Media Coverage for Memphis Crisis Center/Rizzo’s Diner Fund-raiser:

- The Commercial Appeal (subscription required): The Memphis Crisis Center joins with Rizzo’s Diner for monthly fund-raising events to help the crisis hotline. UTHSC partners with the Crisis Center as part of its community service and outreach.
  [link to article]
- UTHSC news site: [link to article]
- Memphis Daily News: Rizzo’s to Help Raise Funds for Crisis Center: [link to article]
- Memphis Daily News Events Calendar: [link to calendar]
- July 25 Action News 5 interview at 7:45 a.m. with Mike LaBonte that aired on Digital Channel 5.2 or 906 on Comcast...Bounce TV.
- Aug. 12: Local Memphis.com (video): Memphis Crisis Center’s Mike LaBonte on Local Memphis Live to promote Wednesday fund-raiser at Rizzo’s Diner: [link to video]
- Aug 12: Memphis Daily News runs calendar listing of Memphis Crisis Center Fund-raiser : [link to calendar]
- Aug 20: Memphis Daily News runs article titled, “Two Ears, One Heart” – Crisis Center Fields More Calls in Wake of Robin Williams’ Death: [link to article]
- Local 24 report on localmemphis.com about the uptick in calls after Robin Williams’ death: [link to article]
Additional Coverage in the Works:

- Story about National Suicide Awareness Month and Memphis Crisis Awareness Week set to run in the September issue of The Best Times magazine.

Planned media work for Memphis Crisis Awareness Week:

- Release about the week’s events, with attention to the kick off on Sept. 10 during the Rizzo’s fund-raiser. The release will go out first week in Sept. The release will be keyed off a new grant from Plough Foundation that will provide money for outreach to seniors and fund a new Elder Hotline. Also PSA and social media work.
- Video of Mike LaBonte for social media placement and to accompany release on our website.
- Possible short video regarding Hispanic Hotline.

Advertising Placements for Memphis Crisis Center Awareness Campaign

- Requested and obtained Free Advertising Space from Clear Channel Outdoor after sharing data on the success of the 2013 MCC Awareness Campaign, for which Clear Channel Outdoor also donated free ad space at UTHSC’s request. Starting on August 4, 2014, Clear Channel Outdoor donated space on three posters, four transit shelters and three permanent bulletin boards.
  - Poster Locations (size: 12’ x 25’)
    - Getwell 100 ft. north of Knight Arnold, west side 72,997
    - Pleasant View 0.12 miles east of Covington Pk., south side 82,696
    - Summer 1,000 ft. west of Shelby Oaks, north side 77,055
  - Transit Shelter Locations (size: 68” x 47”)
    - Germantown north of Walnut Bend, facing north 78,042
    - Mt. Moriah 100 ft. north of Clark, east side 81,749
    - Poplar 25 ft. east of Scott, north side 87,743
    - Winchester 1,000 ft. east of Riverdale, north side 54,693
  - Permanent Bulletin Locations (size: 14’ x 48’)
    - Mt. Moriah west of Hickory Hill, facing west 126,620
    - East Parkway 100 ft. north of South Parkway, east side 73,111
    - I-240 1,000 ft. east of Lamar, south side 246,616
• The **combined weekly number of impressions** generated for the posters, transit shelters and bulletin boards is **981,322**.

• UTHSC paid $3,225.00 total to produce the art for all 10 of the postings.

• Samples of executed advertising placements follow.

**Poster on Pleasant View east of Covington Pike**
Transit Shelter on Germantown Parkway north of Walnut Bend

Permanent Bulletin at Mt. Moriah west of Hickory Hill