



CASE STUDY

PUBLIC AFFAIRS CAMPAIGN

TRADE ASSOCIATION SEEKS MEDIA COVERAGE OF ANNUAL CONVENTION

Keybridge Communications conducted an Earned Media campaign for a large trade association seeking coverage of its annual convention from local media in Washington, D.C. Thanks to Keybridge's efforts, the *Washington Post* and six television networks -- including Fox and NBC -- covered the convention.

Major wire services -- including the *Associated Press*, *Reuters*, and the *Federal News Service* -- all highlighted the convention. Dozens of local reporters, including those at the client's top target publications -- *Kaiser Health News* and the *AARP Bulletin* -- attended the event.

