



## News Release

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# Department of Airports Names New PR, Marketing Manager

WILL ROGERS WORLD AIRPORT (**March 16, 2007**) – Jennifer James McCollum, APR, is the new Public Information and Marketing Manager for the City of Oklahoma City Department of Airports. McCollum previously served the City of Oklahoma City Utilities in the same role.



McCollum will be responsible for developing and managing a variety of programs for **Will Rogers World Airport** and two general aviation airports, **Wiley Post** and **C. E. Page**. Her responsibilities include researching, planning and conducting strategic public relations and marketing campaigns; recruiting passenger and air cargo service; airport volunteer programs; managing the airport's Web site and serving as spokesperson for the Department.

McCollum began her career as a print journalist, and over the last 17 years, has held key public relations positions in local, state and federal government including serving in the Office of Public Affairs at Tinker Air Force Base during the Gulf War and Base Realignment and Closure. She spent five years as Director of Public Relations for the State Arts Council of Oklahoma.

McCollum graduated in 1989 from Southern Nazarene University with a Bachelor's degree in political science and speech communication, and has completed 24 hours of graduate work in English and literature from OU and UCO. She has won several awards throughout her career including commendations from the Air Force Materiel Command and U.S. Department of Energy, a \$5,000 marketing award from Ford Motor Company, and in 2003, the 40 Under 40 award from *OKC Business*. She recently received a writing award from the Oklahoma Society of Professional Journalists. A longtime member of PRSA, in 2006, she earned her Accreditation in Public Relations (APR).

McCollum lives in Oklahoma City and is married to Robert McCollum. They have two children, Juliette, 9 and Sullivan, 19 months.

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