

results sheet



“Broward County has changed, and we want to reflect the community...” Lisa Williamson Barker, Vice President of Development, Urban League of Broward County – *Sun Sentinel*

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



CLIENT:
Urban League of Broward County

LEAD COMPANY:
The Marome Agency

PROJECT:
2008 Equal Opportunity Day Dinner (Red Gala)

OBJECTIVE:
Develop and create a comprehensive public relations campaign that would increase community awareness, and generate a buzz about the Urban League of Broward County’s Annual Equal Opportunity Day Dinner.

AUDIENCE:
South Florida Residence, Corporations, and Civic Leaders from various backgrounds and cultures.

CHALLENGE:
Generate local press and community interest in the 2008 Equal Opportunity Day Dinner, “Red Gala”

SITUATION:
This year the Urban League of Broward County wanted to create an event that showcased the diverse cultures of Broward County. The coordinators for this years Equal Opportunity Day Dinner, titled/themed the event the “Red Gala,” with special emphasis focused on the island of Jamaica, and Trinidad & Tobago. The Urban League of Broward County honored several individuals from each island nation in addition to honoring local media and politicians. The honorees were; State Senator Christopher L. Smith, NFL Hall of Famer and President/CEO, Dwight Stephenson Construction, Dwight Stephenson,



Attorney Gregory Haile, Honor Student and Youth Leader Travis Baten, and George Rahael, founder of Amera Corporation, and former Chair of the Trinidad & Tobago –USA Chamber of Commerce

RESULTS:

The Marome Agency was able to garner the attention and support of targeted press to cover and report on the Red Gala.

MEDIA IMPRESSIONS:

PUBLICATION	DATE	DISTRIBUTION	CIRCULATION
Westside Gazette	08/21/08	Print/Online	32,704
Sun-Sentinel (Get Local)	09/01/08	Online	1,474,901 monthly
National Weekly	09/04/08	Print	30,000
Sun-Sentinel (Society)	09/10/08	Print/Online	40,000
Westside Gazette	09/11/08	Print/Online	32,704
Blacktie-South Florida Event Calendar	09/15/08	Online	N/A
Florida Courier	09/18/08	Online	65,000
National Weekly (ADV)	09/18/08	Print	30,000
National Weekly (Calendar)	09/18/08	Print	30,000
South Florida Caribbean News	09/22/08	Online	20,000
National Weekly (ADV)	09/25/08	Print	30,000
DailyPress.com	9/25/08	Online	404,715 monthly
Sun Sentinel (Local)	09/26/08	Print/Online	268,286
South Florida Times	09/26/08	Print	24,000
EXTRANA		N/A	Online