

ANNE KLEIN COMMUNICATIONS GROUP

Flu Shots on the Go One in a Series of Intelligent Solutions

The Challenge:

Generate regional media coverage to promote The Visiting Nurse Association of Greater Philadelphia's (VNA) one-day flu shot clinic for commuters and travelers held in Amtrak's 30th Street Station in Philadelphia.

Results:

- Prior to the event, details of the clinic were published in the *Philadelphia Daily News*, Philly.com and Phillyhealthinfo.com.
- 6 ABC promoted the clinic on its 5 a.m. newscast the day of the event. 6 ABC also featured the clinic during its noon newscast, and included interviews with event participants.
- KYW Newsradio attended the event and broadcast live from the clinic, interviewing participants and airing coverage throughout the morning.
- Following the clinic, *ADVANCE for Nurses* published a photograph and caption of clinic participants in their November 2008 issue.
- The campaign successfully encouraged public attendance of the event and the client was satisfied with the turnout. According to the nurses on site, several participants noted they attended the clinic because they heard about it on the radio and on the morning news.

Background:

The VNA is the region's largest and oldest non-profit home care and hospice provider, serving the entire city of Philadelphia and the surrounding counties. Dedicated to supporting a healthy region, the VNA decided to hold the event in a highly trafficked area at the start of flu season.

The Campaign:

Prior to the event, Anne Klein Communications Group (AKCG) coordinated with Amtrak's 30th Street Station to reserve space for the clinic on Nov. 13 from 8 a.m. to 3 p.m. AKCG built a targeted media list, then wrote and distributed a media advisory. AKCG pitched targeted media contacts to encourage both attendance at the event and promotional coverage prior to the clinic. The day of the clinic, AKCG fielded media calls and provided on-site support for the VNA. Afterward, AKCG coordinated with the event photographer to distribute a captioned photograph to interested media.

To learn more about how Anne Klein Communications Group can help you build newsworthy public service events and communicate effectively with your audiences, please call and ask for Anne Klein or Chris Lukach.