

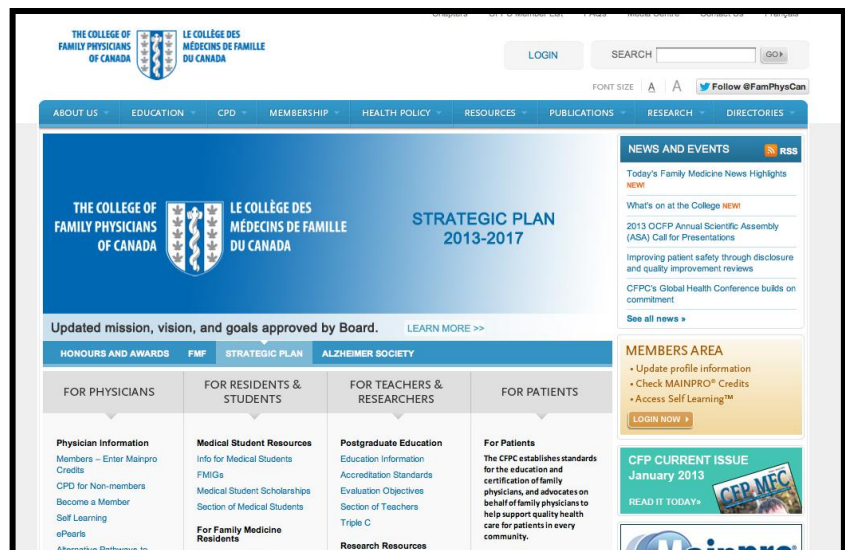
Case Study



Client: College of Family Physicians of Canada
Contact: Jayne Johnston, Communications Manager
Services: Media Outreach Program
Languages: English and French
Duration: May 2011 to November 2011

Challenge

The College of Family Physicians of Canada (CFPC) retained Delta Media (DMI) to do media outreach in support of the college's Family Physician of the Year (FPOY) awards program, also known as the Reg L. Perkins awards. This prestigious annual award is given to 10 of Canada's top family physicians as voted by their peers, patients, colleagues, community leaders and the CFPC's provincial chapters. This year the awards were presented in Montreal at the Family Medicine Forum on Tuesday, November 1.



Project

DMI's course of action for its media outreach program for CFPC is broken into three stages:

- Planning,
- Implementation, and
- Evaluation.

Planning

Delta Media's first step to prepare for the media outreach program was to develop a media strategy which included strategic advice and counsel on the appropriate timing and distribution, as well as the content of media materials.

DMI assisted in the development of a national and regional media list, including publications from select stakeholders of each physician. Alongside the CFPC, DMI also aided in the creation of an English and French news release and backgrounder for media distribution.

Before the outreach began, DMI participated in two teleconferences with the FPOY award recipients to inform each physician of the media relations requirements and to help prepare

them for interviews with the media. As part of the counsel given, DMI provided each physician with an interview tip sheet.

Implementation

DMI's pitching team began distributing the news release and backgrounder to English and French national and regional media on Monday, October 24 at 9:00 a.m. E.S.T. The news release was also posted to Canada NewsWire the same day. The pitching team followed up with journalists via telephone to encourage interviews with the award recipients and coordinate interviews where required.

Following the FPOY award ceremony in Montreal, DMI followed up with select media to secure the most coverage possible. Select media who did not cover the original story received "grip and grin" photos from the ceremony.

Evaluation

Following the FPOY award ceremony in Montreal on November 1, DMI began monitoring the success of its media outreach campaign. With the aid of industry standard tools such as FPinformart and Google News, as well as individual searches on select media websites, DMI prepared a written report including the actual transcripts of coverage from earned media. The report was presented to the CFPC.

Throughout the entire media outreach program, Delta Media maintained committed to providing ongoing counsel, quality control and administrative support in all areas of the project.

Project Deliverables

Delta Media's team provided the following services:

- briefed the FPOY winners during two teleconferences about the media relations campaign and expectations of them;
- provided strategic counsel for dealing with the media;
- compiled an extensive list of national, regional and health care media;
- wrote and edited media materials including a news release and backgrounder;
- distributed the releases via email, Canada Newswire (CNW), social media venues
- pitched the story to the media;
- coordinated requests for interviews;
- prepared a pitching synopsis;
- monitored media coverage; and
- prepared a campaign report.

Results

Media coverage for this year's recipients remained largely regional and positive in tone. Significantly, coverage for the CFPC, and the FPOY award winners was primarily a broadcast story. In New Brunswick for example, Dr. Michel Landry who garnered the most media attention of all the award recipients was interviewed by two radio stations (News 88.9 and News 91.9) and his story received coverage across the province and CBC Radio One in Moncton ran a story about the FPOY award program. In total there were 12 media hits for Dr. Landry. Of them, 9 were broadcast.

Dr. Marjorie Docherty of British Columbia received the second highest media coverage with 5 hits, including appearances on Q 103.1 FM and CKFR AM 1150. Another highlight of the 2011 campaign was a front page article in the Brandon Sun about Dr. Joanne Maier. Delta Media secured several CTV media opportunities for FPOY winners. However, some of them were unavailable for comment. This lowered the amount of T.V. coverage of the story. Overall, DMI secured 38 media opportunities of which 17 were broadcast stories. Each award recipient was mentioned at least once.