

TalkSooner.org



Spring, 2020 TalkSooner Update & Results

Swift Pivot to Leverage TalkSooner Media Opportunities During Shelter-in-Place Order

NUMEROUS ARTICLES/INTERVIEWS/MENTIONS!



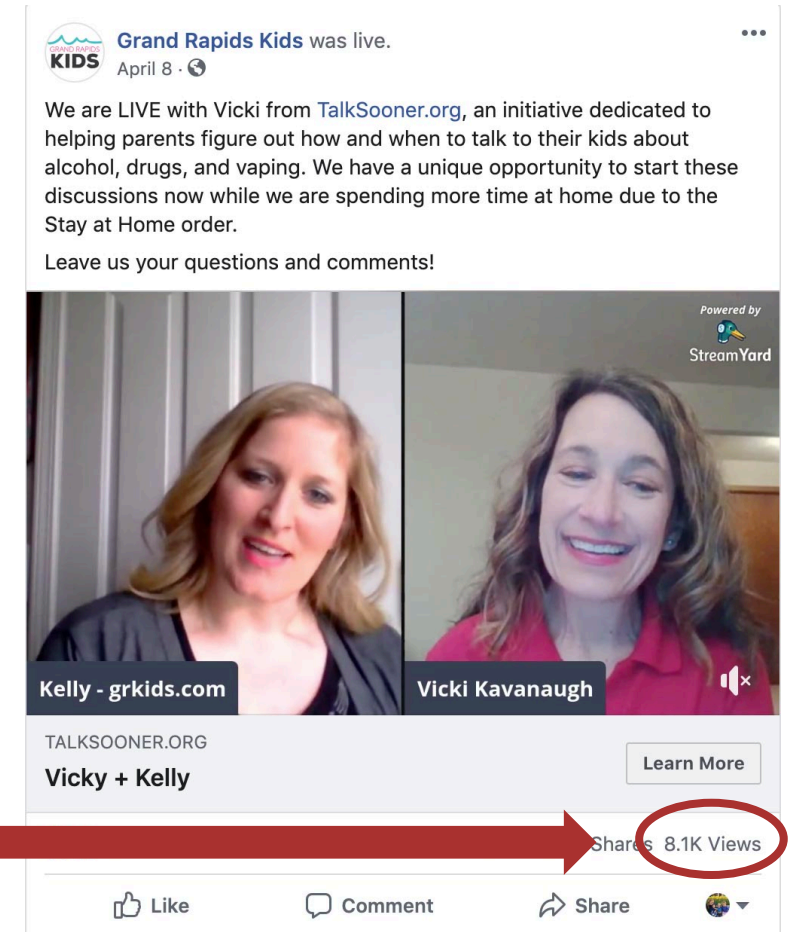
Some Coverage Examples:

[HTTPS://WWW.FOX17ONLINE.COM/NEWS/MORNING-NEWS/TALKSOONER-ORG-PROVIDES-ONLINE-TOOLS-TO-INITIATE-DRUG-TALK-WITH-THE-KIDS](https://www.fox17online.com/news/morning-news/talksooner-org-provides-online-tools-to-initiate-drug-talk-with-the-kids)

[HTTPS://WWW.WOODTV.COM/NEWS/MICHIGAN/W-MI-GROUP-STRESSES-IMPORTANCE-OF-TALKING-TO-KIDS-ABOUT-DRUGS/](https://www.woodtv.com/news/michigan/w-mi-group-stresses-importance-of-talking-to-kids-about-drugs/)

[HTTPS://WWW.9AND10NEWS.COM/2020/04/03/HOW-TO-TALK-TO-YOUR-KIDS-ABOUT-SUBSTANCE-ABUSE/](https://www.9and10news.com/2020/04/03/how-to-talk-to-your-kids-about-substance-abuse/)

8.1K VIEWS



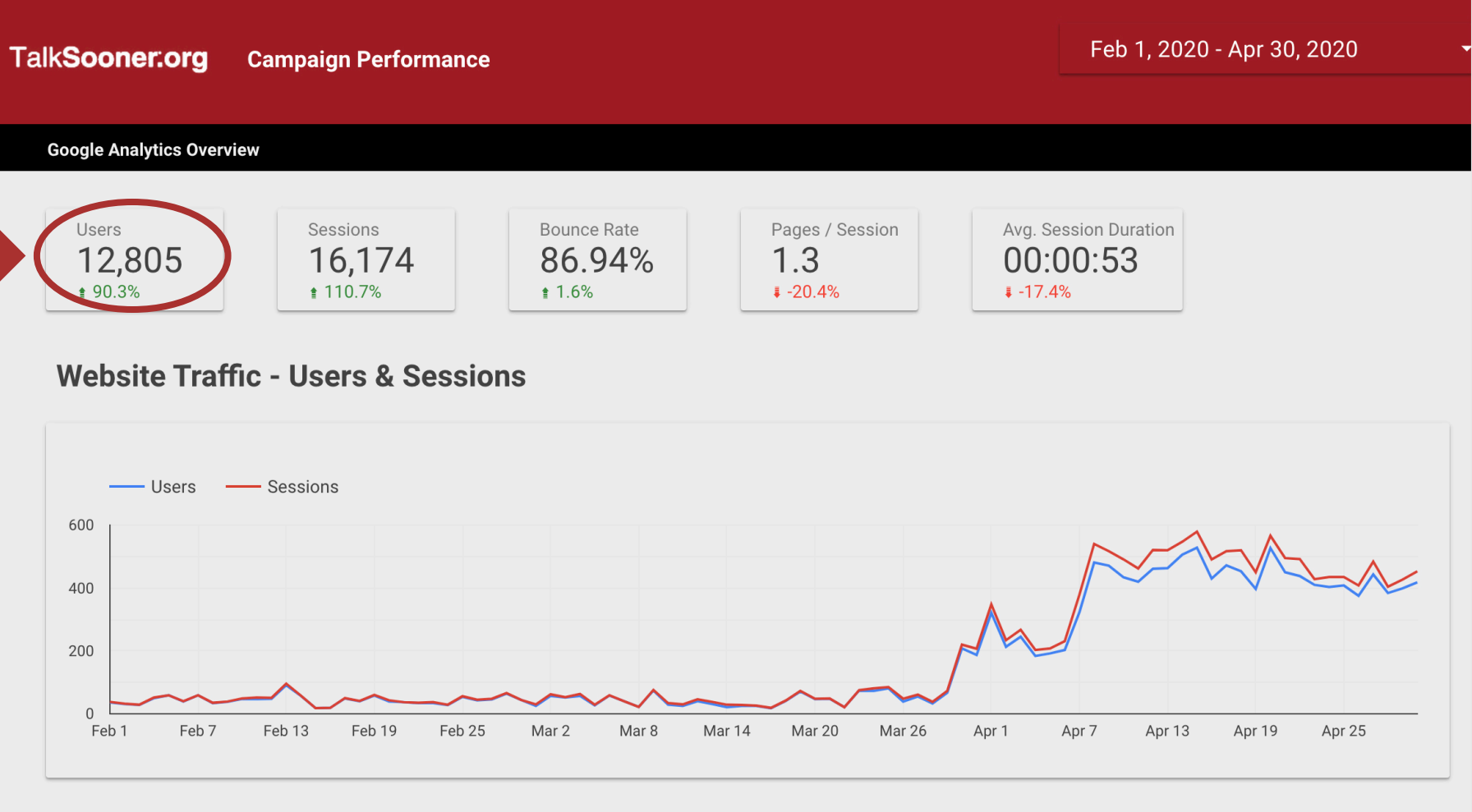
Simultaneous April Geo-Fencing Campaign Pilot (during shelter in place order)

SAMPLING OF DIGITAL ADS, TARGETING
KENT COUNTY PARENTS OF YOUTH AGES 9-17:



Simultaneous April Geo-Fencing Campaign Pilot (during shelter in place order) (continued)

12,805 USERS



Summer, 2020 Plans Being Finalized – Sneak Peek!

- Public service announcement campaign filmed with lead anchor/talent
- Digital ad campaign
- Media interviews

