

Case Study

EARNED MEDIA



THE CHALLENGE

A major transportation trade association organized a Washington, DC fly-in to highlight the importance of their industry to Members of Congress.

Advocacy Group Inc was hired to maximize the impact of fly-in activities through multiple, in-district public relations campaigns. Each campaign was designed to produce earned media in targeted Congressional Districts within a one month time frame leading up to the fly-in.

THE PROGRAM

Through our field network, AGI built an Earned Media campaign that combined the use of both new and traditional earned media – including blog posts, editorial boards, letters to the editor, op eds, and press releases, as well as radio and television stories.

- AGI developed a specific strategic plan for each of the 14 targeted states, identifying the media outlets that were heavily monitored by the targeted member of Congress.
- AGI developed talking points and sample materials for each of our targeted districts.
- Working with our nation-wide network of Earned Media experts, AGI was able to produce a media buzz surrounding the DC fly-in. Through earned media placements, our stories reached in excess of four million people.
- Additionally, AGI was able to secure over 124 unique and measurable Earned Media activities including:
 - 57 different newspaper stories
 - 32 Op eds
 - 18 Radio Interviews
 - Five Television Interviews
 - Three Editorial Boards

THE RESULTS

In each targeted district AGI successfully developed a buzz about the DC fly-in. During the fly-in meetings, staff and targeted legislators often commented about the amount of press the association was receiving about the event and the importance of the industry to the districts and the state as a whole.