

results sheet



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

Urban League of Broward County



CLIENT:
Urban League of Broward County

LEAD COMPANY:
The Marome Agency

PROJECT:
2010 Equal Opportunity Day Dinner/Red Gala – “Party Like Its 1975”

OBJECTIVE:
Develop and create a comprehensive electronic media relations campaign that would increase community awareness about the Urban League of Broward County and the 35th Anniversary of the organization providing services to Broward County.

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

CHALLENGE:
Increase electronic media impressions to a wider audience through local media outlets in Broward and Miami-Dade counties. The Goal was to increase media exposure through visual programming for Dr. Germaine Smith-Baugh, and provide her with a larger audience and platform to increase public awareness about ULBC in communities that are unaware of the organizations services countywide.

themaromeagency



SITUATION:

Each year the Urban League of Broward County hosts their annual Equal Opportunity Day Dinner/Red Gala to reinforce community and corporate awareness about ULBC and the services it provides to Broward County residents. This year was special for the National Urban League as well as the local office. The national office is celebrating its Centennial anniversary and ULBC is celebrating their 35th year of service. During this historic occasion, the ULBC of Broward hosted the national office winter meeting in Broward County and later hosted a Town Hall meeting with several well known leaders from across the country along with the organizations, national president, Marc Morial. As part of this celebration, the goal of the local office was to increase electronic media presence for the organization, and reach a broader audience than in the past. Dr. Germaine Smith-Baugh and the leadership of the ULBC wanted to take this opportunity to focus on the rebranding and messaging of ULBC, and emphasize the organizations success in raising community awareness and funding for its Capital Campaign. TMA goal was to utilize past successes, and highlight those initiatives to usher in a new angle of media for the organization to build upon for the future in the community. As part of this year's celebration the organization recognized and honored several outstanding individuals for their contribution to the community, education, and overall corporate social responsibility. The 2010 Honorees were, Elizabeth 'BJ' Buntrock, Founder of the Pantry of Broward, Keith Koenig, co-founder and CEO of City/Ashley Furniture and Wesley Dixon, the 2010 Youth Achievement Honoree.

RESULTS:

The Marome Agency increased electronic media exposure by 100% compared to previous years where the focus has been placed on local print publications focusing on the Red Gala, and not on the overall scope of services and programs offered by ULBC.

MEDIA IMPRESSIONS:

PRINT

PUBLICATION	DATE	DISTRIBUTION	CIRCULATION
Sun Sentinel/Society Scene	08/11/10	Print/Online	175,000
Sun Sentinel/Local	08/22/10	Print/Online	180,834

ADVERTISING

PUBLICATION	DATE	DISTRIBUTION	CIRCULATION
Westside Gazette	09/02/10	Print	30,000
South Florida Times	09/02-08/10	Print/Online	26,000/1.6 million

ELECTRONIC

TELEVISION	DATE	DISTRIBUTION	CIRCULATION
WFOR/CBS 4 Focus on South Florida	08/08/10	1 South Florida Clip	Miami/Ft. Laud
WTVJ/NBC 6 South Florida Today Show	08/24/10	1 South Florida Clip	Miami/Ft. Laud

RADIO

OUTLET	DATE	DISTRIBUTION	CIRCULATION
WHQT/Hot 105	09/08/10	South Florida	Tri-County