

RAPIDO

Spanish-language Stroke Acronym Launch

Juntos Contra El Ataque o Derrame Cerebral

Presented to



16 February 2023



Table of Contents



About HCN

Project Overview

Proposed Tasks

Creative Concepts

Production Budget

Distribution Investment Options

About



HCN is an award-winning **culture- and data-driven full-service marketing, communications, advertising, and PR agency** focused on social impact and behavior change.

We work exclusively with government, nonprofit, philanthropy, academia, and CSR partners and clients to achieve one mission: **to improve quality of life for multicultural communities.**

In addition to agency services, HCN also uniquely serves as the **largest producer and syndicator of programming and multimedia content on health equity and social determinants** in the US for Latinos, by Latinos.

Our owned multimedia channels (TV, radio, print, digital, social media) – as well as our **stakeholder, and healthcare provider/community health worker networks** – provide clients **built-in distribution platforms** that reach a measured audience of 6.7+ million weekly in urban, mid-sized and rural markets throughout the mainland US and Puerto Rico.

HCN is proud to be a small business with a **team of 30+ cultural communications experts**, with more than 80% identifying as BIPOC/multicultural. Our **public health experts include MDs, PhDs and RNs.** We have production studios and office locations in Miami, Washington DC, Atlanta, El Paso, Santa Fe, and Los Angeles.



The Challenge

- US Hispanics face a higher risk of stroke than other populations:
 - No. 4 cause of death for US Hispanic men
 - No. 3 cause of death for US Hispanic women.¹
- Projections show that by 2030, the prevalence of stroke among White Hispanic men will increase by 29%.²
- Every second counts in a stroke, so quickly recognizing symptoms and calling 911 can have a big impact.
- Since 2013, the American Stroke Association's promotion of the FAST acronym has helped general US audiences learn the signs of a stroke and remember what to do to help.
- During AHA research, only 39% of Hispanics were familiar with the FAST acronym.

¹ American Heart Association (2022). Retrieved 14 February 2023, from https://www.stroke.org/-/media/Stroke-Files/Lets-Talk-About-Stroke/About-Stroke/DS18658-LTAS-Hispanic-Latinos_Stroke_2022.pdf

² American Heart Association (2022)(2023). Retrieved 14 February 2023, from <https://professional.heart.org/-/media/PHD-Files-2/Science-News/2/2022-Heart-and-Stroke-Stat-Update/2022-Stat-Update-factsheet-Hispanic-Latino-Race-and-CVD.pdf>

Goals

- Educate Spanish-dominant US Hispanic consumer audiences about stroke warning signs with the new Spanish-language acronym: RAPIDO.
- Build visibility of the acronym RAPIDO among Spanish-preferring audiences with sufficient reach and frequency so they 1) learn the acronym, 2) recognize the signs/symptoms of stroke and 3) know to immediately call 911.
- Engage bilingual Hispanics in sharing the new Spanish-language RAPIDO acronym with their Spanish-dominant family and friends.



Target Audiences

- PRIMARY: Spanish-dominant and bilingual US Hispanics
 - Ages 35-54
 - Multigenerational household/ Caregiver (“Sandwich Gen.”)
 - Consume Spanish and/or English language media
 - 5- 6 grade health literacy level
 - Goals: 1) learn the acronym, 2) recognize the signs/symptoms of stroke and 3) know to immediately call 911.
- SECONDARY: Bi-cultural US Hispanics
 - Hispanic Millennials and Gen Zs
 - English-dominant or bilingual
 - Play an influencer role in their family
 - Goals: 1) learn the Spanish-language acronym (may already know FAST), 2) share the new acronym with Spanish-preferring family and friends..





Target Markets

- TBD; Evergreen creative will be developed for distribution via owned, paid and/or earned placements via the AHA national office to support regional affiliates and local offices in their own outreach efforts.

Flight Dates

- Goal is year-round distribution with heavy ups during key dates:
 - Main launch - September 11, 2023 through February 28, 2024
 - Hispanic Heritage Month Sep 15 - Oct 15, 2023
 - Sep 29 - World Heart Day
 - Oct 29 - World Stroke Day
 - Feb - International Stroke Conference
 - Winter: When temperatures go down, incidence of stroke appears to go up
 - May 2024 - American Stroke Month
- Final Distribution Plan will be determined by budget (see suggested media flighting options in the Budget section).

Call to Action

- TBD (eg, landing page, etc. TBD)



Metrics of Success

Potential KPIs may include:

- **Awareness** - reach, frequency, impressions, video completion rates (VCR), etc.
- **Engagement** - traffic to landing page, social engagements (reactions, shares, etc).

Long-term Goals

- Communicate culturally driven, urgent, plain language information about the signs of stroke
- Promote edu-tainment (educational entertainment) approaches to learn RAPIDO: 1) learn the acronym, 2) recognize the symptoms, 3) call 911.
- Foster recognition and recall of RAPIDO, with clear understanding of all signs/symptoms each letter represents
- Initiate, maintain and grow Hispanic engagement and momentum with RAPIDO.



RECOMMENDED SOLUTIONS

1. **Outreach Strategy & Work Plan**
2. **Messaging and Materials Development**
3. **Activation**
4. **Optimization & Reporting**

Strategy

- **Overview:** A comprehensive, 360-degree approach to reach and engage both primary and secondary audiences in AHA's debut RAPIDO initiative via their preferred and trusted sources of information and entertainment.
- **Creative approach:** A bold and emotional campaign that captures the attention of multicultural Hispanics – and draws upon common cultural aspirations for the health of loved ones – to motivate and empower diverse Hispanic consumers to learn, recall and use the Spanish-language acronym for stroke warning signs: RAPIDO.
- **Primary audiences:** HCN recommends developing a suite of traditional (radio, TV, print) and online (digital, social) assets to reach primary Spanish-preferring “sandwich generation” audiences who consume both traditional and digital content. *(Awareness = reach x frequency, recognition, understanding, retention)*
- **Secondary bicultural/bilingual Gen Z and Millennial audiences:** HCN recommends focusing 100% on a digital and social media solutions to reach these mobile, on-demand populations. *(Awareness = reach x frequency, recognition, understanding, retention)*
- **Further funnel approach:** Should budget allow, HCN also recommends creating an interactive tool(s), such as an interactive digital quiz, to further engage Hispanic consumers in understanding the signs of stroke via RAPIDO. *(Awareness = understanding, retention → stronger consideration)*



Objectives



Strategy & Plan

Develop based on diverse audience insights and formative market research



Creative

Design and produce culturally driven strategies, messages and materials
(Note: Creative to be ready by 7/11/2023)



Activation

Execute a data-driven media outreach plan



Analysis + Reporting

Capture, analyze and optimize outcomes

Task 1:

Outreach Strategy + Work Plan

HCN will leverage our extensive experience and long-term relationships with Hispanic media partners on national, regional and local to design a scalable public education campaign in support of the AHA National Office, as well as regional affiliates and local offices.

Task 1 Deliverable:
One (1) Strategy & Work Plan



Key Elements

Strategy that maximizes the branding, messaging, and goals of AHA to directly reach priority Hispanic audiences via “edu-tainment” approaches..

Design of audience-driven creative concepts and original in-culture, in-language messaging and materials.

Platforms that most effectively and cost-efficiently meet target KPIs.

Timeline + Coordination with AHA staff for review and approval of messages, materials, and campaign flight plans.

Timing of media flights to run on key dates.

Reporting during and after the campaign, including analysis and optimizations where possible.

Task 2: Messaging + Materials

Message and materials production will follow the approved Outreach Strategy and Work Plan.

Task 2 deliverables include the following AHA requests, as well as a few HCN recos:

Creative Asset Description	Spanish-Lang. #Units	English-Lang/ Spanglish #Units	Total Assets
Broadcast TV PSAs (:15 & :30)	2		2
-- Includes On-Site Photography	1		1
-- Repurpose as Digital Videos for Social & Digital Distribution (English version = subtitles on original)	2	2	4
Radio PSAs	2		2
Digital Assets - 3 Sizes Ea. (Banners = 160 x 600, 300 x 250, 728 x 90)	5	5	10
-- Recommend at least 2-3 additional sizes for paid (mobile, programmatic)			
Social Media Posts (FB, IG, LI)	5	5	10
-- Recommended Post/Editorial Calendar Content: Copy, Call to Action, Feature Asset (video, static, carousel, animated)			
HHM-Specific Social Media Post Template (Latino HCPs)	1		1
Out-of-Home Assets	1	1	2
-- Recommend up to 3 sizes: Dependent upon media plan / unit placements			
Print Ads	1	1	2
-- Recommend up to 2 standard sizes (ex, Half page and Full Page, 4C)			
Rip-and-Read Radio PSAs (aka, Live Host reads)	1	1	2

Task 2 (cont'd): Messaging & Materials

HCN would like to suggest additional creative assets* beyond those mentioned in the RFP for AHA's consideration:

- **Interactive Quiz:** An online quiz can help foster further down the funnel to full understanding and retention of each stroke sign/symbol represented by the acronym RAPIDO. Consumers will be challenged to recall what each of the 6 letters signifies (in Spanish). By the end of the quiz, consumers should have higher recall – and also can be connected to learn more via the call to action (eg, the AHA / ASA stroke / RAPIDO microsite)
- **Giveaways:** For on-the-ground outreach conducted by regional affiliates and local offices, desirable giveaways – such as pop-out smartphone holders or keychains – with an image-driven version of 6 stroke symptoms promoted by RAPIDO can be an everyday reminder for target consumer audiences so the warning signs, and 911 call to action, remain top of mind.

**Kindly note these suggestions are outside of the current \$200,000 allotted budget; estimated costs are available upon request.*

Task 2 Deliverables: Messaging & Materials - Creative Assets



Task 3: Activation

Paid + Earned + Owned

HCN is prepared to support AHA in leveraging AHA's owned networks – as well as activating HCN's owned TV, radio and print networks, our digital and social media channels, as well as our health worker and stakeholder networks – to reach and engage AHA's target Spanish-dominant and bilingual Hispanic audiences.

Owned, paid and earned media can be implemented to reach primary and secondary US Hispanic audiences, and to meet target KPIs established by AHA.

All media approaches are designed to be target-market focused to support AHA regional affiliate and local offices' local RAPIDO outreach efforts.



Owned*
Online Channels
(Digital & Social)



Owned*
Offline Channels
(TV, Radio, Print)



Paid Platforms
(Programmatic,
Mobile,
Out of Home)



Earned
Media +
Partner
Networks*

*"Owned" channels refer to traditional and online properties owned by AHA and/or HCN via our consumer-facing brands La Red Hispana and LatinEQUIS

Task 3



Digital & Social Media Channels: AHA-Owned HCN-Owned

Promote a combination of awareness, traffic, reach and frequency with a social media integrated plan using AHA's owned website and social media channels.

Full funnel strategy approach to improve awareness among target audiences. Prospect and nurture audience through retargeting in order to drive multiple touchpoints of engagement.

Create a combination of display and video ads to promote the importance and benefits of learning RAPIDO.

Distribution via AHA/ASA and/or La Red Hispana owned channels, such as Facebook, Instagram and YouTube.

Capitalize on robust targeting features of social platforms such as first-party and third party data segment, demographics, locations, interests and behaviors and look-alike audiences.

Leverage engaging formats on Facebook/Instagram and YouTube. Use of interactive and dynamic visuals to allow for powerful brand storytelling.



Task 3: Activation - HCN Digital Owned Channels

HCN's owned, Hispanic audience-facing digital channels are established and trusted platforms for RAPIDO communications.

- Integrated RAPIDO messaging
- RAPIDO feature page or articles

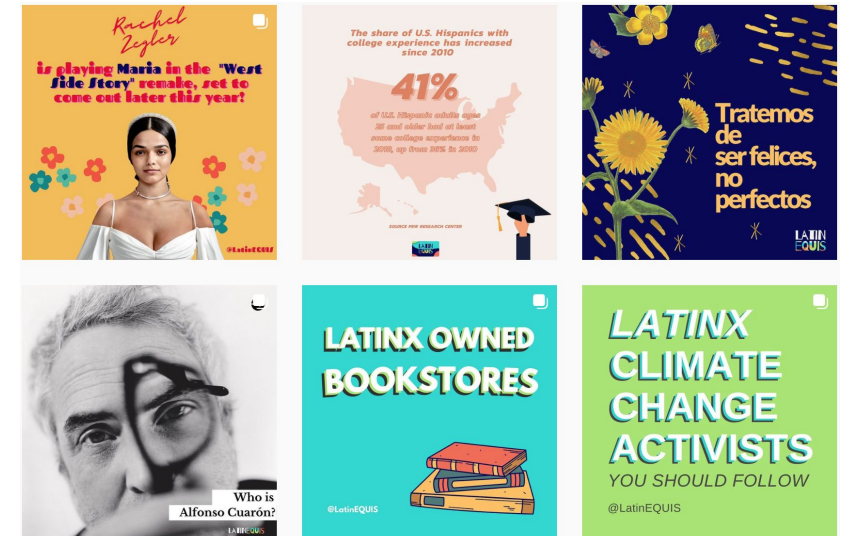
LaRedHispana.org

- 100,000+ monthly page views
- Spanish-language multimedia content
- Radio streaming 24/7
- Dedicated campaign web pages



LatinEQUIS.com

- Millennials & GenZ
- Bi-lingual multimedia content
- Podcasts
- Dedicated campaign web pages



Task 3: Activation - HCN Social Owned Channels



49K LA RED HISPANA



93K VIDA SALUDABLE
CON LA RED HISPANA



52K LA DRA. ISABEL



8.6K BIENVENIDOS
A AMERICA



78K DR. EDUARDO
LOPEZ-NAVARRO



332K FOLLOWERS

HCN's owned social media channels engage a built-in audience and offer many benefits to AHA:

- Integration of AHA RAPIDO messaging into HCN's owned Social Media Channels.
- Hundreds of thousands of followers trust La Red Hispana and our subject matter experts.
- Robust targeting through demographics, locations, interests, behaviors and look-alike audiences deliver AHA messaging to the right audiences.
- Strategies such as retargeting drive multiple points of engagement to reinforce learning and behavior adoption.

Task 3



Offline Channels: HCN-Owned

Promote a focus on awareness, reach and frequency via traditional media popular among Spanish-preferring audiences.

360-Degree strategy to improve awareness among target audiences via radio, TV and print media in addition to digital and social channels.

Integration of AHA TV and radio RAPIDO PSAs into HCN's existing programming for guaranteed placements on Spanish-language TV and radio stations across 70 different Hispanic DMAs.

Distribution with a focus on markets where AHA regional affiliates and local offices have concerted RAPIDO efforts.

Task 3: Activation - HCN Offline Owned Channels



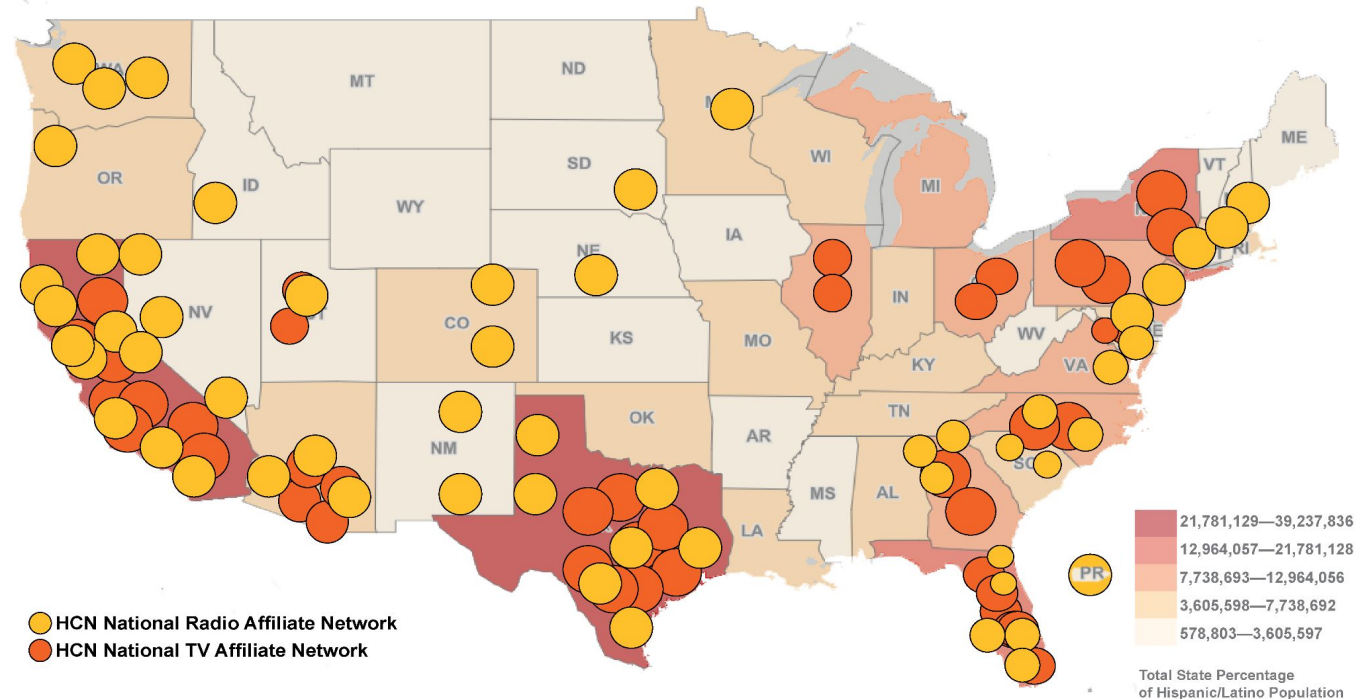
Activation of HCN's La Red Hispana Spanish-language Radio and Television affiliate networks, where PSAs developed for AHA will be integrated into our educational and informational programming for guaranteed placement.

La Red Hispana TV & Radio Networks

- **44** Affiliate TV Stations carrying 10 HCN mini-programas daily
- **145** Affiliate Radio Stations carrying 6 HCN mini-programas daily
- **70** Hispanic DMAs/Markets
- **~750,000** Combined AQH/Impressions
- **75%** Coverage of Hispanic Markets

La Red Hispana Print Network

- **~25** Affiliate Newspapers running HCN's weekly op-ed column



Task 3



Paid Channels (External)

Promote a combination of awareness, traffic, reach and frequency with an integrated digital plan to complement traditional and social media reaching target audiences.

Full funnel strategy approach to improve awareness among target audiences. Prospect and nurture audience through retargeting in order to drive multiple touchpoints of engagement, including contextual, behavioral and re-targeting.

Create a combination of display and video ads to promote the importance and benefits of learning RAPIDO.

Distribution via programmatic partners – with a particular focus on mobile and connected TV (CTV) – as well as local print outlets and digital OOH, the paid plan will be designed to support specific target markets where AHA affiliates and offices are conducting RAPIDO efforts.

Capitalize on robust targeting features of digital platforms such as first-party and third party data segment, demographics, locations, interests and behaviors and look-alike audiences.



Task 3: Activation - Paid Media Planning & Buying

Insights

- Audience research + segmentation

Targeting (and Re-Targeting)

- Demographic, Psychographic
- Contextual
- Behavioral
- National, Regional, Local, Hyper-local

Channels

- Scalable Media
- Owned + Operated (O+O) Relevant Platforms

Results

- Performance by KPIs
- Analysis + Recommendations
- Optimizations



Task 3



Earned Media + Partner Networks (HCN-owned)

Interviews with AHA/ASA Spokesperson(s) who are proficient in Spanish and resonate well with Hispanic audiences. Deliver in-depth insights through friendly conversations with popular broadcast hosts about stroke, warning signs, and the benefits of learning RAPIDO. Media trainings can also enhance spokespersons' ability to deliver confident and savvy media interviews.

Pitch Materials Development to maximize media engagement and delivery of messages to target Latinx audiences. Deliverables include: Media advisory / Spokesperson bio / Fact Sheet / Sample Qs.

Distribution of pitch materials to Spanish-language media in the target market(s).

Pitch & Coordinate a media tour for the campaign's Spanish-proficient spokesperson(s) to deliver interviews on priority Spanish-language or Hispanic media.

Local trusted messengers through HCN's stakeholder and health worker networks can help deliver messages via their own channels, including their e-newsletters, social media, on-the-ground outreach and local events.

Task 3: Activation - Earned Media

TV + Radio Media Tours

- National | Regional | Local
- Existing Media Relationships
- Proprietary Media Database

Comprehensive Earned Services

- Media Training
- Media Briefings | News Conferences
- Pitch Materials

PSAs

- PSA Promotional Package - Digital Kit
- Media List Segmentation
- Targeted Media Outreach



Task 3: Activation - Stakeholder + Health Worker Owned Networks

HCN also offers AHA opportunities to engage trusted community and health leaders via HCN's established national, regional and local networks:

- **Stakeholders:** Community-based organizations (CBOs), faith-based organizations (FBOs), civic and advocacy groups
- **Health Workers:** Doctors, nurses, community healthcare workers, promotores de salud, Ventanillas de Salud (health kiosks/programs with LATAM consulates in the US)



Task 4

Optimizations & Reporting

Optimizations (External Media & Owned)

- Review and analyze reports regularly
- Identify top performing creative assets, messaging and channels
- Adjust strategy and budget allocations to maximize KPIs / results

Reporting

- Monthly project status reports
- Monthly performance reports (post-launch)
- Final report, no later than 30 business days following campaign end



Project Management

HCN provides a dedicated project manager (PM) who serves as main point of contact for Takeda. The PM is responsible for:

- On-time and on-budget delivery of all project elements
- Participation in regular communications and calls as scheduled
- Coordination of internal teams
- Quality assurance and management
- Review/approval process
- Delivery of final assets and scheduled reports

CREATIVE CONCEPTS

1. **RÁPIDO significa vida.** Fast means life.
2. **Testimoniales.** Testimonials.
3. **Doctores.** Doctors.
4. **Salvador el RÁPIDO.** Salvador the FAST.
5. **The power of music.**

CONCEPT ONE

RÁPIDO SIGNIFICA VIDA

FAST MEANS LIFE

Concept 1:

Rápido Significa Vida. Fast Means Life.

Rationale:

A large majority of Hispanic Americans are not familiar with the FAST acronym, let alone with its new Spanish iteration.

This concept introduces our audience to the RAPIDO acronym, paired with visual representations of the symptoms and connects them emotionally to the faces of someone who actually suffered a stroke and could be their own relative.

The message is that once you have the power to identify the symptoms, you can call 911 and save lives or reduce the risk of serious disability.

Idea:

Emphasize the sense of urgency to help save the life of a loved one, by quickly identifying the symptoms of a stroke and seeking immediate help. RÁPIDO SIGNIFICA VIDA.

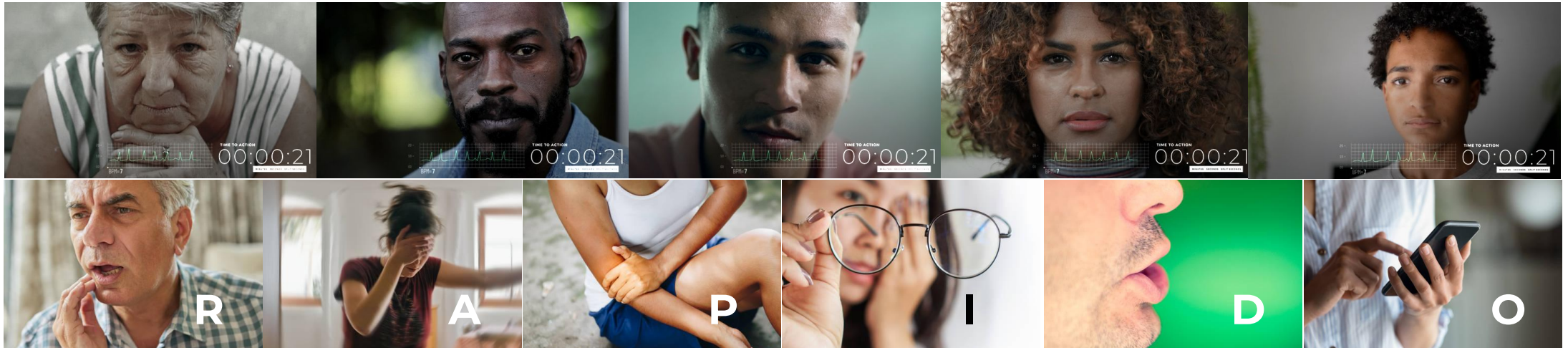
FAST MEANS LIFE.

CTA: Aprende más.

CTA: Share with your loved ones

Concept 1:

Rápido Significa Vida. Fast Means Life.



Concept 1:

Rápido Significa Vida. Fast Means Life.

Script:

VO:

Cada minuto la víctima de un accidente cerebro vascular pierde 1.9 millones de células.

A stroke victim loses 1.9 million brain cells every minute.

La mayoría de casos ocurre en casa, a nuestros seres queridos.

Most strokes happen at home, to our loved ones.

Aprende a identificar los síntomas RAPIDO:

Learn to identify the symptoms FAST

**Rostro caído. / Alteración del equilibrio. / Pérdida de fuerza. /
Impedimento visual. / Dificultad para hablar. / Obtenga ayuda rápido.**

RÁPIDO SIGNIFICA VIDA. FAST MEANS LIFE

Sé el héroe que salva la vida de tus padres, abuelo o seres queridos

Learn RAPIDO and be the hero that saves the life of a loved one.

IMAGEN:

En la pantalla vemos rostros de seres queridos de diferentes edades, para denotar que lo que van a ver puede ocurrirle a cualquiera:



CONCEPT TWO

TESTIMONIAL
SURVIVOR STORY

Concept 4:

The Power of Testimonials



RAPIDO MEANS LIFE. HEROES ACT FAST

- A stroke survivor testimony is a very compelling way to communicate the positive power of knowledge to save the life of a loved one.
- For example: a Latino mother who survived a stroke, telling the story about how her daughter knew about RAPIDO, recognized the stroke symptoms, called 911 and saved her life.
- Final script would be inspired by a true-life personal story, based on one-on-one interviews with stroke survivors.

CONCEPT THREE

DOCTORES

DOCTORS

Concept 3:

A message from a doctor.



- A large majority of Hispanic Americans trust health care providers and have a great deal of confidence in medical scientists to act in the public's best interest (Pew Research).
- Such a trusted voice is the ideal messenger to create awareness about the fact that strokes kill more than 150,000 Americans each year.
- But also about how the power to identify the symptoms and call 911 can save lives or reduce the risk of serious disability.

Concept 3:

A message from a doctor.

Life-saving
things to know
about strokes

Script:

VO Doctor:

These are 3 life-saving things to know about strokes

1. **Stroke is the No. 4 cause of death for Hispanic men and No. 3 for women.**
2. **Most stroke cases happen at home**
3. **If you identify the symptoms RAPIDO you can be the hero who saves the life of a loved one.**

R: Rostro caído.

A: Alteración del equilibrio.

P: Pérdida de fuerza.

I: Impedimento visual.

D: Dificultad para hablar.

O: Obtenga ayuda rápido. Llame al 911.

Tag Line:

CTA: Aprende más.

CTA: Share with your loved ones



CONCEPT FOUR

SALVADOR EL RÁPIDO

SALVADOR THE FAST ONE

Concept 4:

Salvador el RÁPIDO. Salvador the RAPIDO.

Rationale:

This concept leverages the power of personification, with a Latino animated character delivering all the capabilities that a life saver should have: Speed, Calm, Wisdom, etc.

Good news! In the Spanish language “Salvador” is a name and means savior. And when we have a savior who is also fast that is the perfect mix and description of our ideal campaign ambassador.

Idea:

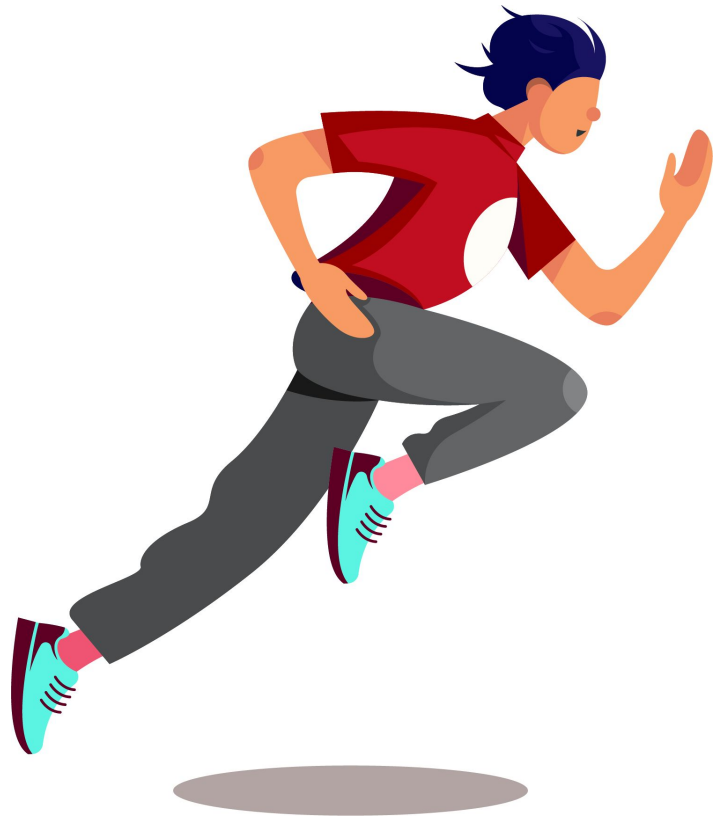
Visually we will have our character introducing himself, then explaining the benefits of being able to identify symptoms and be quick calling 911. Animated icons will illustrate what SALVADOR is talking about.

CTA: Learn more.

CTA: Share with your loved ones

Concept 4:

Salvador el RÁPIDO. Character.



ICONS:

Droopy face.



Balance disturbance.



Loss of strength.



Visual impairment.



Speech difficulty.



Get help rápido.



Concept 4:

Salvador the RÁPIDO.



Script:

IMAGE: Our animated character enters the screen with the speed and style of characters like The Roadrunner or Speedy Gonzalez and at the end he will leave the screen also rapidly.

VO: Hello my people. I'm Salvador El Rápido. Quick to save lives. Because I know the symptoms of a stroke and to call 911 for help right away.

Learn my name:

IMAGE: The word RÁPIDO is animated on the screen on a blackboard in the form of vertical text forming the acronym.

Droopy face / Alteration of balance / Loss of strength / Visual impairment / Difficulty speaking / Get help RÁPIDO

VO: If you or a loved one is showing these symptoms... Call 911. Rápido.

IMAGE: Animated character comes out of the screen at full speed.

VO: Identifying symptoms is essential to save a life.

CTA: Learn more.

CTA: Share with your loved ones

RÁPIDO ACRONYM. AHA LOGO.

CONCEPT FIVE

EL PODER DE LA MÚSICA

THE POWER OF MUSIC

Concept 5:

El poder de la música. The power of music.

Rationale:

A jingle is one of the most powerful and efficient vehicles to instill a sticky message in the minds of any audience.

This is especially true in Latino Culture where music is an essential part of daily life and a common way to teach and learn new concepts.

HCN will tap into the power of music with a production of a jingle for RAPIDO.

Idea:

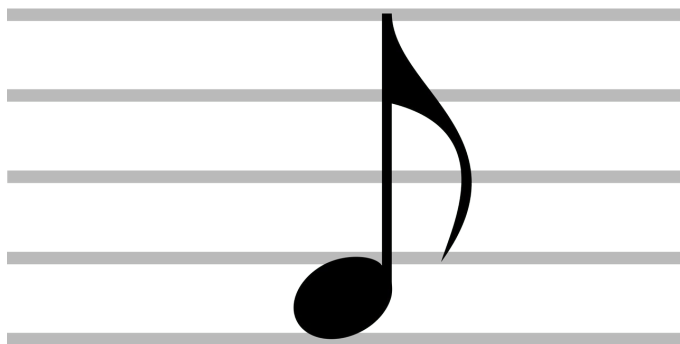
To develop a catchy latino flavor music, that will team up with repetitive visuals of the symptoms on screen to deliver an easy way to memorize RAPIDO.

CTA: Aprende más.

CTA: Share with your loved ones

Concept 5:

El poder de la música.



VERSIÓN GRÁFICA CON EFECTO VISUAL DE SM SCROLLING VIENDO PASAR FOTOS O ILUSTRACIONES DE LOS SÍNTOMAS. MÚSICA DE PERCUSIÓN AL RITMO DEL VO.

VO:

ERRE: Rostro caído.

A: Alteración del equilibrio.

PE: Pérdida de fuerza.

I: Impedimento visual.

DE: Dificultad para hablar.

O: Obtenga ayuda Ra Ra

Rápido. Llame al 911.

ERRE: Rostro caído.

A: Alteración del equilibrio.

PE: Pérdida de fuerza.

I: Impedimento visual.

DE: Dificultad para hablar.

O: Obtenga ayuda Ra Ra

Rápido. Llame al 911.

ERRE. A. PE. I. DE. O.

(IMAGEN: Los gráficos pasan esta vez a más velocidad)

Aprenda Ra Ra RÁPIDO a reconocer los síntomas de un ataque al corazón o derrame cerebral y cuándo debe llamar al 911 para pedir ayuda de inmediato.

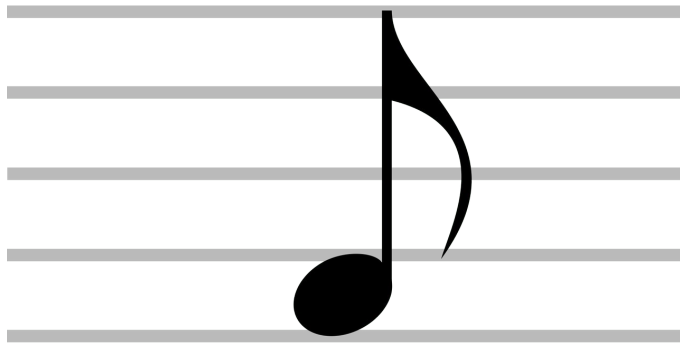
CTA: Aprende más.

CTA: Share with your loved ones

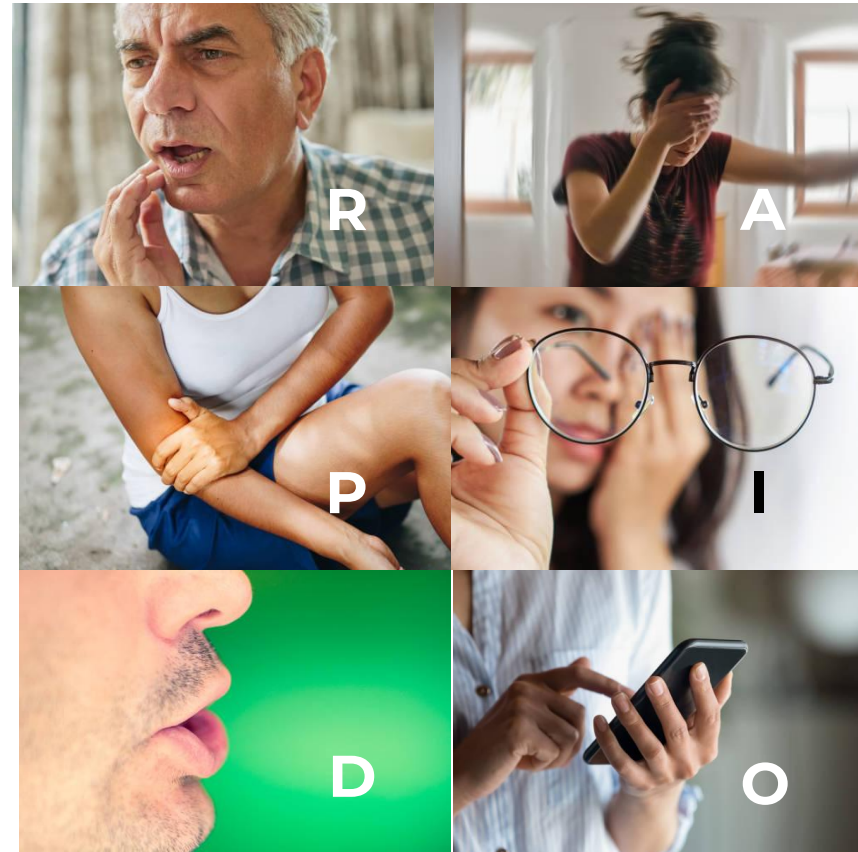
ACRÓNIMO RÁPIDO. AHA LOGO.

Concept 5:

The power of music.



Graphic version with visual effects of social media scrolling, watching passing photos or illustrations of the symptoms. Percussion music to the rhythm of the VO.



QUESTIONS & ANSWERS

Thank you!

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