



# CASE STUDY

## OPINION MEDIA CAMPAIGN

### SUMMARY STATISTICS

Time Frame	12 months
Unique Print Media Hits	692
Op-Eds	64
Radio Interviews	101
Radio Stations	1050

### TRADE ASSOCIATION BEATS BACK LEGISLATIVE ATTACKS

Keybridge Communications conducted an opinion media campaign for a large trade association whose members were facing a sustained legislative attack on Capitol Hill. In just 12 months, Keybridge generated 692 unique media hits through 64 op-eds. Top placements included the Wall Street Journal, Financial Times, Houston Chronicle, and many other major-market newspapers and leading online outlets.



During this time, Keybridge also booked 101 different radio interviews, which were broadcast on nearly 1050 radio stations.

