

## Providing CPR to Rural/Metro Ambulance

### Overview

Rural/Metro Ambulance is one of the nation's leading providers of Emergency Medical Services (EMS). Among the many markets across the U.S. that it serves are north and south Fulton County and Forsyth County in metro Atlanta. In 2004, the company faced tough competition to renew its service contract with Fulton County and also wanted to expand its service areas in metro Atlanta and beyond.

### Objectives

Cookerly Public Relations was charged with developing a strategic program to help open doors at the Fulton County Commission and to enhance Rural/Metro's efforts to win support from the commissioners and renew its contract. Additionally, Cookerly launched media relations and community outreach programs to increase involvement and "dialog" with government officials, the business community and the public. In Rural Metro's service areas.

### Strategy & Tactics

The Cookerly team developed a multi-pronged strategy that involved media relations and direct communications with Fulton County Commissioners – and other key constituencies - to raise awareness about the issues involved with EMS service and contract renewal.

The agency worked with Rural/Metro's team to secure personal meetings with the commissioners in Fulton County and the ambulance provider's regional general manager. In support of this effort, Cookerly developed a PowerPoint presentation and briefing document focused on the long-term success of the Rural/Metro-Fulton County relationship and the benefits of extending the relationship. The presentation demonstrated that, from an economic and public safety standpoint, renewal of the contract was the best solution for the long term good of the county and its citizens.

To foster community involvement and generate positive media coverage, the agency facilitated EMS Touch a Truck demonstrations at local elementary schools, promoted a scholarship program in high schools located in three key Rural/Metro service areas and issued ongoing press announcements with seasonal safety tips. The agency regularly arranges interviews and meetings with Rural Metro's staff and such media outlets such as *The Atlanta Journal-Constitution*, *WSB Radio*, *WAGA-TV*, *The Northside Neighbor*, *Johns Creek Herald*, *North Fulton Extra* and more.



### Highlights

Cookerly's success helped Rural Metro renew its \$3 million-plus contract to provide EMS in Fulton County in 2005 - 2006.

Agency-developed nomination submission resulted in Rural/Metro Director Reg James being named 2006 Director of the Year.

Comprehensive briefing book aids in ongoing business development.



## **Results**

Rural Metro received a unanimous vote in November 2004 from the Fulton County Commission to renew its \$3-plus million contract to provide EMS in Fulton County for 2005.

The company has been the subject of diverse media coverage that includes articles in *The Atlanta Journal-Constitution*, *The Business Post*, *The Northside Neighbor*, *Johns Creek Herald*, *the North Fulton Extra*, *Points North Magazine*, *The Forsyth Herald* and more. Coverage was also secured on WSB Radio, WAGA-TV (FOX Network affiliate) and WXIA-TV (NBC Network affiliate.) In addition, the agency worked with WSB radio, the number one rated station in the market, to establish a relationship whereby Rural/Metro Ambulance drivers and dispatchers provided traffic information in exchange for free commercial mentions during the traffic reports. Approximately 35 articles have appeared in regional publications reaching more than 4 million readers/viewers and totaling \$80,822.30 in advertising equivalency.