



COMMUNITY RELATIONS CASE STUDY

“Do the Right Thing” Model Program, Miami, FL Public/Private Partnership With the City of Miami Police Department and British Airways

The Objectives

Provide media support and identify sponsorship opportunities for the City of Miami Police Department's "Do The Right Thing" program, an initiative to encourage youths to "do the right thing."

Foster a positive image for the City of Miami and its local police department locally, nationally, and internationally.

Promote British Airways as a good corporate citizen.

Support the expansion of the program nationally and internationally.

The Work

Secured and coordinated British Airways' involvement with the program to include the annual sponsorship of the "Do The Right Thing" poster contest and to provide trips to London for the monthly winners.

Drafted press materials and contacted media to promote the program and British Airways' involvement.

Coordinated an annual press event at the City of Miami Police Department to announce the poster contest winners.

Contacted British Airways' representatives and law enforcement nationally and internationally to support the expansion of the program.

Final Results

Secured extensive positive media coverage locally, nationally, and internationally for the "Do The Right Thing" Program, City of Miami Police Department, and British Airways.

Successfully expanded the program nationally to 24 cities, and internationally to London, England.