

*Earned Media*

# STATEWIDE COVERAGE

Mercury Public Affairs has secured numerous media placements in several markets across the state, including television interviews, newspaper articles, op-ed pieces and editorials.

This earned media has generated significant attention to TCEP, its members and their constant work to ensure Texans have access to the emergency care they need - in particular as the COVID-19 pandemic continues to unfold.

A truly statewide campaign, media engagement has reached across Texas' many regions and local communities.

**LOCAL TELEVISION**  
*audience of*  
**> 350,000**  


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*valued at*  
**> \$72,000**

**NATIONAL PLACEMENT**  
**2.5M** | **\$240K**  
*audience* | *ad value*



## HIGHLIGHTS



*"Don't fret that doctors and nurses are already overwhelmed with the pandemic. Don't wait. Just go. It could be the difference between life and death." - Editorial Board*



*Five front-line medical workers from Texas, Florida, Alabama and California, spoke to CBS News senior medical correspondent Dr. Tara Narula.*

Social Media

# AUDIENCE REACH

Social media channels have provided a valuable tool for amplifying earned media efforts, as well as for communicating important messaging to the public. The campaign's targeted efforts to raise awareness have resulted in measurable gains in social media metrics.

## TWITTER

**3X**

*profile visits\**

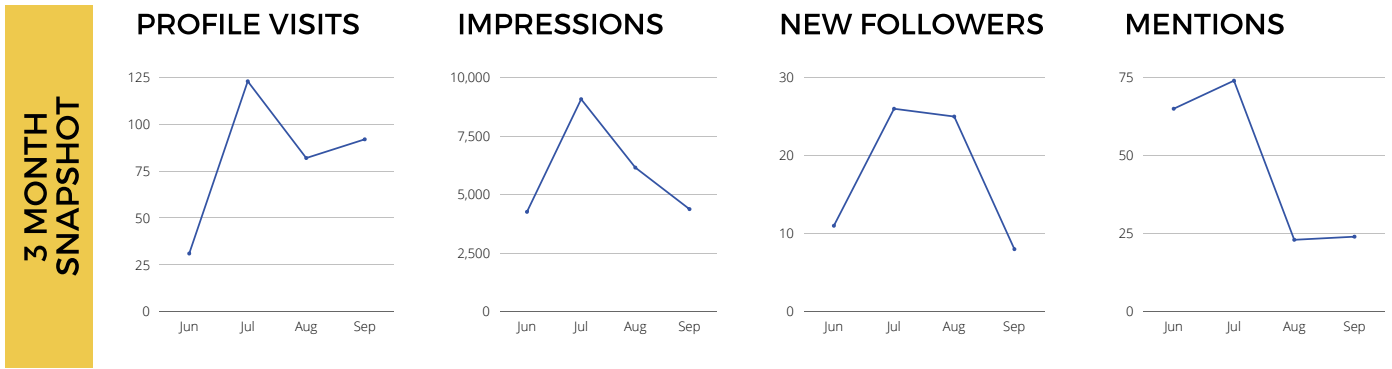
\* average post-engagement

**50%**

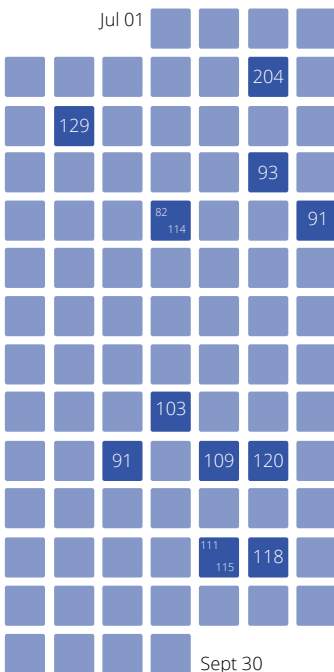
*increased impressions\**

**1.8 X**

*new followers\**



## INSTAGRAM



**1,665**

*cumulative reach*

of top posts over the last three months

Posts with most significant reach over the last three months have included a mix of content.

**3** *posts with largest reach*  
all part of public affairs awareness and engagement campaign

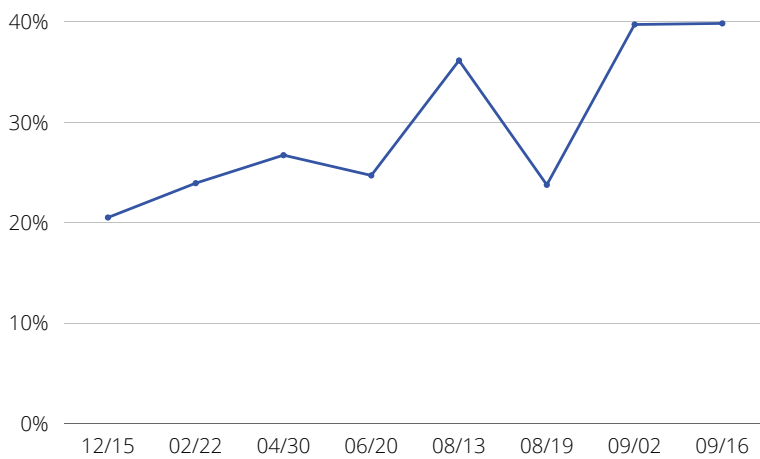


*Digital*

# MEMBER ENGAGEMENT

Communicating directly with members is a significant component to public engagement efforts and was the lead focus of the campaign's last phase.

## NEWSLETTER EBLASTS



### *Increased Open Rate*

to a new high of

**39.85%**

from an average

**25.13 %**

in the first half of the year

## WEB CONTENT

# 1,897

Hits to website articles, newsletter pages and YouTube videos