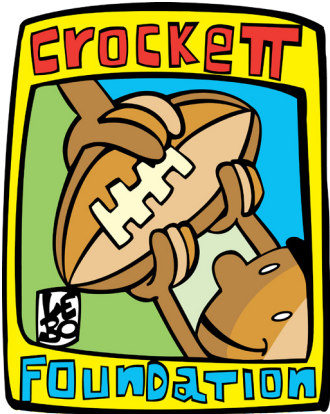


results sheet



Integrated Capabilities · Marketing · Publicity · Events · Digital Media · Media Relations



CLIENT:

Crockett Foundation, Inc.

COLLABORATION:

M.D. Stewart & Associates and The Marome Agency

PROJECT:

1st Annual Family Health & Community Awareness Festival

AUDIENCE:

Infants, Teens, Students, Young Adults, Adults, Seniors, and Healthcare Providers

CHALLENGE:

Generate local press and community interest in the Inaugural Crockett Foundation Family Health & Community Awareness Festival

SITUATION:

The Marome Agency, LLC was tasked with creating positive media exposure for the Crockett Foundation and managing sponsor relationships with local healthcare organizations, corporations, healthcare providers.

Results

The Marome Agency was able to garner electronic and print media support from several local area media outlets that focused on Health Education and Prevention in the local South Florida community. TMA was able to build lasting and sustainable relationships with Broward County Health Department, Broward Healthy Start Organization, and Pepsi CO., which have committed to continue to support the Crockett Foundation in its future healthcare initiatives.





Media Impressions:

Outlet	Date	Distribution	Viewers
WHQT/Hot 105 fm	04/21/09	Broadcast	500,000
WTVJ-NBC 6	04/22/09	Broadcast	60,000
South Florida Today			
WSFL/SouthFlorida.com	04/24/09		

Publication	Date	Distribution	Circulation
South Florida Times	04/17/09	Print	24,000
Westside Gazette	04/09/09	Print	33,000
Black PRWire.com	04/1/09	Print/Online	80,000
Miami Gardens Observer	04/01/09	Print/Online	5,000