

CASE STUDY

TRINITY SCHOOL AT EDMERE

SOCIAL + DIGITAL MARKETING
TRADITIONAL MEDIA
COMMUNITY OUTREACH

anglin PR

01 THE CLIENT

Trinity School at Edgemere is a **private school dedicated to teaching children with learning differences** such as dyslexia, autism and ADHD. Its K-12 program started in 1961 and has evolved a unique approach to individualized instruction where students can learn and grow in their own way.



04 THE RESULTS

Anglin created a **customized marketing and public relations plan** designed to increase community awareness about the school, bolster event attendance and earn media coverage about the new location and specialized education offered by Trinity. The building was the perfect backdrop. Formerly part of OKC Public Schools as Edgemere Elementary School, the **historic building went through extensive renovations** and featured large classrooms with a modern design.

We were honored to have special guests Mayor David Holt, members of the Oklahoma City Chamber of Commerce, Councilman James Cooper and Oklahoma City Public Schools Superintendent Sean McDaniel attend the ribbon cutting ceremony.

- Over 200 guests by direct invitation and social media promotion.
- Media coverage from three different OKC TV networks in 15 segments totalling over 9.6 total minutes of air time.
- News 9 NBC feature was over two minutes with a school tour and interviews of teachers and board members.
- Print articles in both the **Oklahoman and Journal Record**.
- In total, Anglin was able to capture over **\$8,000 in earned media**, or "Publicity Value."
- Organic and paid social media content showed a **400% increase in reach and engagement** over the previous week.

02 CENTRAL NEED

In January 2020, Trinity moved to a **new location** in the heart of Oklahoma City's Edgemere Park neighborhood. They wanted to host a **Grand Opening event** to give their school family and the OKC community the chance to see their historic, newly-renovated building. Trinity came to Anglin Public Relations to help plan and **publicize the event**. The goals were to get the word out about this unique school, participate in a ribbon cutting for the official opening, and host a reception with school tours.

03 OUR WORK

Anglin developed and **distributed a news release** about Trinity's Grand Opening with information about the school to help build awareness and anticipation. We focused on OKC news outlets, family and education media, and invited local dignitaries to attend the ribbon cutting.

Anglin also **helped with event planning details** such as catering, decorations, invitations, sound equipment, photography, and coordinating with the OKC Chamber for the ribbon cutting.

Finally, Anglin **created social posts** for Facebook, Twitter and Instagram with accompanying graphics to promote the event and create awareness for the school and their new location.

