

Public Relations-Getting the Word Out!

- Developed a public relations plan to promote and highlight the following:
 - Importance of the pediatric practice as the medical home
 - Importance of the well and sick visit
 - Importance of immunizations
 - Safety measures put in place
 - Telehealth opportunities for now and in the future
 - Other pediatric health related topics such as developmental screenings, behavioral health, early identification and intervention

Public Relations-Getting the Word Out!

- Identified several pediatricians to serve as media experts including
 - Robert Wiskind
 - Bakari Morgan
 - Keyana Washington
- Developed tip sheet with what parents need to know about kids' doctor visits, vaccines, mental health and more
- Developed extensive media list based on where practices are located and pitched tip sheet to hyperlocal publications such as Gwinnett Daily Post, Marietta Daily Post, and Decaturish quoting an expert from the local practice
- Created story angles and targeted media highlighting urgency around vaccination stats and developmental screenings
- Developing public service announcements regarding above topics for WSB-TV Family, iHeart Media, Clear Channel radio, AJC

Results



WXIA-TV (NBC)

Broadcast Date: June 24, 2020

Program: Aired during the 5 p.m. newscast with Keyana Washington

Viewers: 23,122

Since the pandemic, local TV news stations have seen a jump in ratings. WXIA's ratings have jumped +21%

Results



Georgia News Network

Broadcast Date: July 11-12, 2020 with Reporter John Clark and Keyana Washington

Circulation: The show "Georgia Focus Extra Weekend" on Georgia News Network is a weekly 28-minute radio show that covers issues ranging from health care to public safety, from nonprofits to authors and state government. The program is syndicated on approximately 70 affiliate radio stations across the state, including five Atlanta stations:

- WGST-AM 640 (6:30a.m./Sunday)
- WUBL-FM 94.9 (5 a.m./Sunday)
- WWLG-FM 96.7 (7a.m./Sunday)
- WWPW-FM 96.1 (6 a.m./Sunday)
- WRDA-FM 105.7 (7 a.m./Sunday)

Interview placed on www.kidshealthfirst.com/covid-19/

PR Results

GEORGIA HEALTH NEWS



Georgia Health News-www.georgiahealthnews.org

Interview: July 9, 2020 with Anne Hardie and Keyana Washington

Publish Date: TBD

Circulation: Georgia Health News pushes out daily emails with exclusive content. This online publication has approximately **4,000** subscribers. Their website averages approximately **10,000** sessions each week. In addition, Georgia Health News has nearly **50** media partners statewide, as well as some national outlets, who regularly publish their health content.

Next Steps

- Continue to pitch media experts, and identifying new and different angles(i.e. return to school and what that looks like, social-emotional development and concerns during COVID-19)
- Developing specific PSAs for the media outlets