

NEWSMAKER NEWSLETTER

WE ARE YOUR STORYTELLER. YOUR INFLUENCER. YOUR CONNECTOR.



NEWSMAKER
MARKETING

YOUR BUSINESS IS OUR TOP STORY

NOTABLE RESULTS



LAST CALL FOUNDATION

In the last 90 days, LCF's social media presence has surged!

As a result of Newsmaker Marketing's social media strategy:

- Instagram views exceeded **75,330** with a **375% increase** in accounts reached and an **11% follower** boost.
- Facebook views jumped to **303,164**, which was a **1,000% increase** and a **23%** rise in followers.



NEWSMAKER IS THREE!

On October 5, 2022, Newsmaker Marketing began its journey, and three years later, we're proud to celebrate how far we've come! This milestone is a testament to our amazing team, clients, colleagues, and supporters, who have believed in us and contributed to our growth from day one.

Over the past three years, our team has continued to expand, create, and deliver stories for our clients, for which we are deeply proud. Beyond that, our

team is truly like a family and has been by each other's sides and part of each other's lives, celebrating life events such as Michaela's wedding in June!

From media pitching and video producing to creating reels and big media wins, we love the work we do and we're so grateful to do it with such a passionate team.

Here's to year three, to our wonderful clients, and to the impactful stories still to come. We can't wait to keep building and celebrating together!

The Newsmaker Network

We believe in the power of connections. In early September, our client **CURATED by Czerlonka** gifted two incredible couples the trip of a lifetime to **Paws Up in Montana**. We were honored to connect two of our clients, **Runway for Recovery** and the **Last Call Foundation**, with CURATED and introduce them to Roisin, who is bravely facing stage 4 breast cancer, and John, a firefighter also battling stage 4 cancer. Their journeys and this unforgettable experience were highlighted by local news outlets: [NBC Boston](#), [Channel 7](#), [Boston 25](#), and [Yahoo!](#) During the trip, John gave everyone bracelets showing support for firefighters as well as hope and faith for those fighting cancer (as pictured to the right). We were so honored to make these life-changing connections and bring great, deserving people together.



CLIENT HIGHLIGHTS

Doble Engineering President, **Matt Carrara**, provided insights across many media outlets this quarter. [WBZ](#) and [NBC10](#) featured him on how extreme heat and weather impact the power grid. [Boston25](#) and [WBZRadio](#) highlighted how AI is straining the electrical grid, while [Rossen Reports](#) shared Matt's advice on how to cut energy bills by 20%. [El Planeta](#) also featured his tips for reducing costs. Matt also joined Luke Somers on the [FootBridge Energy Leadership Series Podcast](#) to discuss how AI and analytics are reshaping the grid

Jason Burns, Executive Director of **Last Call Foundation**, was interviewed on [Boston25](#), [WBZ](#), [WBZRadio](#), [NBC10](#) and [WWLP](#) following the Fall River fire, raising awareness about firefighters' mental health. [WBZ](#) also covered urgent renovation needs at Fall River fire stations, while [Wicked Local](#) highlighted LCF's advocacy for early cancer screenings for firefighters.

[Aviator Magazine](#) featured an interview with Eric Czerlonka, spotlighting his background and the launch of his new business venture, CURATED by Czerlonka.

[ABC News](#) covered **LexRx's** push to make Botox safer across the U.S., while [CBS Newspath](#) featured LexRx's work to standardize training in injectable aesthetics nationwide. [WBZ](#) spotlighted founder Alexa Nicholls Costa helping clients with IVF injections. LexRx was also named [BBJ's Best Places to Work](#) for the third year in a row!

[Boston.com](#) highlighted the future of dating and featured **Jill Vador**, founder of **Allure Matchmaking**, as an expert matchmaker. [WBZ](#) also covered the benefits of matchmaking over dating apps. Jill also joined [WBZ Radio](#) to discuss how matchmakers provide a safer, more intentional alternative to apps.

WBZ's "Weekend To-Do List" featured the **Norfolk County Sheriff's Office's Summer Safety Fest** in Sharon and [Recovery Fest](#) in Braintree. [WBUR](#) highlighted NCSO's culinary program, which helps incarcerated men build new skills.

[MedCity News](#) published an op-ed from **Predictive Monitor** on how predictive maintenance technology can maximize equipment uptime.

Terra Fertility officially opened its doors in early September, with the [Boston Business Journal](#) spotlighting its launch as the region's only physician-owned fertility clinic. [NBC10](#) and [WBZ Radio](#) featured **Dr. Pietro Bortoletto's** advocacy at the State House for women with endometriosis. [Wicked Local](#) covered Terra's advanced IVF lab and commitment to pain control for women, and NBC Boston highlighted Terra's mission of increasing access to high-quality fertility care in Massachusetts and beyond.

[The Boston Globe](#) and [WBUR](#) featured **Road to Responsibility's** advocacy around losing migrant workers with revoked legal status. [Boston25](#), [Channel Z](#), [NBC10](#) and [NESN](#) covered RTR's softball team receiving surprise new jerseys and being honored at a Red Sox game. [The Hull Times](#) highlighted RTR's "Christmas in July" celebration, and both [Boston25](#) and [WBZ](#) featured RTR volunteers helping pack meals for End Hunger New England.

The 19th annual **Runway for Recovery** Runway Show took place on October 3 in Boston to honor and celebrate those impacted by breast cancer. [WBZ](#) and [WCVB](#) also highlighted two families supported by R4R who shared their stories and walked the runway, highlighting the organization's mission of providing lasting support to families facing breast cancer. [The Concord Bridge](#) and [Boston25](#) spotlighted Concord Fire Lieutenant Lindsay McGloughlin, who received the Ilene Beal Legacy of Leadership Award at the show.

[The Boston Globe](#) featured **Shields Health** CEO, **Tom Shields** on preparing the third generation to lead the family's growing business. [Worcester Business Journal](#) and [Spectrum News](#) also highlighted Shields Health's \$12M upgrade to UMass Memorial's Worcester outpatient center, spotlighting the company's investment to expanding access to care for patients.

YW Boston CEO, **Aba Taylor**, was featured in [The Boston Globe](#) about how U.S. citizens of color are on high alert after the Supreme Court's decision allowing racial profiling by ICE. She was also interviewed by [WBZ-TV](#) for an important story about record-high unemployment among Black women. Lastly, she was featured in the [Bay State Banner](#) discussing recent race-based jobless trends and the importance of continued DEI advocacy.

NEWSMAKER ON THE SCENE



Rachel on-set with LexRx at ABC in New York City



Michaela at a Red Sox game with RTR's softball team



Jackie and Liam moderated a panel discussion for CURATED



Liam attended NCSO Recovery Fest



Michaela at the WBZ-TV/R4R video shoot at Crush



Boston Magazine's "Best of Boston" Soiree



Jackie and Liam led a media relations training for City of Cambridge



Team video shoot at Doble HQ



Jackie at BBj's "Best Places to Work" event with LexRx



Rachel and Liam at Terra's new clinic for a video shoot



Video shoot at the Boylston Street Firehouse for LCF



Team at Runway for Recovery's Boston Runway Show!

**WELCOME TO THE NEWSMAKER
MARKETING FAMILY:**



Terra
FERTILITY

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

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