



TESTIMONIAL

# COMMUNITY HOSPICE Of Northeast Florida, Inc.

## "Clear Channel Cares"

### THE CHALLENGE:

Community Hospice Of Northeast Florida, Inc., is a non-profit organization that provides care for terminally ill children and adults at their homes, in long term care facilities, in hospitals, or at hospice centers for patients residing in a five-county area in and around Jacksonville.

Their goal was to let residents in St. Johns County know about their outstanding record of service.

### THE PLAN:

Community Hospice's public relations manager, Lynn Robbins, contacted Clear Channel Outdoor because she had previously used outdoor advertising with another non-profit organization. Her past experience had lead to other successful campaigns in Jacksonville, and she knew Clear Channel Outdoor would develop a campaign that would fit an extremely tight budget. The Community Hospice campaign involved four permanent boards in high traffic areas in St. Johns County over a three-month period.

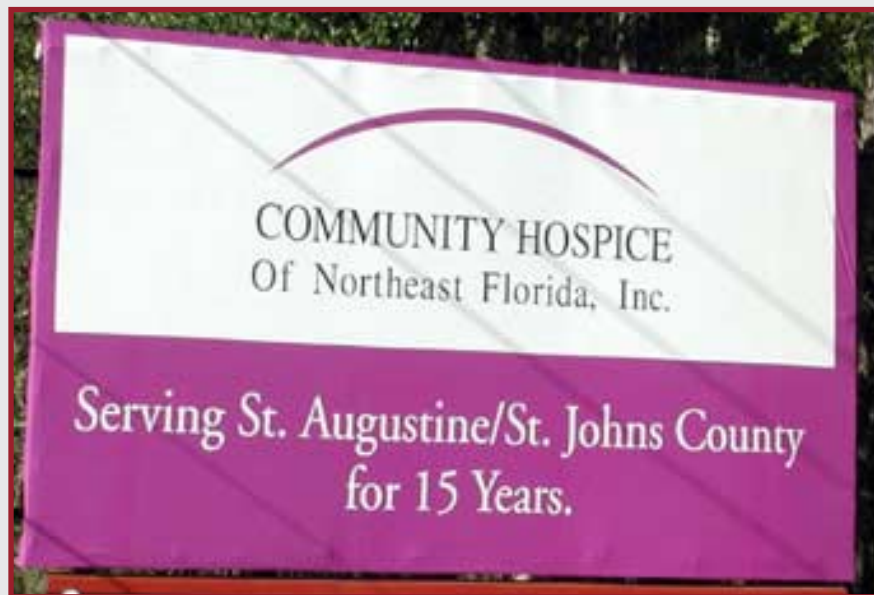
### THE RESULTS:

The campaign started in November, 2001 and immediately impacted and elevated the perception and reputation that Community Hospice had in their service area.

### CUSTOMER SAID:

"I personally believe in the value of outdoor advertising because it delivers results -- heightened awareness and response. I also appreciate Clear Channel's willingness to work with non-profits and their limited budgets."

Lynn S. Robbins  
Public Relations Manager  
Community Hospice of Northeast Florida, Inc.



Visit our web site: [clearchanneloutdoor.com](http://clearchanneloutdoor.com)

"The  
Choice is  
Clear!"

