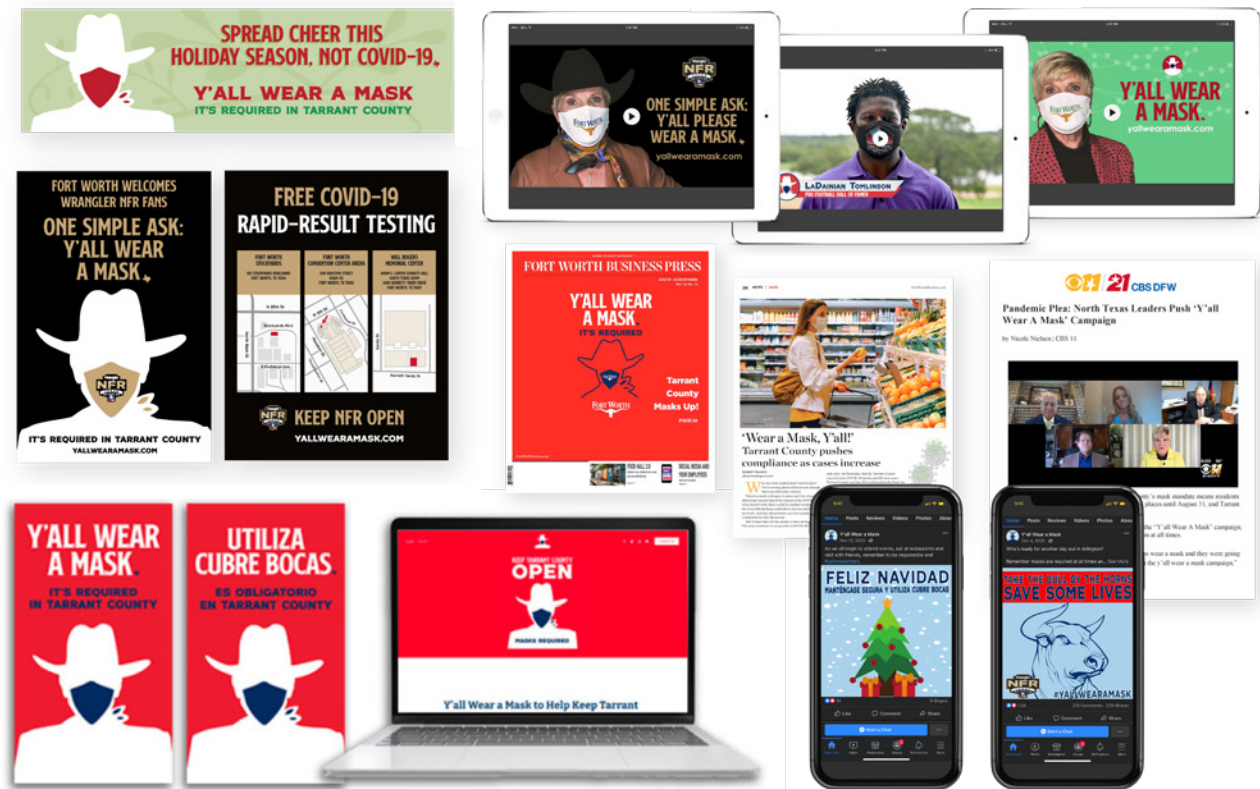


City of Fort Worth - Y'all Wear a Mask



The City of Fort Worth engaged Cooksey in 2020 to manage Mayor Betsy Price's community-branded "Y'all Wear a Mask" public education campaign. This resulted in national media attention; creation of a microsite in English and Spanish; development and distribution of downloadable resources in English and Spanish for all cities in Tarrant County; and development, production and distribution of radio and television public service announcements for the 1) general campaign, 2) National Finals Rodeo campaign, and 3) holiday campaign.

The social media program reached some 2.3 million people with 8.2 million impressions. Cooksey secured broadcast and print coverage, including CBS-11 KTVT-TV, NBC-5 KXAS-TV, Fort Worth Star-Telegram, Dallas Morning News, Fort Worth Business Press and KRLD-News Radio. Through Cooksey's strong relationships with area broadcast and paid media outlets, more than \$200,000 in broadcast, outdoor and print advertising inventory was granted to the City at no additional cost. The campaign won three significant industry awards for COVID response and creativity.

