

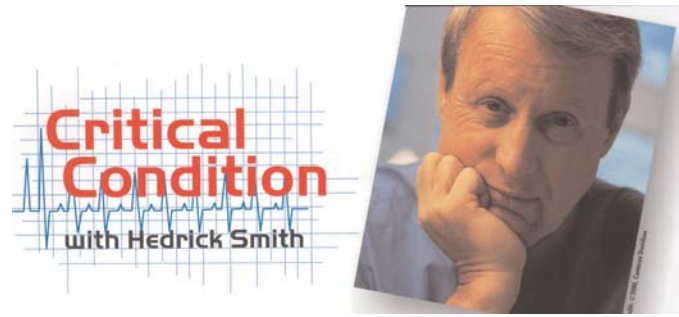
CRITICAL CONDITION: HOW GOOD IS YOUR HEALTH CARE?

"It's an outstanding work that relies on candid interviews and has an air of honesty."

- **Los Angeles Times**

"This Wednesday evening, stop whatever you're doing, tune into your local PBS station and watch this show."

- Salon.com



The Challenge:

In conjunction with an entire evening that PBS devoted to health care issues, Devillier Communications, Inc. (DCI) was asked to promote *CRITICAL CONDITION with Hedrick Smith*, a national three-hour special report on the state of the American health care system. DCI was also responsible for promoting a national survey conducted by Princeton Research Associates in collaboration with *USA TODAY* on voter attitudes toward health care.

Strategy:

Devillier Communications, Inc. (DCI) recommended a comprehensive media relations campaign as well as a series of special events that would take place in Washington, D.C., New York City and Los Angeles just prior to the broadcast. DCI also served as liaison with the communications offices of the major underwriters - The Robert Wood Johnson Foundation, the Rockefeller Brothers Fund and the California Healthcare Foundation.

Tactics:

Specifically, DCI:

- Produced a luncheon symposium and an interactive Webcast at the National Press Club in Washington, D.C. The event allowed viewers across the country to pose questions to Senator Jay Rockefeller (D-W.VA.), a leading advocate of health care reform, and other experts. Luncheon guests included health care leaders, policy-makers and the press.
- Launched an extensive media relations campaign targeting national magazines, wires and syndicates and top daily newspapers, with special emphasis in cities where the documentary was filmed.
- Coordinated two premiere screenings in New York and Los Angeles.
- Coordinated a national radio tour with Hedrick Smith.

- Unveiled the Princeton Research Associates/*USA TODAY* national poll at a press briefing that same day at the National Press Club.
- Conducted an online publicity campaign focusing on major news and specialty health Web sites.
- Conducted extensive outreach to national health care organizations and the PBS community.

Results:

- The press campaign generated more than 77 million print and online consumer impressions. Coverage included program highlights in six national wires and syndicates including Associated Press, Gannett News Services, Kings Features and United Features Syndicates, serving more than 8,250 newspapers.
- Stories appeared in scores of magazines and major dailies including *The Los Angeles Times*, *The Washington Post*, *New York Daily News*, *Newsday* and the *Chicago Tribune*. *USA TODAY* featured the national survey.
- More than 3,000 unique visitors viewed the Webcast symposium.
- Online chats and related stories appeared on such Web sites as MSNBC.com and washingtonpost.com.
- Hedrick Smith was interviewed on public radio's "Marketplace" and "Talk of the Nation" as well as on many stations in the top 20 markets. More than 830 stations carried stories about the PBS special and the national survey.
- Representatives from more than 100 health care organizations attended the three special events.

"I want to thank DCI for the excellent staging of our health symposium at the National Press Club. I'm grateful to DCI for their creativity, professionalism and terrific job."

- **Hedrick Smith**
Executive producer and host