

results sheet



"This is the one event of the year when we can all come together and celebrate accomplishments as well as have a little fun. It is going to be one of those 'just can't miss it' events and will lead us beautifully into our next milestone." - Shannon Carey, Chief Development Officer

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



CLIENT:

Urban League of Broward County

LEAD COMPANY:

The Marome Agency

PROJECT:

2009 Equal Opportunity Day Dinner/Red Gala – Stompin' at the Savoy

OBJECTIVE:

Develop and create a comprehensive public relations campaign that would increase community awareness about the Urban League of Broward County, and start creating a buzz about the organizations 2010, 35th Anniversary celebration.

AUDIENCE:

South Florida residents, corporations, and civic leaders from various backgrounds and cultures.

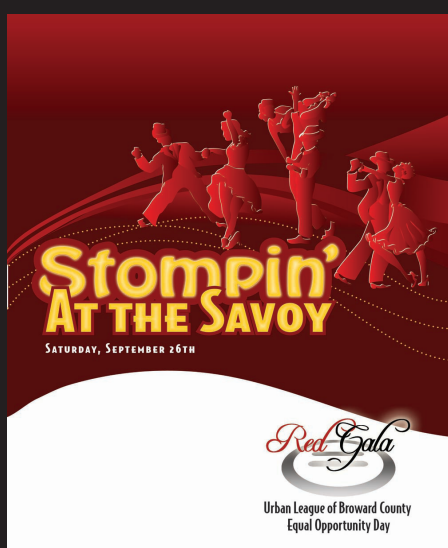
CHALLENGE:

Increase local press interest and participation regarding the organizations community initiatives, and milestones for the 2009 Urban League's Red Gala, "Stompin at the Savoy."

SITUATION:

The 2009 Urban League Red Gala was uniquely produced and presented to the community as "A Party with a Purpose." Moving away from a traditional banquet and silent auction, the organizers of the 2009 Red Gala decided to adopt the 30's theme and reincarnate the vintage Savoy Ballroom that was made famous during the Harlem Renaissance era. Given these uniquely difficult financial times the organization wanted to create a fun atmosphere that





was reflective of the great depression. The Savoy Ballroom was a venue that welcomed blacks and whites together during a time in American history where blacks and whites were separate but equal and they would come together and let the “good times roll.” The organization recognized and honored several individuals during the “Stompin at the Savoy” gala from varying backgrounds to be the recipients of the Urban Leagues, prestigious award categories. Rositta E. Kenigsberg, received the Margaret Roach Humanitarian Award for her unique work as a trailblazer in improving race relations, and educating the community through her role as the Executive Vice President of the Holocaust Documentation and Education Center, Inc., in Hollywood, FL. Ghenete Wright Muir, received the GenNext Momentum Award for her unparalleled success in the legal community and her work as an Assistant Public Defender for Broward County. Chuck Fallon, President for North American Burger King Corporation received the Diversity Champion Award for Burger Kings commitment to diversity at every level of its operation, and the 2009 Youth Achiever, Ryan Walker for her tireless efforts in educating her peers about HIV/AIDS and her outstanding academic achievement.

RESULTS:

The Marome Agency increased media exposure by 50% compared to 2008 public relations effort.

MEDIA IMPRESSIONS:

Print

PUBLICATION	DATE	DISTRIBUTION	CIRCULATION
National Weekly News	09/10/09	Print	30,000
South Florida Times	09/11/09	Print	20,000
Sun-Sentinel/Society Scene	09/16/09	Print/Online	208,073
Westside Gazette	09/16/09	Print	30,000
South Florida Caribbean News	09/16/09	Online	40,000
Westside Gazette	09/17/09	Print	30,000
National Weekly News	09/17/09	Print	30,000
South Florida Times	09/18/09	Print	20,000
Jewish Journal (Broward)	09/23/09	Print	150,000
Jewish Journal (Palm Beach/Dade)	09/24/09	Print	150,000
Westside Gazette	09/24/09	Print/Online	35,000
Sun-Sentinel.com	09/24/09	Online	1,264,700
Chicago Tribune	09/24/09	Online	1,536,243
Sun-Sentinel (Local Section)	09/25/09	Print	568,100
South Florida Times.com	09/25/09	Online	10,000
South Florida Times	09/25/09	Print	20,000
National Weekly	10/01/09	Print	30,000
South Florida Times	10/02/09	Print	20,000
Miami Herald	10/04/09	Print	311,245

