaches to meeting the individual needs of each of their clients and their families. Journeys began in 2002 with two employees and one location. Journeys currently has locations in Driggs, Rexburg, Idaho Falls and Rigby, Idaho. They recently opened their Pocatello location and are working to build up the clientele in the area.

Journeys is unique because they do not have any competition in Pocatello as far as disability service providers. The area of Pocatello has a large amount of untapped potential for growth with Journeys. The biggest challenge is the fact that many families who would be able to use the services of Journeys are unaware of the resources that are available or are not

interested in seeking help. Journeys is funded through Medicaid so the families themselves do not need to pay out-of-pocket for services but many are still unaware of this.

Journeys' current clients have seen great success in the services they have received and the improvements with their skills that are worked on through Journeys services. The biggest challenge will be to express the benefit of Journeys to the Pocatello community. While Journeys would like to expand the number of clients they serve in Pocatello they are also seeking to make sure they have adequate help with qualified employees to handle the growth. This will mean seeking out interns and full-time employees that are educated and have the skills and personality that will meet the needs of current and potential clients.

What's the deal?

Situation Analysis

Strengths:

- Established company
- Great services for those with developmental needs and their families
- Great reputation in the communities in which they are located
- Quality employees and service care providers
- Only service of its kind offered in Pocatello

Weaknesses:

- New location in Pocatello
- Limited clientele
- Only way people are finding out about Journeys is through word of mouth
- Not enough employees in new location

Opportunities:

- Get connected with community members and get the word out about Journeys
- Connect with ISU students looking for jobs in the service care field
- Connect with doctors or occupational therapists who can refer new clients to Journeys
- Only service of its kind offered in Pocatello which means there is potential to own the market.

Threats:

- Not getting enough clients
- Not getting enough employees
- Misconceptions about the cost of receiving the type of care that Journeys provides



Audience

Primary Audience: Referral Organizations

These include any organization that could refer potential clients or employees to Journeys. These could include occupational therapists, hospitals, physical therapists, schools, university colleges, etc.

Secondary Audience: Potential Client Families

These are any families in the Pocatello area who could benefit from the services offered by Journeys. These are families who support someone with a disability, whether that is a child or adult.

Secondary Audience: Potential Employees

These are people who are qualified to work at Journeys. In order to grow the number of clients, there has to be a matching number of employees to support them. We will focus on anyone who has the ability to work for Journeys as either full-time or part-time employees or interns.

Goals

By the end of our campaign, (Mid-July 2015), we want to:

-Be on track to increase the number of clients in Pocatello from 12 to 27 in September.

We met this goal by getting the number up to 20 by July.

-Increase the number of potential employees in Pocatello to support 27 clients.

We met this goal by reaching 17+ employees.

-Increase the number of Pocatello organizations that refer clients from 0 to 5.

We met this goal by giving them 11 connections.

-Improve how organizations in Pocatello feel about Journeys.

We met this goal by compiling the results of our survey. (See page 24)

Communication Vehicles

We will use a variety of communication vehicles for this plan, all of which will aid Journeys in reaching their desired target audiences and accomplishing this plan's goals and objectives.

Video:



Our primary communication vehicle will be video. We will produce three videos throughout the duration of this plan. Each video will then play into the rest of the communication vehicles we use. Two of the videos will be spotlighting a family or individual who has used the services of Journeys and the positive experiences they have had. The last video will be one that showcases Journeys in its entirety, with testimonials from the families of the last two videos as well as employees and community members from each location of Journeys. These videos will be featured on the company's website, blog, and used for promotional purposes.

Wordpress:



Our plan is to create a blog for Journeys that can provide information to the targeted audience of this plan. The blog will feature posts about Journeys and those who participate in its programs. It will also feature informational articles related to those with developmental disabilities and their families. There will be about two posts a week on the blog.

Twitter:



Journeys Twitter account will also be tied to Facebook, the blog, and the website. We will create about two to three tweets a week, some having to do with the content

created on the other social media. Other times it might be advice or inspirational quotes that will reach the desired target audiences and create interactions.

Facebook:



Journeys already has a Facebook, and through this plan we will be able to link it to both the blog and the videos. On Facebook we will also feature interactive posts in which we will try to interact with our target audience and draw them to both the blog and to Journeys website. We will post on Journeys Facebook about one to two times a week.



Business cards:

We will create business cards for journeys that will have a photo of the featured person, family, or employee from the videos as well as the Journeys logo. On the backside of the business card we will have a QR code that will link to the website and one of the videos.



Fliers:

We will create fliers that contain photos of both clients and employees, and information about Journeys. The fliers will also have a QR code to link to the website and to the promotional videos.



Posters:

We will create two to three different posters that can be used for presentations, career fairs, or other opportunities for displays. The posters will be tied into the videos because they will feature a picture of the person, family, or employee featured in any of the three videos we will produce.



Booth display:

We will create a display for Journeys that can be featured any time they go to events or career fairs. This booth display will feature the posters, fliers, business cards, logo, and a video display. This display will feature a backdrop that can display all of these items in one area and look clean and professional.



Challenges

1) Pocatello is far from Rexburg, which is where our team is based and has connections. This can be overcome by dedicating time to physically going to Pocatello and also assigning a team member to research and gain contacts in the area.

2) The accreditation body is located near the Pocatello office. That means that they keep a close eye on Journeys both in person and online. This can be overcome by checking all materials with the appropriate authorities.

3) Journeys is funded by Medicaid. This means that they have to follow a lot more government regulations and rules. For example, no incentive can be offered to get people to take part in the services. This can be overcome by checking all marketing efforts with Medicaid authorities.

4) Pocatello is known for its lack of disability services. People simply don't ask for help. This can be overcome by effectively getting the word out to the public that Journeys is free and easy for clients.

5) Many people already recognize Journeys logo, so changing it could confuse people. However, we will be keeping most of the elements of the original logo. This should make it so people still recognize the logo, but give it a more professional feel.

Positioning

We want to position Journeys as the premier provider of developmental therapy services for special needs children and adults in Pocatello, Idaho.

This positioning statement is much the same one that Journeys currently has now, and we felt that this is a position that is great for this organization. We felt that there was no need to change the current positioning statement because of the care and services that this facility provides, and this positioning statement allows for the description of this. This is the position we want the people of Pocatello to have for Journeys in their new location, as well as for the rest of Eastern Idaho.

This positioning statement will also reach the desired target audiences because it will allow these families seeking for care of their special needs children and adults to know that Journeys has the required care for their loved ones. It will also reach the secondary target audience of professional care providers or those wishing to work in the field of care for those with developmental care needs. They will understand that Journeys is a desirable place for employment through this positioning statement.



Challenges

Research Methods:

Primary Research

- Find local doctors, schools, occupational therapists, and other related professionals and organizations.
 - Identify families and employees that can act as spokespeople for Journeys.
 - Identify topics and influencers that can be featured on social media.
- Use previous research about the industry and location provided by our client.
 - Conduct a survey of contacts to gauge the opinions/awareness people have of Journeys.



Time Chart

MAY

					1	2
3	4	5	6	7	8	9
		Met with design team	Met with video team			
10	11	12	13	14	15	16
	• Meeting with Journeys • Created video concept	Blog post ←				
17	18	19	20	21	22	23
	Logo design finished	Blog post	Logo changes made			Shot video of talent show
24	25	26	27	28	29	30
	Final Logo Done →	• Created video concept • Shot second video	• Meeting with Journeys • Employee interviews		• Shot first video • Photography	

JUNE

	1	2	3	4	5	6
		Staff Photos	Blog post			
3	8	9	10	11	12	13
		Blog post	• Meeting with Journeys			
14	15	16	17	18	19	20
	• Journeys Open House • Editing of all videos	• Brochures finished ←	• Meeting with Journeys			
21	22	23	24	25	26	27
	Blog post	• Editing of all videos	• Meeting with Journeys			
28	29	30	29	30	29	30
	Blog post →	• Editing of all videos				



JULY

			1	2	3	4
			• All videos done • Posters done			
5	6	7	8	9	10	11
	Blog post	Printed everything	• Meeting with Journeys	Luncheon		
12	13	14	15	16	17	18
	Blog post		Presentation		Luncheon	
19	20	21	22	23	24	25
	Blog post					
26	27	28	29	30	31	
	Blog post					

AUGUST

						1
2	3	4	5	6	7	8
		Blog Post		Visit Businesses	Write and Schedule Blog Post	
9	10	11	12	13	14	15
		Blog Post		Visit Businesses	Write and Schedule Blog Post	
16	17	18	19	20	21	22
		Blog Post		Visit Businesses	Write and Schedule Blog Post	
23	24	25	26	27	28	29
		Blog Post		Luncheon at Mountain View Family Medicine	Write and Schedule Blog Post	

SEPTEMBER

		1	2	3	4	5
		Blog Post		Visit Businesses	Write and Schedule Blog Post	
6	7	8	9	10	11	12
		Blog Post		Visit Businesses	Write and Schedule Blog Post	
13	14	15	16	17	18	19
		Blog Post		Visit Businesses	Write and Schedule Blog Post	
20	21	22	23	24	25	26
		Blog Post		Visit Businesses	Write and Schedule Blog Post	
27	28	29	30			
		Blog Post				



Future Plans

Reach Pocatello Influencers

- Get Journeys on Local News 8
- Get Journeys in Pocatello newspapers
- Gather a network of local media for Journeys
- Schedule meetings with specific people/groups within the community





News

Local News 8

Newsroom
Local News 8 News Desk
1915 N. Yellowstone Hwy.
Idaho Falls, ID 83401
Phone: 208-525-2520
Fax: 208-529-2443
newsdesk@localnews8.com
CAMPUS BOX 8045
Pocatello, ID 83209

Community Calendar:
frontdesk@localnews8.com
Phone: 208-528-2145
Fax: 208-529-2443

MEDIA:

Radio Boise:
Office: 208-258-2072
DJ Booth: 208-258-2073
Write a letter:
Radio Boise
1020 West Main Street
Ste 50
Boise, ID, 83702
Email: info@radioboise.org

KISU:

General Office 208-282-3691
General Manager 208-282-2688
Underwriting Sales 208-282-5939

KIDK:

Studio: 208-522-5900

Journeys Disability Services Grand Opening



Community Calender
Idaho Falls Children's' Center,
2664 E. First St. Call 522-1217.

Reach Potential Clients

-Develop a relationship with service coordinators and healthcare professionals in Pocatello.

-Attend community health events.

-Use improved promotional materials in all of these interactions.



Strategies & Tactics

July 9, 2015

Primary Care Specialists, 110 Vista Dr, Pocatello, ID, 83201, (208) 234-2300 (Luncheon at noon)

Offices we will visit and drop off Information on July 9, 2015

Specialized Family Medicine, 151 N. 4th Ave, Pocatello, ID 83201, (208) 269-7147

Primary Care Specialists, 110 Vista Dr, Pocatello, ID, 83201, (208) 234-2300

Brizee Family Medicine, 2010 Flandro, Pocatello, ID 83202, (208) 238-0600

Pocatello Family Medicine, 465 Memorial Dr, Pocatello, ID, 83201, (208) 234-4700

West Family Medicine, 1133 Call Creek Dr #A, Pocatello, ID 83201, (208) 232-1000

Pocatello Children's Clinic, 1151 Hospital Way, Bldg F, Pocatello, ID 83201, (208) 232-1443

HealthWest, 845 W. Center, Ste 202, Pocatello, ID 83204, (208) 232-7862

Portneuf Medical Center 777 Hospital Way, Pocatello, ID 83201 | (208) 239-1000

Speech Therapy Services, LLC 1110 Call Creek Dr. # 7 Pocatello,

ID (208) 233-4660

Insight Occupational Therapy, LLC 158 Main Street, Pocatello, ID 208) 241-4906

July 16, 2015 (Luncheon at noon)

1. Intermatello, ID 83201, Mountain Medical Clinic (my place), 1951 Bench, Ste B, Poc August 13, 2015 (Luncheon at noon)

2. Mountain View Family Medicine, 2006 Birdie Thompson Dr, Pocatello, ID 83201, (208) 232-1132



Reach Potential Employees

-Present at ISU's occupational therapy program.

-Present at internship fairs with an improved booth and promotional materials.

-Connect with local school district and educate them on summer opportunities for special education teachers.



Tentative August Appointments.

ISU Occupational Therapy Faculty
- Dean of Occupational Therapy at ISU
Bryan M. Gee , 208-282-3629, geebrya@isu.edu
- Kimberly Lloyd
Clinical Assit. Professor/Academic
Fieldwork Coordinator
208-282-3006
lloykim3@isu.edu

ISU Occupational Therapy Program

-Fe Davis, Clinic Secretary 282-2590/4285
-Dr. Aaron M. Eakman, PhD, OTR 282-3758

Pocatello/Chubbuck School District (Wanting to set up luncheon for August)

Address: 3115 Poleline Road

Superintendent
Mary Vagner
vagnerma@sd25.us,
(208) 235-3205 ext 205

Community Relations/Communications
Shelley Allen
allensh@sd25.us,
(208) 235-3257 ext 257

Director of Student Services
Ken Hobbs
hobbske@sd25.us
(208) 235-3253 ext 253
Director of Secondary Education
Jan Harwood
harwooja@sd25.us
(208) 235-3228 ext 228

Director of Elementary Education
Lori Craney
craneylo@sd25.us
(208) 235-3214 ext 214
Director of Special Services
Dave Miner
minerda@sd25.us
(208) 235-3242 ext 242



Image via The Idaho Orthopedic Clinic

**Love to help people?
Join our team!**



Strategies & Tactics



Improved Logo

We think that the current logo has room for improvement.

Journeys is a professional organization. They want to portray a clinic feel, instead of a daycare feel.

This new logo does just that.



Journeys

**DDA - Developmental Disability Agency
Serving Adults & Children with Special Needs**



Journeys

Developmental Disability Agency
Serving Adults & Children with Special Needs

Improved Logo

Booth

When Journeys travels to internship fairs, job fairs, and healthcare conferences, they used to have a banner... that's all. In an industry that thrives on professionalism, that wasn't enough. On top of that, how could they change their booth to match the audience they were targeting?

We provided Journeys with a \$2,000 brand-name booth. This booth is easily transportable and easy to set up. Also, the carpet background allows for Journeys to print a few posters, stick Velcro on the back, and customize the message of the booth for whatever audience they're targeting.

The booth also comes with a table, a shelf, and spot lights.

Journeys



CHILDREN'S SERVICES

These professionals teach your children through evidence-based practices while focusing on specific, individualized needs.

ADULT SERVICES

We focus on daily living skills and improved independence. Our professional approach has helped our clients achieve great breakthroughs, optimize their independence and become empowered to do great things.

EMPLOYEES

Do you enjoy helping people to better their lives? Join the Journeys team and start making a difference!

Journeys
PROFESSIONAL HEALTHCARE SERVICES
INDIVIDUALIZED APPROACH

Research

We wanted to know if we really made an impact in Pocatello among community influencers, healthcare professionals, and potential employees. So, when we contacted each entity in Pocatello, we asked them if they had heard of Journeys. Only one had, the Pocatello School District. We asked them their opinion of Journeys, which was very high. After contacting the people, we sent a survey to gauge their opinion of Journeys. This was the survey and the results:

We distributed the survey to people we had contacted during the campaign. It consisted of these four simple questions. All of the people surveyed said that this was the first time they had ever heard of Journeys. All participants said that Journeys will be beneficial to the community and to parents of children with developmental disabilities. All participants said that they would share the information with anyone they thought could benefit from it.



1. Was this the first time you heard about Journey's? If not where have you heard about it?
2. How do you feel this service will benefit your patients?
3. Will you share this information?
4. How do you feel about Journeys now that you have heard about it?

Promo Videos

One of the main elements of our campaign was to provide promotional videos for Journeys. They've fallen behind their competition in this regard, until we stepped in.

We filmed, edited, and produced three separate promos for Journeys. Two focused on specific families and their journey dealing with developmental disabilities. One was an overarching explanation of Journeys' services and opportunities.

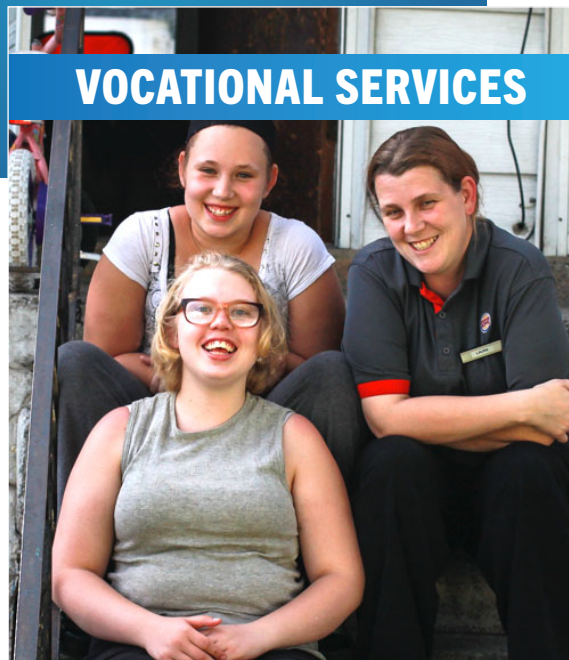
These videos will be shown indefinitely at any and all Journeys events. The families involved have basically become spokespeople for the company.



Fliers & Business Cards

Another deliverable that Journeys was in dire need of was updated informational fliers and business cards. Both were

either outdated or unprofessional. We were able to hire a professional designer to complete these tasks for them.



Journeys job developers take the time to learn about each client, focusing on the strengths of a person, rather than their disabilities to determine the perfect and unique working environment of each client.

INNOVATIVE JOB DEVELOPMENT

Rather than just simply surfing the want ads, looking for a means to an end, Journeys Vocational Services believes in developing relationships with local business' Hiring Managers to determine the needs of their business. By so doing, Journeys can match the ideal candidate with the specific needs of the business. We are creating careers for clients, and long-term operational and financial solutions for our business partners.



It's Your Journey

Front and Back



Staff Photos

Journeys has quickly expanded its services in the last few years. They hadn't had any sort of staff photos in a very long time.

When we asked what we could do for them, uniform staff photos was near the top of their list.

We arranged to meet with all of the upper-level staff members and take their portraits professionally. These photos will be used indefinitely on the website as well as other company materials.





Deliverables

Journeys Blog

Journeys has done very well at utilizing Facebook to communicate with the community, clients and potential clients. However, the online communication has stopped there.

We wanted to help Journeys establish an online presence through a blog. We set up a Wordpress blog which can be found at itsallaboutyourjourneys.wordpress.com. Feel free to take a look.

We created content over the course of our campaign showcasing the clients, employees and activities going on at Journeys.

Lastly, we've worked out how to train Journeys employees so they can continue it after we're gone.

Journeys

"The journey of a thousand miles begins with one step..."



JOURNEYS

Journeys in the news

© 14 Days Ago by TamsynTurner



Everyone is on their own journey...

© May 27 by TamsynTurner

Here at Journeys, we understand that everyone goes at their own pace.

We understand that everyone is on their own personal journey.

Wherever your journey may take you, we will be there every step of the way, or we will be there for the steps in which you want us there.

Some journeys are more difficult than others, and that is why here you will be able to read about others who may share these difficulties.

But these difficult journeys are also filled with joys and triumphs, and we want to share these moments with you too!

We hope the stories and information you find here can help you along the way; that they can help you know where to turn on your journey.

Let us help each other on our Journeys!



My journey as an employee

© 21 Days Ago by TamsynTurner

"Big or small things, it is so cool to know at the end of the day I can look at myself in the mirror and know that I have made a difference to someone today."

Andy Crossman's journey to Journeys began long before this company had even existed.

"My brother is severely disabled, and I grew up caring for him," Andy said. "When I came to school here I saw a job posting at Journeys, and actually became their first Rexburg employee."

Crossman said that he had worked at Journeys for a short time but had to move on in order to finish a degree in Business, which he says now is totally unrelated to what he learned his passion would be.

It was his wife who several years after his initial employment led him to give the then owner of Journeys a call to let her see if he could not only work for them, but help run the business.



Evaluation Plan

Upon completion of the public relations campaign we evaluated and determined if the campaign had been successful. In order to properly determine the final results we first evaluated the current state of Journeys. We used secondary research that we got from the client to determine the current state of Journeys in Pocatello. We saw how many current clients they had and where they were getting the clients from, (referrals, their own efforts or advertising/Google search). As we contacted different community members and organizations we asked them if they have heard of Journeys before. If they responded as having heard of them we asked how and what their

thoughts of them were. We kept a tally of all of the responses and saw if the impression they have of Journeys became more positive by the end of the campaign and where the new clients were coming from. All people contacted had never heard of Journeys but were willing to listen. Afterward, they rated Journeys very highly.

Another way that we determined the success of this campaign is through numbers. Journeys would like to have a strong working relationship with local businesses that can act as referrals, such as schools, doctors and government

agencies. Another group of people that was focused on was students and recent graduates that will join the work team and be qualified employees or interns. Success was determined by the number of new clients, referrals and interested future employees that were generated through the course of the campaign. Journeys has an end-of-the year goal of 50 total clients in the Pocatello office. At the beginning, there were only 12 clients and by the end of the campaign, we reached 20 total clients and 11 businesses or organizations that gave referrals to Journeys.



Evaluation

Other Items

This campaign is very time sensitive. With the opening of a new location, it is important to start this campaign as soon as possible to gain the most media coverage and positive attention from the different target markets.

Our spokespeople are the clients and employees that are showcased in the promotional materials. Their role is to go out to potential clients, employees, and partners in the community via these materials.

Involvement with the community is vital in this campaign. We have provided necessary contact information of various businesses, community leaders and media outlets that will be helpful in this campaign in the future.

Direct Marketing Plan

The way that we plan to market Journeys to the community of Pocatello and especially doctors, occupational therapists, the school district, and ISU. We set up meetings and gave all those that we met with an informational packet that contained marketing materials for these groups to hand out if they desire to. The packet includes:

- Fliers with information about Journeys and its services
- Business cards with all of Journeys information and who to contact if someone is interested in coming to Journeys
- Press release containing information about the Journeys promotional videos and an accompanying article that can be published if desired

Budget

	Value	Actual
Design:		
Logo Redesign	\$350	\$50
Brochures	\$350	\$50
Posters	\$350	\$25
Business Cards	\$175	\$25
Subtotal	\$1225	\$150
Photography:		
Company Photos	\$500	\$50
Locations/Dates	\$800	\$100
Subtotal	\$1300	\$150
Videography:		
Video 1	\$1700	\$75
Video 2	\$1700	\$75
Video 3	\$1700	\$75
Editing	\$500	\$75
Subtotal	\$5600	\$300
Public Relations:		
Consulting	\$3000	\$0
PR Plan and Book	\$1000	\$0
Press Releases	\$100	\$0
Media Outreach		
Business Outreach	\$250	\$0
Social Media Posts	\$350	\$0
Subtotal	\$800	\$0
	\$5500	\$0

Printing Cost: *(This is just to get started. The client will be able to print supplies as needed)*

	<u>Value</u>	<u>Actual</u>
Brochures	---	\$50
Business Cards	---	\$20
Posters	---	\$70
Campaign Books	---	\$60
Other Items:		
Booth Display	\$2000	\$0
Subtotal	\$2000	\$200
Grand Total	\$15625	\$800



Budget



A Thank YOU...

We would like to sincerely thank the fine people at Journeys DDA for allowing us to complete this PR campaign for them. We admire their dedication and passion for what they do. We thank them for all the time and energy they put into meeting with us, checking our work, and guiding us along.

We would especially like to thank Andy Crossman, Mike Anderson, Jared Vance, Alicia Jaramillo, and Lana Gonzales. Without them, this project would have been a total bust.

We would also like to thank our dedicated team of up-and-coming professionals who made all of the deliverables. In order for this project to work, we had to call in favors, spend a little extra, and gather the best talent we knew. Thanks to Dan Kemer for his amazing filmmaking skills, along with help from Nick Christensen. Thanks to Lindsey Lafevre, our professional



photographer, who worked and traveled tirelessly to capture every moment. Thanks to Ian Gundry, who designed the new face of Journeys that will be seen by thousands and thousands for years to come. These creatives will work wonders in whatever endeavors they pursue. We thank them for their time and talents.

Finally, we thank the fine people who use the services Journeys offers. These families and individuals have had hard times on their journey through life. They've had ups and they've had downs. They've sacrificed and faced rejection. The burden of caring for a loved one is etched on many of their faces. Sweet innocence covers the faces of those who have developmental disabilities and rely on others for care. These people are the reason Journeys exists.

We thank each and every family and individual we came across during the course of the project. We met dozens of volunteers, parents,

adults, and children. Every single one of them threw open their doors, hearts, and stories for us. They let us in to document the reality of living with developmental disability. They described the struggle. They also shared how they found peace and comfort in Journeys DDA. They told us about how their lives were changed through the programs offered. We saw it before us, plain as day.

Journeys DDA may be just an organization in Eastern Idaho that seeks to help those struggling with developmental disabilities. But to those whom they've helped, and to us who are witnesses of it, they mean so much more.

Again, we would like to thank Journeys DDA for allowing us to be a part of their amazing story. We will carry with us all we have learned and use it for good in all our professional endeavors in the future.

Thank You



Your PR Team:

Carly McDermott:

Contact:
carlyp.mcdermott@gmail.com

Carly is graduating in public relations. After graduation she is going to work as a publishing consultant when it comes to marketing books to get sales.

Tamsyn Valentine:

Contact:
tamvintage21@gmail.com

Tamsyn is majoring in public relations. She is currently an editor for the BYU-I Scroll. She has a passion for writing and hopes to write for a magazine someday.

Jessica Joyner:

Contact:
jessica.joyner12@gmail.com

Jessica is a PR student at BYU-Idaho. Her talents include event planning and organization. She can't wait to start her career in corporate event planning!

Kyle Treasure:

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Kyle is about to graduate in PR from BYU-I. His talents include social media, design, Survivor trivia, and making outstanding mac n' cheese.

Cira Fear:

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Cira is a senior studying advertising and public relations. She will finish classes in December and plans to work in the PR industry focusing on event management.

Press Release



NEWS RELEASE
June 29, 2015
FOR IMMEDIATE RELEASE

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JOURNEYS ANNOUNCES NEW POCATELLO OFFICE

Journeys new office provides Pocatello area with much needed services for children

POCATELLO, Idaho- Journeys DDA has opened a new office in Pocatello that offers the community, and specifically their children, aid with developmental disabilities.

Andy Crossman, Director of Journeys, said that the main goal is to help both families and individuals progress and grow.

“The best part of this job is that we see miracles every day,” Andy said. “We serve hundreds of clients and all of have done things that teachers, professionals, and doctors said they would never do. It is just great to see people reach their potential and greater levels of independence and quality of life and be part of a community and feel normal.”

Journeys has four other offices throughout South-Eastern Idaho. They are located in Rigby, Idaho Falls, Driggs, Rexburg, and now Pocatello.

-more-

What makes this office different than the other offices that Journeys has is that they specifically focuses on care for children with developmental disabilities.

The new Pocatello office also offers in-home services, where the aid workers can come to the homes of the families who need the type of care and techniques Journeys has to offer.

Alicia Jaramillo, Coordinator of the newly opened Pocatello office said that she is so excited to provide help for the families in Pocatello that really need it.

She said that she has already seen a significant change in the families that have started to use Journeys and its services.

“We do make a difference,” Jaramillo said. “Big or small things, it is so cool to know at the end of the day I can look at myself in the mirror and know that I have made a difference to someone today.”

For more information, please contact Tamsyn Turner at (760) 685-4979 or by email at tamvintage21@gmail.com.

Journeys is a provider of developmental therapy services for special needs children and adults. They provide professional and innovative approaches to meeting the individual needs of each of their clients and their families. Journeys began in 2002 with two employees and one location. Journeys currently has locations in Driggs, Rexburg, Idaho Falls and Rigby, Idaho. They recently opened their Pocatello location and are working to build up the clientele in the area.

Social Media Training Document

Login information for blog

Username:

Password:

To create post:

1. Login to WordPress.com
2. Where it says select site, select Journeys
3. In menu bar under publish select tab called "Blog Posts"
4. Select button next to Blog Posts that says "add"
5. Blank post template should appear
6. Add title and body copy
7. When finished, select button called "Publish" to post on the blog.

Important items to remember when creating a blog post:

- Tags are an important part of a blog post, it helps people to find the Journeys blog faster when searching certain topics on Google

- Pictures or other media are important to add as well, below is a step-by-step guide to adding media

- Always have a featured image
- WordPress has an easy way to share the blog posts on all media, below is a tutorial on how to do so as well

Adding media:

1. On the top of the blank blog post is a tab that says "add media" and it has a little camera on it. Click that to add media
2. Once you have clicked "add media" there will be an option to either upload media from your computer or a USB drive. There is also an option to select previously uploaded pictures.
3. To upload new media, when you select upload there is a tab that says "select files"

4. Click on that to look for files on your computer.
5. Once you upload a picture make sure there is a check mark in the corner
6. Then a side bar will appear with options to add a caption, which is a sentence or two describing the image or article, and also an option to select a size for the photo. Large is the best option.
7. Once all this information is complete click on the tab that says "insert into post", then your media should appear in the post

Adding a featured image:

1. When creating a new post a side bar will appear with many options. If you scroll down on this side bar to the left of the screen there should be a box and tab that says "set featured image"
2. Select this tab, and the same window that was opened for adding media should appear, and you can follow the same steps.
3. Then click on the tab that says "set featured image" and an image should now appear in

the box on the side bar.

Posting to social media:

1. On the sidebar menu that appears when opening a new post there should be a tab called "sharing".
2. When you click on that tab there should be a plus sign and a line that says "connect new service".
3. Click on that plus sign, and a new window will appear with a list of social media options.
4. Click on the ones you wish to use, and it will ask you to log into each of the social media sites individually with the usernames and passwords used for each.
5. Once you select the sites you wish to share to it will take you back to the post, and under the sharing box should appear the social media sites you selected.
6. There is also an option to personalize the message for the posts on social media.
7. When you hit "publish" on the post, it will automatically post to the social media sites you have selected.

Curated Posts

Study examines psychotropic medication use in children, teens with Down syndrome

<http://www.sciencedaily.com/releases/2015/06/150608120220.htm>

10 ways Non-autistic people tell Autistic people to Pass For Normal is Stigmatizing and Does Not Allow For Authenticity

<http://drivemomcrazy.com/2015/10-ways-non-autistic-people-tell-autistic-people-to-pass-for-normal-is-stigmatizing-and-does-not-allow-for-authenticity/>

How to Encourage any Autistic person In Leading Their Own Life

<http://drivemomcrazy.com/2015/how-to-encourage-any-autistic-person-in-leading-their-own-life/>

Autism struck by surprise

<http://www.medicalnewstoday.com/releases/294805.php>

Our Home at Autism's Edges

<http://autismsedges.blogspot.com/2014/04/our-home-at-autisms-edges.html>

How I went from a very shy and private autistic to a very outspoken and public autistic

<http://www.stuarduncan.name/autism/how-i-went-from-a-very-shy-and-private-autistic-to-a-very-outspoken-and-public-autistic/>

The one thing I wish I could tell every depressed autistic child

<http://www.stuarduncan.name/autism/the-one-thing-i-wish-i-could-tell-every-depressed-autistic-child/>

How to Safely Motivate Autistic Children

<http://www.stuarduncan.name/diagnosing-autism/how-to-safely-motivate-autistic-children/>

Autism and Outings: How we do it... whatever "it" is

<http://www.speakinginrace.com/autism->

and-outings-how-we-do-it-whatever-it-is/

Play Centered Around Teen With Autism Wins At Tonys

<http://www.disabilityscoop.com/2015/06/08/play-autism-tonys/20363/>

To Prevent Wandering, Schools Move Forward With Alarms

<http://www.disabilityscoop.com/2015/06/05/to-wandering-alarms/20360/>

Autism Severity Tied To Stress Levels

<http://www.disabilityscoop.com/2015/06/03/autism-severity-stress/20354/>

Students With Special Needs Face Double-Digit Achievement Gaps

<http://www.disabilityscoop.com/2015/06/02/students-double-digit-gaps/20350/>

Special Olympian Leaves Mark After Decades Of Competition

<http://www.disabilityscoop.com/2015/05/29/special-olympian-leaves-mark/20342/>

Google Putting Up Millions For Disability Initiative

<http://www.disabilityscoop.com/2015/05/27/google-millions-disability/20337/>

Pets Reduce Stress In Kids With Autism, Study Finds

<http://www.disabilityscoop.com/2015/05/26/pets-reduce-stress-autism/20335/>

Technology Breaks Silence For Nonverbal Students

<http://www.disabilityscoop.com/2015/05/26/technology-breaks-silence/20331/>

Doctors Largely Unprepared To Treat Adults On The Spectrum

<http://www.disabilityscoop.com/2015/05/21/doctors-unprepared-spectrum/20323/>

Calming Chair For Kids On The Spectrum May Be Headed To Market

<http://www.disabilityscoop.com/2015/05/18/calming-chair-market/20311/>

5 Things Every Sibling of Someone with Autism Wants You to Know

<https://www.autismspeaks.org/blog/2015/06/02/sthash.OfTpbZlo.uxfs>