

# CASE STUDY

## The Children's Center of Wayne County

Elevating Experts to  
Increase Awareness

### ▪ **Challenge:**

- The Children's Center of Wayne County has nearly a century of history helping children and families in metro Detroit, but in 2015, awareness and understanding of their services was at an all-time low.

### ▪ **Approach:**

- In an ongoing effort, we tap into the wealth of knowledge within The Children's Center, creating and executing an editorial news bureau program centered on their in-house Subject Matter Experts (SME).
- This custom year-long strategic plan and calendar of news/announcements ensures an ongoing drumbeat of positive and branded media coverage on a wide range of topics and issues important to TCC's key stakeholders and clients.
- A blended approach to PR allows TCC to leverage recent topics in the news, holidays/occasions, and "National X Month" events, and formally announce major news with a press release, distribution, and outreach to appropriate media.

### ▪ **Results:**

- In less than two years, The Children's Center has earned nearly 200 branded media mentions / placements / stories (fifty percent + included "The Children's Center" in the headline or first paragraph of the story).
- More than 22 MILLION impressions earned through local and national press coverage - including Detroit Free Press, Fox 2 News, Crain's Detroit Business, Metro Times, HOUR Detroit, Local 4 News (NBC), WJR-AM, Slate and Philanthropy News Digest.
- TCC experts have conducted nearly a dozen media interviews so far in 2017 - on key topics ranging from autism awareness, foster care, art enrichment therapy, and general mental health services.
- After a single TV media interview regarding foster care, phone calls to TCC from interested foster parents increased more than 400 percent.

