



Hemsworth Communications End-of-Year Report February – December 2023 Public Relations Activity Report

Executive Summary

Objectives – At the onset of our partnership, Hemsworth and the City of College Park outlined key objectives to generate positive coverage of the city and to promote its key features. The team focused on the following objectives throughout the year:

- Generating positive press coverage of the City of College Park through targeted pitching and media outreach.
- Amplify awareness of community events taking place throughout the year through press announcements, media alerts, calendar listings and more.

So, How Did We Do?

Generating positive press coverage of the City of College Park through targeted pitching and media outreach.

- As a result of our media relations program throughout the year – which included 31 press releases and more than 25 targeted pitches – Hemsworth secured multiple positive editorial placements in regional and local consumer outlets. To consistently produce coverage month after month, Hemsworth worked to build relationships with target publications, highlighting the City of College Park’s unique attributes.
 - The program resulted in multiple placements in target outlets such as the 11 Alive coverage on women making history in College Park with the recent election of the two female representatives for Wards 1 and 3, the TinyBeans.com article, “Plan an Epic Family Vacation in the ATL Airport District,” which featured multiple locations in the City of College Park, the AtlantaVoice.com piece on the Atlanta Hawks pre-season game at the Gateway Center Arena which attracted new fans to the city and the BlackEnterprise.com spotlight on the World Natural Hair Show taking place at the Georgia International Convention Center.

Amplify awareness of community events taking place throughout the year through press announcements, media alerts, calendar listings and more.

- Hemsworth developed a comprehensive PR program in which we promoted more than 15 community events throughout the year.
 - Highlights of secured placements included the coverage of the Ward 4 Citywide Festival on multiple 11 Alive broadcast segments, the Atlanta News First coverage of the ‘Santa Is Coming to Town’ event, the College Park Holiday Tinsel Trail feature in the *South*



Fulton Neighbor, the Easter Egg Hunt and Halloween festivities spotlighted on Fox5Atlanta.com and more.

Editorial Coverage Overview – Hemsworth’s 2023 efforts on behalf of the City of College Park generated:

- 153 media placements
- More than 1.3 billion impressions
- More than \$12 million in advertising value

Media Coverage Overview for 2023

Number of Placements: 153

Impressions: 1,332,130,743

Advertising Value: \$12,353,421.47

Media Placements Tracked in February:

Outlet	Date	Topic	UMV	Ad Value	URL
Patch.com	February 11	Treasure Your Roots	12,026,389	\$111,544.76	http://bit.ly/40Pw1ya
AccessAtlanta.com	February 11	Treasure Your Roots	898,590	\$8,334.42	https://bit.ly/3zBnjY7
CreativeLoafing.com	February 1	Float the Boat 2023	686,310	\$6,365.53	http://bit.ly/3TVULSA
CreativeLoafing.com	February 11	Treasure Your Roots	686,310	\$6,365.53	http://bit.ly/3GiWP1y
DiscoverAtlanta.com	February 11	Treasure Your Roots	409,530	\$3,798.39	http://bit.ly/412HGcw
		February Total: 5	14,707,129	\$136,408.63	

February media placement highlights can be found [here](#).

Media Placements Tracked in March:

Outlet	Date	Topic	UMV	Ad Value	URL
WSB-TV.com	March 11	College Park Wine Stroll & Live Music on the Lawn	12,515,880	\$116,084.79	http://bit.ly/3yBYgDK
Patch.com	March 11	College Park Wine Stroll & Live Music on the Lawn	12,026,389	\$111,544.76	http://bit.ly/3M3o9nW
Patch.com	March 21	Community Clean-Up Event	12,026,389	\$111,544.76	http://bit.ly/3M5ASqj
Fox5Atlanta.com	March 21	Annual Easter Egg Hunt	3,009,370	\$27,911.91	http://bit.ly/3TXVnHb



CreativeLoafing.com	March 25	College Park Community Clean-Up	686,310	\$6,365.53	http://bit.ly/3Kkzpd8
Creative Loafing	March 21	Annual Easter Egg Hunt	686,310	\$6,365.53	http://bit.ly/42TmuY7
CreativeLoafing.com	March 11	College Park Wine Stroll & Live Music on the Lawn	409,530	\$3,798.39	http://bit.ly/434eDag
DiscoverAtlanta.com	March 23	College Park Community Clean-Up	409,530	\$3,798.39	http://bit.ly/43cVfI5
MDJOnline.com	March 7	Opening of Hawthorne Station	76,830	\$712.59	http://bit.ly/3Uf0tit
AtlantaNewsFirst.com	March 23	College Park Community Clean-Up	13,770	\$127.72	http://bit.ly/3Udsmro
		March Total: 10	41,860,308	\$388,254.37	

March media placement highlights can be found [here](#).

Media Placements Tracked in April:					
Outlet	Date	Topic	UMV	Ad Value	URL
WSB-TV.com	April 14	Top Things To Do in Atlanta: Spring Ramble in College Park	6,923,135	\$64,212.08	https://bit.ly/3LRloWo
11Alive.com	April 27	Spin the District College Park Crit	3,771,635	\$34,981.91	https://bit.ly/44EH9jN
DiscoverAtlanta.com	April 1	Spin the District College Park Crit Calendar Listing	219,962	\$2,040.15	https://bit.ly/3AmUpeO
CreativeLoafing.com	April 1	Spin the District College Park Crit Calendar Listing	90,740	\$841.61	https://bit.ly/3AEBOLz
AtlantaParent.com	April 5	Top Family-Friendly Races and Walks in Atlanta: Spin the District College Park	53,380	\$495.10	https://bit.ly/3Vwtcjp
TheAtlantaVoice.com	April 1	Spin the District College Park	31,541	\$292.54	https://bit.ly/3Ajwrkq
GaFollowers.com	April 17	Cycling Comes to College Park	7,127	\$66.10	https://bit.ly/412KAXa
		April Total: 7	11,097,520	\$102,929.49	

April media placement highlights can be found [here](#).

Media Placements Tracked in May:					
Outlet	Date	Topic	UMV	Ad Value	URL
11Alive.com	May 10	\$1 Million Tiny Houses Pilot Program Could Soon Come to College Park	3,771,635	\$34,981.91	https://bit.ly/3IP727a



AJC.com	May 9	Tiny Homes Coming to College Park	898,590	\$8,334.42	https://bit.ly/3oI5Uv1
DiscoverAtlanta.com	May 30	PACT Act Brief & Claims Filing	219,962	\$2,040.15	https://bit.ly/45Kq6Nx
CreativeLoafing.com	May 30	PACT Act Brief & Claims Filing	90,740	\$841.61	https://bit.ly/3qp7CIC
AccessAtlanta.com	May 30	PACT Act Brief & Claims Filing	24,213	\$224.58	https://bit.ly/3oGNivz
May Total: 5			5,005,140	\$46,422.67	

May media placement highlights can be found [here](#).

Media Placements Tracked in June:					
Outlet	Date	Topic	UMV	Ad Value	URL
AJC.com	June 11	Good Neighbor Club Unveiling	3,097,674	\$28,730.93	https://bit.ly/46taeiL
MDJOnline.com	June 9	College Park Welcomes Two New City Officials	232,100	\$2,152.73	https://bit.ly/42VIFMc
MDJOnline.com	June 15	Good Neighbor Club Unveiling – Photo Gallery	232,100	\$2,152.73	https://bit.ly/432YReH
MDJOnline.com	June 15	Good Neighbor Club Unveiling	232,100	\$2,152.73	https://bit.ly/46nmGkd
DiscoverAtlanta.com	June 1	PACT Act Brief and Claims Filing	219,962	\$2,040.15	https://bit.ly/45Kq6Nx
CreativeLoafing.com	June 1	PACT Act Brief and Claims Filing	90,740	\$841.61	https://bit.ly/3qp7CIC
AccessAtlanta.com	June 1	PACT Act Brief and Claims Filing	24,213	\$224.58	https://bit.ly/3oGNivz
TheAtlantaVoice.com	June 13	Good Neighbor Club Unveiling	20,487	\$190.02	https://bit.ly/3XupQyt
June Total: 8			4,149,376	\$38,485.48	

June media placement highlights can be found [here](#).

Media Placements Tracked in July:					
Outlet	Date	Topic	UMV	Ad Value	URL
Patch.com	July 5	Gun Buy Back Event	12,026,389	\$111,544.76	https://bit.ly/3XZa8Me
Patch.com	July 25	College Park KidsFest	12,026,389	\$111,544.76	https://bit.ly/43G6SGN
AllEvents.In	July 5	National Night Out	9,125,986	\$84,643.52	https://bit.ly/3JQhTOX
AllEvents.In	July 10	Gun Buy Back Event	9,125,986	\$84,643.52	https://bit.ly/3pOV8nc



NewsBreak.com	July 16	Gun Buy Back Event	8,574,811	\$79,531.37	https://bit.ly/452fmsW
AJC.com	July 14	Gun Buy Back Event	3,097,674	\$28,730.93	https://bit.ly/3K2AgQB
CreativeLoafing.com	July 5	National Night Out	686,310	\$6,365.53	https://bit.ly/3psPVI7
CreativeLoafing.com	July 27	College Park KidsFest	686,310	\$6,365.53	https://bit.ly/3OekPFZ
Events.SceneThink.com	July 5	National Night Out	143,585	\$1,331.75	https://bit.ly/44C86Up
Events.SceneThink.com	July 10	Gun Buy Back Event	143,585	\$1,331.75	https://bit.ly/3rrCjXF
AccessAtlanta.com	July 5	National Night Out	29,917	\$277.48	https://bit.ly/3psQ2Nz
AccessAtlanta.com	July 10	Gun Buy Back Event	29,917	\$277.48	https://bit.ly/3JPE5s2
AtlantaNewsFirst.com	July 16	Gun Buy Back Event	13,770	\$127.72	https://bit.ly/3OkDdhX
		July Total: 16	55,710,629	\$516,716.10	

July media placement highlights can be found [here](#).

Media Placements Tracked in August:					
Outlet	Date	Topic	UMV	Ad Value	URL
Patch.com	August 17	College Park Music Fest	12,151,975	\$112,709.57	https://bit.ly/3YDNp8H
AllEvents.in	August 17	College Park Music Fest	10,727,776	\$99,500.12	https://bit.ly/3L69HdR
WSB-TV.com	August 21	Niagara Perk Your Park Campaign	5,095,198	\$47,257.96	https://bit.ly/3YRGyZe
DiscoverAtlanta.com	August 17	College Park Music Fest	295,919	\$2,744.65	https://bit.ly/3YR0603
CreativeLoafing.com	August 17	College Park Music Fest	124,089	\$1,150.93	https://bit.ly/3E7I14g
HowDoYouAtlanta.com	August 17	College Park Music Fest	143,585	\$1,331.75	https://bit.ly/47BdF7S
AccessAtlanta.com	August 17	College Park Music Fest	29,917	\$277.48	https://bit.ly/47zxWdT
AtlantaNewsFirst.com	August 20	Niagara Perk Your Park Campaign	13,770	\$127.72	https://bit.ly/45N4G1C
		August Total: 8	28,582,229	\$265,100.18	

August Media placement highlights can be found [here](#).



Media Placements Tracked in September:

Outlet	Date	Topic	UMV	Ad Value	URL
YelpEvents.com	September 7	College Park Music Fest	99,597,562	\$923,767.39	https://bit.ly/48jIQGj
YelpEvents.com	September 11	College Park's 3rd Annual Senior Summit	99,597,562	\$923,767.39	https://bit.ly/3sVYC8D
Patch.com	September 7	College Park Music Fest	12,151,975	\$112,709.57	https://bit.ly/3Ewoaf8
Patch.com	September 11	College Park's 3rd Annual Senior Summit	12,151,975	\$112,709.57	https://bit.ly/3Zd9LOW
WSB-TV.com	September 8	Top Things To Do In and Around Atlanta This Week - College Park Music Fest	5,211,352	\$48,335.29	https://bit.ly/452j2ui
Discover Atlanta.com	September 11	College Park's 3rd Annual Senior Summit	295,919	\$2,744.65	https://rb.gy/ewut7
MDJOnline.com	September 22	Lottie Miller Boulevard Renaming	214,557	\$1,990.02	https://bit.ly/48loVFA
MDJOnline.com	September 22	College Park Commemorates Life of Local Leader Lottie Miller with Street Renaming Ceremony	214,557	\$1,990.02	https://bit.ly/3PqEaV8
Creative Loafing.com	September 7	College Park Music Fest	124,089	\$1,150.93	https://bit.ly/3t4kbEh
Creative Loafing.com	September 12	College Park's 3rd Annual Senior Summit	124,089	\$1,150.93	https://rb.gy/cikrw
<i>South Metro Neighbor</i>	September 22	College Park Commemorates Life of Local Leader Lottie Miller with Street Renaming Ceremony	104,000	N/A	PRINT
AtlantaOnTheCheap.com	September 7	College Park Music Fest	43,822	\$406.45	https://bit.ly/44ZKKYp
AccessAtlanta.com	September 7	College Park Music Fest	29,917	\$277.48	https://bit.ly/3EvQi6a
AccessAtlanta.com	September 11	College Park's 3rd Annual Senior Summit	29,917	\$277.48	https://bit.ly/464wn5X
		September Total: 14	229,891,293	\$2,131,277.17	

September media placement highlights can be found [here](#).

Media Placements Tracked in October:



Outlet	Date	Topic	UMV	Ad Value	URL
YelpEvents.com	October 4	College Park's 7th Annual Ward 4 Citywide Festival Calendar Listing	99,597,562	\$923,767.39	https://bit.ly/472CokR
YelpEvents.com	October 9	College Park Halloween Movie Series "Hotel Transylvania 2" Calendar Listing	99,597,562	\$923,767.39	https://bit.ly/3tycqGR
YelpEvents.com	October 17	College Park Halloween Movie Series "Monsters, INC." Calendar Listing	99,597,562	\$923,767.39	https://bit.ly/3Q37IOg
YelpEvents.com	October 18	College Park Halloween Movie Series "Coco" Calendar Listing	99,597,562	\$923,767.39	https://bit.ly/3FJNO0J
YelpEvents.com	October 20	Trunk or Treat & Haunted House Calendar Listing	99,597,562	\$923,767.39	https://bit.ly/3SdTFD1
Eventbrite.com	October 4	College Park's 7th Annual Ward 4 Citywide Festival Calendar Listing	30,478,512	\$282,688.20	https://bit.ly/3QdA2bw
Patch.com	October 4	College Park's 7th Annual Ward 4 Citywide Festival Calendar Listing	12,151,027	\$112,700.78	https://bit.ly/40cDN5o
Patch.com	October 9	College Park Halloween Movie Series "Hotel Transylvania 2" Calendar Listing	12,151,027	\$112,700.78	https://bit.ly/46RAP8O
Patch.com	October 17	College Park Halloween Movie Series "Monsters, INC." Calendar Listing	12,151,027	\$112,700.78	https://bit.ly/46zbAs6
Patch.com	October 18	College Park Halloween Movie Series "Coco" Calendar Listing	12,151,027	\$112,700.78	https://bit.ly/49lwRXS
Patch.com	October 20	Trunk or Treat & Haunted House Calendar Listing	12,151,027	\$112,700.78	https://bit.ly/3SfwDvw
Original.Newsbreak.com	October 15	7th Annual Ward 4 Citywide Festival to be Held in College Park	11,678,280	\$108,316.05	https://bit.ly/46Strdv
AllEvents.in	October 4	College Park's 7th Annual Ward 4 Citywide Festival Calendar Listing	10,127,196	\$93,929.74	https://bit.ly/475jWHG
Fox5Atlanta.com	October 13	Fall Festival Guide for Metro Atlanta & North Georgia 2023 - 7th	5,167,170	\$47,925.50	https://bit.ly/46DnbXc



		Annual Ward 4 Citywide Festival			
Fox5Atlanta.com	October 25	Halloween Festivities in Metro Atlanta and North Georgia 2023 - Trunk or Treat	5,167,170	\$47,925.50	https://bit.ly/3Sc6v4z
AJC.com	October 4	College Park's 7th Annual Ward 4 Citywide Festival Calendar Listing	4,718,974	\$43,768.48	https://bit.ly/3Qz8OgP
11Alive.com	October 12	College Park to Teach Community Members Fire Safety at Annual Festival	3,003,685	\$27,859.18	https://bit.ly/3s6CKaU
11Alive.com	October 13	College Park to Hold 7th Annual Ward 4 Citywide Festival	3,003,685	\$27,859.18	https://bit.ly/40fi5On
CreativeLoafing.com	October 4	College Park's 7th Annual Ward 4 Citywide Festival Calendar Listing	355,354	\$3,295.91	https://bit.ly/3s6AQHd
CreativeLoafing.com	October 18	College Park Halloween Movie Series "Coco" Calendar Listing	355,354	\$3,295.91	https://bit.ly/49jwNYH
DiscoverAtlanta.com	October 4	College Park's 7th Annual Ward 4 Citywide Festival Calendar Listing	250,091	\$2,319.59	https://bit.ly/3Mf7Tzp
DiscoverAtlanta.com	October 9	College Park Halloween Movie Series "Hotel Transylvania 2" Calendar Listing	250,091	\$2,319.59	https://bit.ly/3tC3q3s
DiscoverAtlanta.com	October 10	Cool Things to Do in November in Atlanta - Red Bull Culture Clash	250,091	\$2,319.59	https://bit.ly/49gxqSR
DiscoverAtlanta.com	October 17	College Park Halloween Movie Series "Monsters, INC."	250,091	\$2,319.59	https://bit.ly/3FD0a11
DiscoverAtlanta.com	October 18	College Park Halloween Movie Series "Coco" Calendar Listing	250,091	\$2,319.59	https://bit.ly/3Ms8eiC
DiscoverAtlanta.com	October 20	Trunk or Treat & Haunted House Calendar Listing	250,091	\$2,319.59	https://bit.ly/40eXVUz
AtlantaParent.com	October 18	Atlanta's Best 2023 Spooky Kids Halloween Events & Things To Do -	225,000	\$2,086.88	https://bit.ly/3FNC2m9



		Trunk or Treat & Haunted House at Tracey Wyatt Recreation Center			
AtlantaParent.com	October 18	Atlanta's Best 2023 Spooky Kids Halloween Events & Things To Do - Halloween Movie Series in College Park	225,000	\$2,086.88	https://bit.ly/3FNC2m9
AtlantaParent.com	October 20	Trunk or Treat & Haunted House Calendar Listing	225,000	\$2,086.88	https://bit.ly/49gFuD8
SouthFultonNeighbor.com	October 6	Superstar Vivica A. Fox Visits College Park for 7th Annual Citywide Festival	214,557	\$1,990.02	https://bit.ly/3QhWvE6
HowDoYouAtlanta.com	October 9	College Park Halloween Movie Series "Hotel Transylvania 2" Calendar Listing	171,575	\$1,591.36	https://bit.ly/46A3e3h
TheAtlantaVoice.com	October 14	Atlanta Hawks Reach New Fans with Game in College Park	65,799	\$610.29	https://bit.ly/46sDx4J
AtlantaOnTheCheap.com	October 15	40+ Trick-or-Treat (and Trunk-or-Treat) Events in Atlanta & Suburbs this Week - College Park Trunk-Or-Treat and Haunted House	43,822	\$406.45	https://bit.ly/45Vpt2C
AtlantaOnTheCheap.com	October 22	College Park Hosts Halloween Movie Series, Plus Trunk-or-Treat, a Haunted House, and Halloweenie	43,822	\$406.45	https://bit.ly/40AYeZT
HuntHalloween.com	October 8	College Park's 7th Annual Ward 4 Citywide Festival	35,340	\$327.78	https://bit.ly/46SEinR
News-Daily.com	October 6	Superstar Vivica A. Fox Visits College Park for 7th Annual Citywide Festival	34,620	\$321.10	https://bit.ly/3Sp8dQm
AccessAtlanta.com	October 4	College Park's 7th Annual Ward 4 Citywide Festival Calendar Listing	29,917	\$277.48	https://bit.ly/49dqrU4
AccessAtlanta.com	October 3	10 Things to do in Atlanta this Weekend - College Park Halloween Movie Series	25,554	\$237.01	https://bit.ly/40hIQ4R



<i>The Marietta Daily Journal</i>	October 6	Superstar Vivica A. Fox Visits College Park for 7th Annual Citywide Festival	15,621	N/A	PRINT
AtlantaMom.com	October 22	Trunk or Treat & Haunted House Calendar Listing	2,758	\$25.58	https://bit.ly/46OvVtI
11 Alive / WXIA-TV (10 P.M.)	October 13	College Park to Hold 7th Annual Ward 4 Citywide Festival	N/A	N/A	https://bit.ly/47aUfp2
October Total: 41			635,657,256	\$5,895,576.20	

October media placement highlights can be found [here](#).

Social Media Placements Tracked in October:

Handle	Platform	Followers	Link
@11AliveNews	Twitter	430.7K	https://bit.ly/47gJscW
TOTAL: 1		430.7K	

October social media placement highlights can be found [here](#).

Media Placements Tracked in November:

Outlet	Date	Topic	UMV	Ad Value	URL
YelpEvents.com	November 15	College Park's Light Up the City Calendar Listing	99,597,562	\$923,767.39	https://bit.ly/3um4CbK
YelpEvents.com	November 27	47th Annual Christmas Parade Calendar Listing	99,597,562	\$923,767.39	https://bit.ly/3t2opwj
BizJournals.com	November 7	'Connective thread': How a South Atlanta River Restoration Could Spur Investment	9,080,326	\$84,220.02	https://bit.ly/3SY5e1B
AxiosAtlanta.com	November 27	Where to See Mega Christmas Trees - College Park Tinsel Trail	6,700,000	\$62,142.50	E-Newsletter
MommyPoppins.com	November 15	College Park's Light Up the City Calendar Listing	1,232,696	\$11,433.26	https://bit.ly/3uxhuvv
MommyPoppins.com	November 27	47th Annual Christmas Parade Calendar Listing	1,232,696	\$11,433.26	https://bit.ly/3RjrlbZ
DiscoverAtlanta.com	November 27	47th Annual Christmas Parade Calendar Listing	250,091	\$2,319.59	https://bit.ly/3R2GFxF
SouthFultonNeighbor.com	November 16	College Park Introduces New Members to the City's Youth Council	178,068	\$1,652	https://bit.ly/40MYvZU
SouthFultonNeighbor.com	November 22	South Fulton Cities Gear Up for Holiday Season with Festive Events -	178,068	\$1,652	https://bit.ly/3uDwmbS



		Tinsel Trail & College Park Christmas Parade			
HowDoYouAtlanta.com	November 15	College Park's Light Up the City Calendar Listing	140,119	\$1,299.60	https://bit.ly/47B2Xx5
HowDoYouAtlanta.com	November 27	47th Annual Christmas Parade Calendar Listing	140,119	\$1,299.60	https://bit.ly/3RmC8rq
AtlantaOnTheCheap.com	November 27	College Park Tree lighting and Holiday Tinsel Trail	43,822	\$406.45	https://bit.ly/3sVfkpa
ExploreGeorgia.com	November 23	Jingle all the Way with Georgia's Christmas Parades - Annual Christmas Parade in College Park	43,590	\$404.30	https://bit.ly/471c0Hz
AccessAtlanta.com	November 15	College Park's Light Up the City Calendar Listing	25,554	\$237.01	https://bit.ly/3N3R3UF
AccessAtlanta.com	November 27	47th Annual Christmas Parade Calendar Listing	25,554	\$237.01	https://bit.ly/3sXL5OI
<i>The Marietta Daily Journal</i>	November 16	College Park Introduces New Members to the City's Youth Council	15,621	N/A	PRINT
<i>The Marietta Daily Journal</i>	November 22	South Fulton Cities Gear Up for Holiday Season with Festive Events - Tinsel Trail & College Park Christmas Parade	15,621	N/A	PRINT
AtlantaMom.com	November 15	College Park's Light Up the City Calendar Listing	2,758	\$25.58	https://bit.ly/3RkFMIq
AtlantaMom.com	November 27	47th Annual Christmas Parade Calendar Listing	2,758	\$25.58	https://bit.ly/46G4G3g
AtlantaSocialGuide.com	November 15	College Park's Light Up the City Calendar Listing	1,920	\$17.81	https://bit.ly/3MOYnTU
AtlantaSocialGuide.com	November 27	47th Annual Christmas Parade Calendar Listing	1,920	\$17.81	https://bit.ly/3sZBHtB
SouthAtlantaMoms.com	November 15	College Park's Light Up the City Calendar Listing	30	\$0.28	https://bit.ly/3MOiYIb
SouthAtlantaMoms.com	November 27	47th Annual Christmas Parade Calendar Listing	30	\$0.28	https://bit.ly/3RmkJ1R
		November Total: 23	218,506,485	\$2,026,358.72	

November media placement highlights can be found [here](#).

Media Placements Tracked in December:

Outlet	Date	Topic	UMV	Ad Value	URL
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YahooNews.com	December 20	Multiple Police/Fire Departments, Local Organizations Help Make Christmas Merry in Metro Atlanta	57,994,017	\$537,894.51	https://bit.ly/30eijkb
Newsbreak.com	December 16	Rapper Jeezy and Santa Claus Give Out Toys in College Park with Help from Amazon	10,710,724	\$99,341.97	https://bit.ly/3RPYEH
WSB-TV.com	December 1	Top Things to Do in and Around Atlanta this Week - Christmas Parade in College Park	5,211,352	\$48,335.29	https://bit.ly/452j2ui
WSB-TV.com	December 8	Top Things to Do in and Around Atlanta this Week - Santa is Coming to Town	5,211,352	\$48,335.29	https://bit.ly/452j2ui
Fox5Atlanta.com	December 20	Multiple Police/Fire Departments, Local Organizations Help Make Christmas Merry in Metro Atlanta	5,167,170	\$47,925.50	https://bit.ly/3tJawnm
WANF-TV.com	December 16	Rapper Jeezy and Santa Claus Give Out Toys in College Park	687,284	\$6,357.38	https://bit.ly/4arnzu6
WANF-TV.com	December 16	Rapper Jeezy and Santa Claus Give Out Toys in College Park with Help from Amazon	687,284	\$6,357.38	https://bit.ly/488kwW4
TheCitizen.com	December 16	Rapper Jeezy and Santa Claus Give Out Toys with Help from Amazon	511,263	\$4,741.96	https://bit.ly/4aJKXmE
ABC17News.com	December 16	Rapper Jeezy and Santa Claus Give Out Toys with Help from Amazon	467,229	\$4,333.55	https://bit.ly/3H5425I
MDJonline.com	December 20	Jeezy Joins Forces with College Park and Amazon to Bring \$30,000 in Holiday Gifts to Underserved Kids	76,830	\$712.60	https://bit.ly/3U6gKZl
MDJonline.com	December 20	Photo Essay: Jeezy Joins Forces with College Park and Amazon to Bring	76,830	\$712.60	https://bit.ly/3tFsuHi



		\$30,000 in Holiday Gifts to Underserved Kids			
Newcomer Magazine (Winter Issue)	December 2023	Neighborhood Spotlight - College Park	71,000	TBD	https://bit.ly/3RE4ZH0
Kiss104fm.com	December 18	Jeezy Host Christmas Giveaways	43,563	\$404.05	https://bit.ly/48lrRvg
LesActualites.news	December 26	Mettre! Découvrez Quelles Célébrités Ont Organisé Des Collectes De Jouets Avant Noël	20,666	\$191.68	https://bit.ly/4aLEfNa
WKOW.com	December 16	Rapper Jeezy and Santa Claus Give Out Toys with Help from Amazon	14,684	\$136.19	https://bit.ly/3S5o0mu
MetroAtlanta CEO.com	December 19	The City of College Park Launches Paperless Building Permit and Business License Application and Tracking System	9,389	\$87.08	https://bit.ly/3H6Ay6V
EspanolNews.com	December 26	¡Aumento! Veá Qué Celebridades Organizaron Colectas de Juguetes Antes de Navidad	2,531	\$23.48	https://bit.ly/47lclit
News7F.com	December 24	Putting On! See Which Celebs Hosted Toy Drives Ahead Of X-Mas	180	\$1.67	https://bit.ly/3H8STQK
LavisionWeb.com	December 18	Rapero Jeezy Reparte Juguetes en College Park Con Ayuda de Amazon	30	\$0.28	https://bit.ly/3S73qkP
		December Total: 19	86,963,378	\$805,892.46	

December media placement highlights can be found [here](#).

Below you will find highlights of Hemsworth's primary PR activities during 2023.

Writing & Distributions

Agency drafted and/or finalized and distributed the following press releases in 2023:

- The City of College Park to Host "Treasure Your Roots" Event in Celebration of Black History Month
- City of College Park Appoints Stanley Hawthorne as City Manager
- Media Alert: City of College Park to Host Ribbon-Cutting & Grand Opening Celebration at New Residential Community, Hawthorne Station, on February 25



- The City of College Park Welcomes New Residential Community with Opening of Hawthorne Station
- City of College Park Named City of Civility by Georgia Municipal Association
- Media Alert: The City of College Park to Host Wine Stroll and Live Music on the Lawn, on March 16
- The City of College Park to Host Community Clean-Up Event in Partnership with Keep America Beautiful on March 25
- Media Alert: Georgia Congresswoman Nikema Williams to Present Community Project Funding Grant for \$800,000 to City of College Park on April 24
- City of College Park Police Department Distributing Free Steering Wheel Locks Announcement
- Municipal Clerks Week Announcement
- Good Neighbor Club Unveiling Media Advisory
- Hawks and State Farm Unveil Ninth Good Neighbor Club at Hugh C. Conley Recreation Center in College Park
- City of College Park Announces Appointment of Two New City Officials
- South Park Cottages Now Open in College Park
- City of College Park to Host Gun Buy Back Event on July 15
- Media Alert: Gun Buy Back Event
- FICO Score a Better Future Announcement
- City of College Park Announces Appointment of New City Engineer
- Media Alert: College Park National Night Out
- Media Alert: City of College Park to Commemorate Life of Local Leader and Activist Lottie Miller With Boulevard Renaming Ceremony
- College Park's Phoenix Trail Park Selected for 2023 Niagara Perk Your Park Campaign
- City of College Park Names Brecca Carter New Director of Airport and Governmental Affairs
- City of College Park Commemorates Life of Local Leader and Activist with Lottie Miller Boulevard Renaming Ceremony
- Media Alert: The 7th Annual Ward 4 Citywide Festival and Fire/EMS Expo Return to College Park on October 14 with Special Appearance by Vivica A. Fox
- City of College Park Introduces New Members to the City of College Park Youth Council
- City of College Park Gears Up for Season of Joy with Festive Community Events
- Women Secure Majority Representation on College Park City Council for First Time in History
- Media Alert: City of College Park to Host 'Santa Claus is Coming to Town' Event This Saturday in Partnership with Amazon
- City of College Park Announces Second-Year Partnership with Amazon for 'Santa Claus is Coming to Town' Event
- The City of College Park Launches Paperless Building Permit and Business License Application and Tracking System
- City of College Park, in Partnership with Amazon, Jeezy's Street Dreamz Foundation and the Ludacris Foundation, Distributed \$30,000 in Toys to Underserved Children and Teens



Pitches:

In addition to press release, Agency developed and distributed the following pitches:

- New City Manager Announcement
- Treasure Your Roots Event Promotion
- College Park Community Clean-Up Event Promotion
- Hawthorne Station Grand Opening Announcement
- College Park Wine Stroll & Live Music on the Lawn Event Promotion
- Annual Easter Egg Hunt Event Promotion
- Profile on New City Manager Stanley Hawthorne
- Setting the Example for Diversity in City Management and Leadership
- Georgia Cities Week Event Promotion
- College Park Spring Ramble Event Promotion
- Spin the District College Park Crit Event Promotion
- PACT Act Brief & Claims Filing Event Promotion
- Good Neighbor Club Unveiling Announcement
- Spotlight on the College Park Dream Chasers
- Gun Buy Back Event Promotion
- College Park KidsFest Event Promotion
- Back 2 School Bash Event Promotion
- National Night Out Event Promotion
- Niagara Perk Your Park Campaign Announcement
- College Park Music Fest Event Promotion
- WARD 4 Citywide Festival Event Promotion
- 3rd Annual Senior Summit Event Promotion
- Trunk or Treat Event Promotion
- Light Up the City & Holiday Tinsel Trail Announcement
- College Park's 47th Annual Christmas Parade Announcement
- Santa's Coming to Town Announcement
- Spotlight on Women Making History in College Park

Media Relations:

Throughout the year, Agency managed media relations on behalf of the City of College Park. The following open media opportunities are in addition to coverage secured in the above grid and are pending, with ongoing follow-ups taking place.

- **Go See Do ATL** – Agency shared updated write-up, local business listings and photos on December 1 for the city's editorial column in the publication's upcoming winter issue.

Crisis Communications:



- **Crisis Communications Plan** – Agency drafted crisis communications plan for city and worked through multiple rounds of edits to finalize.
- **Crisis Communications Incidents** – Agency handled more than 25 crisis communications incidents throughout the year, drafting response statements and monitoring for news coverage.

Additional Activities:

- **Monthly PR Status Calls** – Agency hosted PR status calls every other Tuesday of each month.
- **PR Kick-Off Call** – Agency hosted kick-off call on February 1 to outline PR strategy and identify goals and KPIs.
- **PR Action Plan** – Agency presented PR Action Plan at in-person meeting on February 16.
- **Mayor & Council Workshop** – Agency created presentation on initial work with city and presented at in-person workshop on February 20.
- **Press Kit** – Agency drafted press kit for the City of College Park which includes an overview of the city, profiles on city leadership, story angles and more.
- **Atlanta Business Chronicle's Healthiest Employers Awards** – Agency researched annual award opportunity and provided general overview of program and criteria, nominations will open May 2024.
- **Script for Stanley Hawthorne** – Agency compiled suggested script for video filming with new city manager.
- **Talking Points for Grant Presentation** – Agency drafted and presented talking points for Congresswoman Nikema Williams on the stormwater upgrades.
- **Media Training** – Agency presented proposal for media training for 20-25 city leaders and department heads.
- **Media Contact for City Website** – Agency provided suggested verbiage for client website directing media to contact Hemsworth Communications for all press inquiries.

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