

# ALL POINTS

PUBLIC RELATIONS

**cmIT Solutions**<sup>®</sup>  
Your Technology Team

## OBJECTIVE:

To position CMIT Solutions as an undisputed authoritative cybersecurity thought leader locally and nationally. As news broke on the Lurie Children's Hospital data breach, we were able to secure multiple press opportunities to elevate the prominence of CMIT Solutions and its Chicago franchise owner.



INCREASED  
NATIONAL AND  
LOCAL AWARENESS

2.7 MILLION+  
tv viewers



FOCUSED ON  
EVENING NEWS  
SEGMENTS

14+ MINUTES  
tv runtime



TOOK OWNERSHIP  
OF THE  
NEWS CYCLE

10+  
press placements



SECURED  
HIGH IMPACT  
ONLINE PRESS

80 MILLION+  
unique visitors per month



BOOSTED SOCIAL  
MEDIA PRESENCE

9%  
engagement rate



## APPEARED ON:

WORLD  
NEWS NOW



GOOD  
MORNING  
AMERICA

**GET LOUD!**  
BREAK THROUGH THE NOISE  
WITH INTEGRATED PR