

# Newsmaker Marketing NEWSLETTER



## WINTER 2024/2025

### CLIENT HIGHLIGHTS

Our new client, **Runway for Recovery**, opened an emergency grant program to the LA community to benefit women impacted by metastatic breast cancer and the LA wildfires. [Boston25](#), [7News](#), [NBC10](#) and [Channel 5](#) all helped to spread the news about the fund.

**ScrubaDub** was featured in [44 pieces of coverage](#) during its Pumpkin Spice Car Wash campaign to raise funds for Community Servings.

**Shields Health** CEO Tom Shields was featured in the [Boston Globe's](#) "Bold Types" for modernizing the MRI experience through AI.

This year, the **Babson Advancement Team** secured the **largest number of alumni donors in history with 29.4%** in alumni participation!

**Castle of our Skins** was featured in the [Boston Globe](#) and on [Boston Globe Today](#) for being awarded the former Harriet Tubman House as its new performance location. Castle of our Skins was also featured on [Boston.com](#), [WBUR](#), [Boston25](#), [WBZ-TV](#), [WBZ Radio](#) and [NBC10](#).

**Cyclyx** announced its plans for its [second recycling facility](#) in the Fort Worth, Texas area and continues to gear up for its CCC1 opening.

**Czerlonka Event Design and Management** was featured on the [Cut Through The Noise](#) and [Right Here in Mass](#) podcasts.

Our new client, **Doble Engineering**, had interviews with The Boston Globe and WCVB's "Made in Mass" about how it's helping the utility industry keep the lights on. Stay tuned for great coverage!

**JSJ Aesthetics** announced it is opening a second location in Massachusetts! Stay tuned for more details!

**LexRx** filmed a commercial for Evolus and continues to expand its university-level certificate programs for aesthetic injectables.

**LunchDates** was on the [HubToday](#) giving us the dos and don'ts of dating and has an upcoming shoot with WBZ-TV.

**Medford Wellington** was featured on [WBZ-TV](#), [NBC10](#) and [WBZ Radio](#) about the growing trades industry and training. It also announced its partnership with Hub Refrigeration.

The "[Are you OK?](#)" program by the **Norfolk County Sheriff's Office** made a life-saving call for a woman in Canton. [The Quincy Sun](#) featured the H.O.P.E. Center's first Sober Comedy Night. [Boston25](#) featured Norfolk County Correctional Center's newest culinary program.

[Boston Globe](#) and [WGBH](#) featured **Project STEP's** program that trains young, minority students to be professional, classical musicians. [WBUR](#) did a spotlight on Emmanuel Music's partner concert with **STEP**. [Boston25](#), [Worcester Telegram](#) and [Spectrum News](#) also highlighted an 11-year-old cellist who recently competed in a national competition.

### THANK YOU, 2024, AND HELLO, 2025!

As we kick off 2025, we're humbled and grateful to reflect on an extraordinary year at Newsmaker Marketing. Two of our favorite moments were the announcement of Rachel Robbins as our new Partner & President and Liam Martin as our new Partner & Chief Marketing Officer!

We were also thrilled to celebrate the two-year anniversary of our amazing Account Executive, Michaela Forbes, and welcome our new part-time employee, Dana Casullo!

This year, we've had the privilege of working with incredible new clients who share our passion for impactful storytelling, while collaborating with an amazing and talented team who have helped bring our creative ideas to life.

The success of 2024 has paved the way for an even more exciting 2025. We are energized by what lies ahead and can't wait to continue building on the momentum we've created together.

Here's to an amazing 2025 and beyond for our clients and team at Newsmaker Marketing!





# Newsmaker Marketing



## Newsmaker on the Scene Winter '24/'25



Norfolk County Sheriff's  
Office Sober Comedy Night



Newsmaker attended  
opening night of Lil Chuck



Newsmaker at the filming of  
LexRx's commercial with Evolus



Newsmaker attended  
Boston Mag's Taste Event



Czerlonka "Your Invitation  
to be Inspired" Event



Boston Common Magazine  
Holiday Gala



COOS ribbon-cutting for its  
new performance space



BBJ's Women Who Mean  
Business Event



Video shoot with Project  
STEP at the BSO



Video shoot with new client,  
Doble Engineering



Jackie moderated the  
Sustainable Founders Panel



Our client, LunchDates, at  
the Lil Chuck opening



Newsmaker at Czerlonka's  
holiday party!



Filming a sneak peek at JSJ's  
new location!



Doble Engineering's WCVB  
"Made in Mass" shoot



Jackie hosted the Arc of  
Massachusetts Gala!





### EMPLOYEE SPOTLIGHT: MEET OUR ACCOUNT EXECUTIVE, MICHAELA FORBES!



We are so excited to spotlight our incredibly talented Account Executive, Michaela Forbes! Michaela is an invaluable part of the Newsmaker team. Her attention to detail, outstanding people and client relation skills, amazing graphic design and social media skills, and deep care for those she works with has made her integral to all Newsmaker does. Michaela is not only the organizational backbone across Newsmaker's accounts, tracking clients' goals and deliverables, but she is also an expert in graphic design (our Canva Queen!), social media strategy and content creation, and a fantastic video producer. She also maintains Newsmaker's vast video and document library, and manages our successful internship program!

When she isn't working, she loves to spend her time exploring Boston and beyond. She's traveled around the world with her soon-to-be husband, Chris.

Together, they love trying out new restaurants and recipes at home and snuggling with their new puppy, Pasta! Michaela is also an avid Taylor Swift fan and loves making sourdough bread. What's not to love about her!?

### NOTABLE RESULTS

-  **Runway for Recovery's** LA Emergency Grant Program to benefit women impacted by metastatic breast cancer and the LA wildfires:
  - Because of Newsmaker's news connections, we secured coverage for R4R and its emergency fund on all 4 Boston news stations and coordinated with local influencers to spread the word to a combined **323.6K** followers. As a result, they have **granted more than \$50K** to metastatic breast cancer patients in LA who have been impacted by the fires.
-  **Scrubadub/Community Servings'** Pumpkin Spice Car Wash/Pie in The Sky fundraiser:
  - As a result of Newsmaker's media outreach, we secured **44 pieces of coverage**, along with **on-site influencers** to experience the car wash, directly impacting fundraising and awareness goals. We're thrilled the campaign achieved a new fundraising record!
-  **Medford Wellington's** training program for skilled workers:
  - As a result of Newsmaker's TV news and journalist connections, we placed Medford Wellington on **NBC10** and **WBZ Radio** resulting in over **100 new applicants**. NBC10 posted the piece on TikTok and Instagram and it has **2.5M+** views!

### WELCOME TO THE NEWSMAKER MARKETING FAMILY:



ROAD TO RESPONSIBILITY

**CONTACT US TODAY TO START  
MAKING NEWS TOGETHER!**

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**WE ARE YOUR STORYTELLER. YOUR INFLUENCER. YOUR CONNECTOR.**