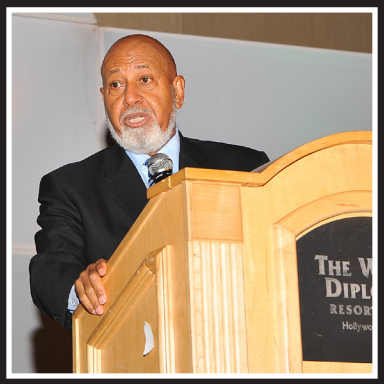
# results sheet



**Public Relations · Media Relations · Publicity**

**PROJECT:**
**Dr. Mack King Carter Retirement Celebration/ A Page in HIS {tory}**

**OBJECTIVE:**
Create a comprehensive local media relations campaign for Dr. Mack King Carter, retiring Senior Pastor of the New Mount Olive Baptist Church

**AUDIENCE:**
The members of the New Mount Olive Baptist Church, local and national clergy, and the tri-county South Florida community, in addition to activating local and national political support.

**CHALLENGE:**
Creating a positive media relations campaign for Dr. Mack King Carter, retiring Senior Pastor of the New Mount Olive Baptist Church. In recent years, Dr. Carter and members of the congregation have been targets of media scrutiny over minor church issues, which have been resolved.

**SITUATION:**
Dr. Mack King Carter retired from the New Mount Olive Baptist Church on September 30, 2009. The Marome Agency began working behind the scenes with local media to craft a positive media exit for Dr. Carter. Our team worked diligently with local News Directors, and Reporters to ensure that Dr. Carter received fair and unbiased media exposure from the local press.

**RESULTS:**
Dr. Carter received exceptional media coverage in print and broadcast. Over 2.5 million media impressions were viewed between June 2009 and September 2009.

NEW MOUNT OLIVE BAPTIST CHURCH

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Public Relations · Event Design · Marketing

## MEDIA IMPRESSIONS:

*Electronic*

| Outlet | Date | Broadcast Time | Distribution | Circulation |
|---|---|---|---|---|
| WSFL/11 | 09/09/09 | 6:00 AM | Broadcast Media | Broward/Dade |
| WPLG/10 | 09/25/09 | 11:00 PM | Broadcast Media | Broward/Dade |
| WSVN/7 | 09/27/09 | 7:00 PM/11:00 PM | Broadcast Media | Dade/Broward |
| WSVN/7 | 09/28/09 | 6:00 AM- 9:00AM | Broadcast Media | Dade/Broward |
| WTVJ/6 | 09/27/09 | 7:00 PM/11:00 PM | Broadcast Media | Broward/Dade |
| WTVJ/6 | 09/28/09 | 5:00 AM – 7:00 AM | Broadcast Media | Broward/Dade |
| WHQT/Hot 105FM | 09/28/09 | (Tom Joyner Morning Show) | Radio | Tri-County |
| WTVJ/6 | 09/30/09 | 6:00 PM | Broadcast Media | Broward/Dade |

*Print*

| PUBLICATION | DATE | DISTRIBUTION | CIRCULATION |
|---|---|---|---|
| Christian Newswire | 06/29/09 | Wire Distribution | National Christian Media |
| Florida Courier | 07/03/09 | Print/Online | 150,000 |
| Westside Gazette | 07/09/09 | Print/Online | 30,000 |
| Westside Gazette | 08/20/09 | Print/Online | 30,000 |
| Westside Gazette | 09/03/09 | Print/Online | 30,000 |
| Miami Herald | 09/20/09 | Print | 311,245 |
| Sun-Sentinel | 09/27/09 | Print | 844,700 |
| Sun-Sentinel.com | 09/26/09 | Online | 1,264,700 |
| Orlando Sentinel.com | 09/26/09 | Online | 900,000 |
| Chicago Tribune.com | 09/26/09 | Online | 1,500,000 |