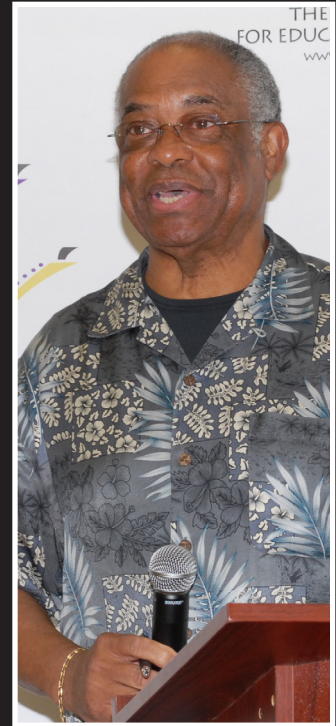


# results sheet



**Integrated Capabilities:** Press Conference · Media Relations · Publicity



THE GOSPEL COMPLEX  
FOR EDUCATION & PRESERVATION  
WWW.GOSPELCOMPLEX.ORG



**CLIENT:**

Gospel Complex, Inc (Gospel Complex for Education & Preservation)

**LEAD COMPANY:**

The Marome Agency

**PROJECT:**

2009 Brick-by-Brick Kick-Off Campaign for the construction of the Gospel Complex for Education & Preservation (GCEP)

**OBJECTIVE:**

Create a local press conference to announce the “Brick-by-Brick” campaign for the construction of the Gospel Complex for Education and Preservation construction.

**SPEAKERS:**

Congressman Alcee Hastings, Florida - 23 District; Rep. Hazelle Rogers, Florida House of Representatives – District 94; Senator Chris Smith, Florida State Senate- District 9; Vice Mayor Hayward Benson, City of Lauderhill; Helen Hinton, Charmettes, Inc.

**AUDIENCE:**

Broward Black Elected Officials (BBEO); local faith-based organizations; sororities & fraternities; service organizations, and the local community. Distinguished guests included; Howard Berger, Commissioner, City of Lauderhill; M. Margaret Bates, Commissioner, City of Lauderhill; Rep. Perry E. Thurston, Jr, Florida House of Representatives – District 93, and several concerned residents





**CHALLENGE:**

Generate local press and community interest in the construction of the Gospel Complex for Education & Preservation. This is the 3rd press conference that has been held in the past two years focusing on the construction of the GCEP in Lauderhill, FL.

**SITUATION:**

The Board of the GCEP and the BBEO are trying to generate community support for the complex which is slated for completion in 2012. As part of the construction and development, GCEP Board is soliciting a call-to-action from the local community to get involved and purchase commemorative bricks that will be placed at the entrance of the GCEP.

**RESULTS:**

The Marome Agency was able to secure local media interest in the Brick campaign, which created a positive response from the community and local media.

**MEDIA IMPRESSIONS:**

*Electronic*

OUTLET	DATE	DISTRIBUTION	CIRCULATION
WPLG/Local 10	09/02/09	Broadcast	Broward/Dade

*Print*

PUBLICATION	DATE	DISTRIBUTION	CIRCULATION
South Florida Times	09/4/09	Print/Online	20,000
Westside Gazette	09/10/09	Print/Online	30,000
National Weekly	09/10/09	Print	30,000
The Forum (Community Papers)	09/16/09	Print	14,848
Sun-Sentinel	09/15/09	Online	1,264,7000
Sun-Sentinel (Community News)	10/11/09	Print	844,700



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