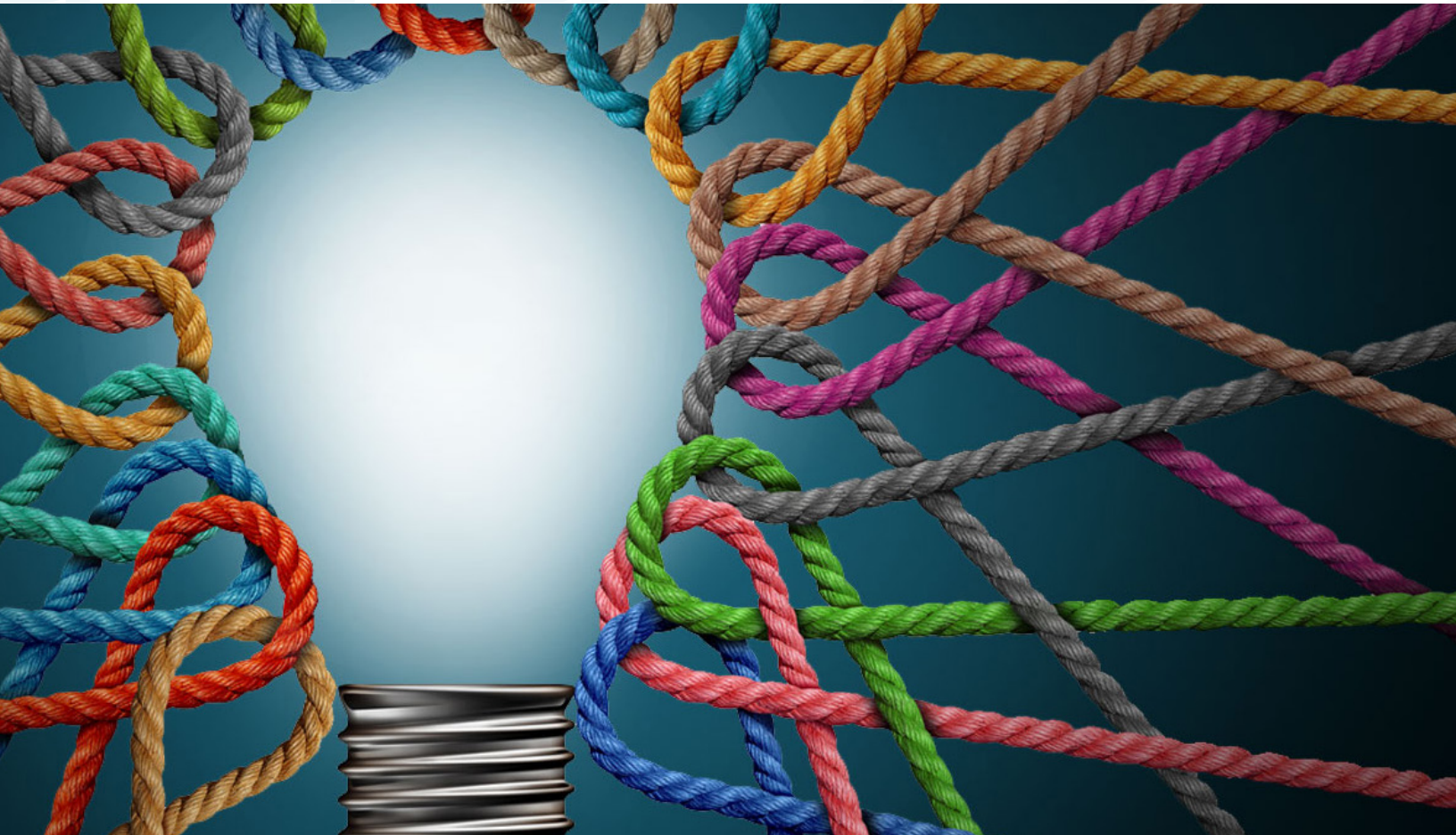# Economic Development
Government Communications
Public Health and Awareness

KathodeRay Media, Inc. (KRM) is a Full-service Marketing Agency that provides comprehensive solutions to Organizations and the Communities they support.

KRM is also a NYS-Certified WBE with over 25 years of experience in designing and implementing impactful branding and messaging campaigns that produce measurable results.

25 YEAR ANNIVERSARY

KathodeRay MEDIA INC

Questions about KathodeRay?

Kathleen McQuaid Holdridge
518-966-5600 x101
kathleen@kathoderay.com

About KathodeRay Media, Inc.

KathodeRay Media is a highly experienced New York WBE marketing agency that has provided elegant design and comprehensive implementation to organizations and companies since 1997.

Our core-competencies span across the following disciplines:

- Brand Creation & Messaging
- Website Design & Development
- Advertising Campaign, Planning, Creative & Management
- Strategic Content & Inbound Marketing
- Social Media Strategy & Campaigns
- Pay-Per-Click and Digital Advertising
- Photography & Videography
- Email Campaigns and Nurturing Workflows

KathodeRay's seasoned marketing professionals bring a wealth of expertise to our clients. Our team is multi-generational, from Baby-Boomers and Gen 'X'ers with decades of real-world business development and marketing experience, to Millennials and Gen Zeds who have never known a world that isn't connected by technology. A majority of the team has been with the Agency for over five years, and we are not just women-owned, more than 75% of our team ARE women.

Our team has been operating remotely since March of 2020. This enables us to respond quickly and efficiently to all client requests, and frees us to virtually work from anywhere. In 2015, our company successfully completed the process of being a NYS WBE Certified Marketing Agency. We are listed in the NYS Directory of Certified Firms for the following services:

- Marketing consulting services (NAICS 541613)
- Advertising agency consulting services (NAICS 541810)
- Advertising Consulting (NIGP 91807)
- Marketing Consulting (NIGP 91876)
- Web Site Development (NIGP 92078)

Working as an Extension to Your Organization

KRM's success has been founded upon long-term, cooperative, and seamless relationships with our clients in both the public and private sectors. Our team begins by defining your organizations goals. Then, we develop a custom laser-focused strategy and program specifically tailored to your goals. Finally, we apply our resources and expertise to compliment and support your organization from initial strategy through successful execution.

KathodeRay Certifications

Client List

Economic Development and Government

- Greene County Buy in Greene/Invest In Greene
- Greene County Economic Development Corporation
- Greene County Government Communications
- Greene County Public Health
- Greene County Rural Health Network
- Chautauqua County
- Rockland County Economic Development, Tourism & Film
- Schoharie Economic Enterprise Corp
  (Small Business Grants for Four Star Realty, Olde Tater Barn, Country Manor Inn)
- Columbia Economic Development Corporation
- Town of Cairo
- Town of Greenville
- Town of Windham

Non-Profit

- NYSACHO
- Geisinger Health System - Wake Up and Learn
- Columbia-Greene Addiction Coalition
- Community Action of Greene County
- ORAU
- Greener Pathways
- Columbia County of Public Health
- MJQ Irish Cultural Centre
- COARC
- Greenport Rescue Squad

Chautauqua County, NY

KRM is currently under a multi-year contract with CARTS, rebranding the system to CHQ Transit, and transforming the on-bus experience to attract new, sustainable ridership from commuters, students and tourists while maintaining service for existing clients.

CHQ Transit is an impactful, memorable and cohesive brand identity that elevates the Chautauqua Area Regional Transit Systems as an economic driver for businesses, institutions, and destinations throughout the county and evokes:

- A sense of connection between the communities and destinations that CARTS serves;

- A feeling of confidence in the timeliness of arrivals and departures;

- A belief in the value of this affordable, accessible, and sustainable service;

- A spirit of inclusiveness among both new and existing riders.

Rockland County, NY

In 2021 KRM created a distinct overarching brand with supporting sub-brands for the Rockland County Department of Economic Development, Tourism & Film. We then produced a comprehensive style guide as a means of communicating the goals and voice for all the associated "Rock" Brands (usage, fonts, spacing, logos and color palettes).

ROCKLAND commerce
Economic Development, Tourism, Film

Commerce is the lifeline that ties Rockland County and all the associated "Rock Brands" together. It's what encourages economic stability and growth, and it supports a healthy business environment and empowers companies to compete at the highest level. This is reflected in the logo and branding for Rockland Commerce. A vibrant and rich Commerce Green signifies the continued growth and nurturing of new and existing businesses within Rockland County. Within the logo itself, you can see the "Green Belt" of jobs within the heart of Rockland County. Rockland Commerce means driving development and growing the entire Rockland County community as a whole.

Rockland County is bursting with opportunity for employers and possesses a combination of key factors that Make It Rockland. Its unparalleled amenities, highly educated and diverse workforce, desirable residential options, and business-friendly services are what attract so many people and businesses to the area.

Make It **ROCKLAND**
Locations, Workforce, Opportunities

Rockland County is the "Gateway to New York" – the gateway to the state from NYC & Long Island, and the gateway to the city from Upstate. It's an eclectic mix of unmatched natural, cultural, historical, and commercial assets attracting visitors from all over the world, enticing tourists to make their Destination Rockland, again and again.

Destination **ROCKLAND**
Explore, Experience, Enjoy

Film production in Rockland County has grown to become one of its most profitable industry sectors. More and more producers and film workers have noticed Rockland's great variety of locations, its proximity to NYC, and pro-business focus make it a leading destination in the world for filming.

**REEL ROCKLAND**
Lights, Camera, Action

Town of Greenville, NY

Branding the Unbranded

Greenville is one of the oldest incorporated rural valley towns in Greene County, NY. While other towns in the county are experiencing significant economic growth, Greenville faces challenges attracting new visitors, residents, and businesses. KathodeRay is currently working with the town to develop a real brand that encapsulates life-style, business climate, and community. While the town awaits grant funding for a more extensive development campaign, we began by creating a new ADA-compliant website that provides easy access to town information, events and services - displaying content in the most efficient and elegant manner on all devices from smartphones to large-screen TVs.

Live Site at: https://www.townofgreenvilleny.com/
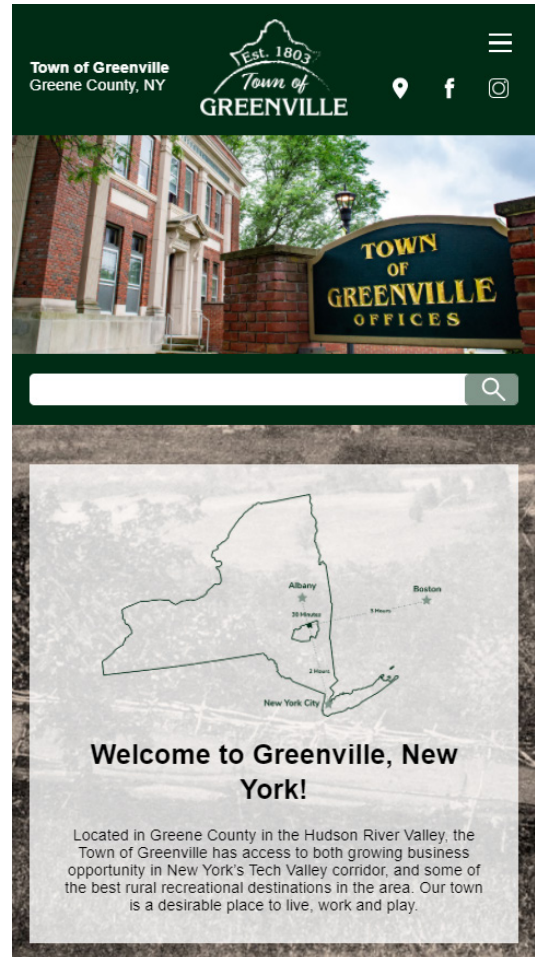
Greene County, NY

Since 2008, Greene County has partnered with KathodeRay Media as its marketing agency-of-record for government services, economic development, public relations, and crisis communication.

Through the examples on this and the following paes, we will demonstrate our knowledge-base, capabilities and the effectiveness of our strategies. These proven results will give you a clear understanding of our ability to assist with any marketing challenge you have.

Consumer Engagement/New Business Attraction

Sale tax revenue is a major funder of programs and services for Greene County Government. In 2008, the county initiated what would become the Buy In Greene consumer engagement program to encourage residents to spend their money purchasing goods and services from businesses located within Greene County. A website at https://www.buyingreene.com/ provided free listings for local businesses, and was supported by digital and print advertising locally. By 2022, some 1,100 Greene County Businesses participate in the program, and seasonal promotions target not only local residents, but day-trippers, second-home owners, and vacationers in the greater NY Metropolitan area.

In 2015 the county expanded its efforts with the Invest In Greene new business attraction program. The 'other side of the same coin' initiative identifies and engages entrepreneurs and existing business owners to facilitate the creation and expansion of job-creating businesses throughout the county. A complimentary website was created at https://www.investingreene.com/ ultimately providing 'concierge' support in networking, site selection, obtaining financing, and utilizing available incentives.

This creation of a cohesive theme, responsive marketing direction, and creative campaign design & messaging has resulted in a steady and significant increase in sales tax revenue over the past 10 years – surpassing the budgeted goal by an average of 7% every year from 2010 through 2019. This increase accounted for nearly $240 Billion increase in taxable sales in 2019 compared to 2010.

Greene County m NY Sales Tax Revenue by Year

Budgeted   Actual
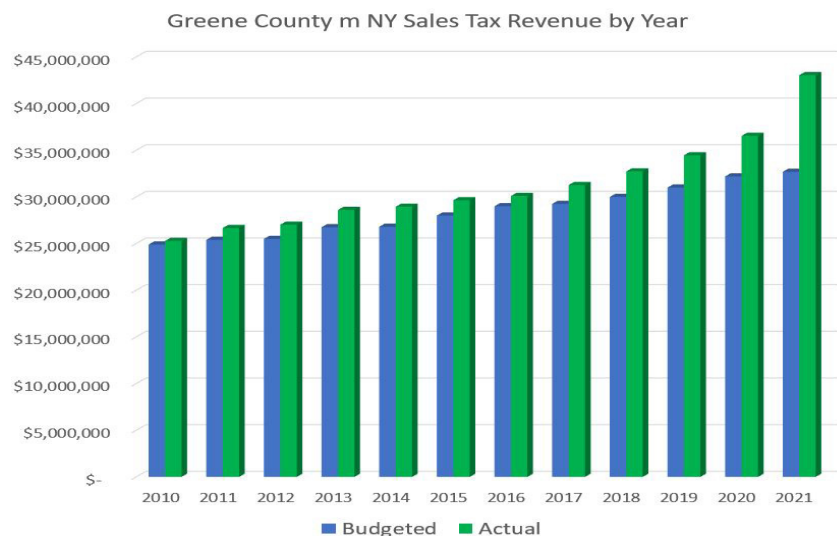
Second Homeowner Survey

Approximately 18,000 families claim Greene County as their primary residence. Interestingly enough, there are over 8,000 second home properties across our mountain, valley and historic river towns. These 8,000 properties represent over $135 million in annual purchases in and around Greene County, creating both jobs and earnings for full-time residents. Add to that the sales and property tax revenue generated from Second Homeowners and their guests, and the impact on the local economy is like adding over 4,400 full-time residents.

To better understand and engage second homeowners, we created the **You Don't Know Greene** direct mail/online survey targeting the addresses of all property tax bills sent outside Greene County.

A simple oversized postcard carried only a website address that led a landing page with links to more information and an opportunity to sign up for ongoing news.

An additional request was sent to all respondents, resulting in a nearly 50% participation rate in an online survey.
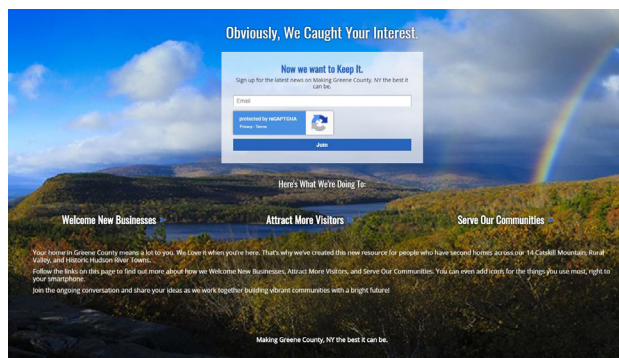
The results of the survey quantified:

- The Age of the Respondents
- The Reason they chose Greene County for a Second Home
- Family Type
- Remote Work
- Income Distribution

This survey was combined with other research to compile a complete Economic Impact Report, and to provide a conduit for Second Homeowners to provide feedback to county officials.

Positive Messaging eNewsletter

Every municipality faces challenges managing messaging with traditional and social media platforms. Bad news travels fast, but the ongoing, good work being done by local government agencies often goes unnoticed by reporters and other influencers.

The monthly enewsletter Positively Greene was implemented in January 2018 to better control the messaging, as well as to engage residents and prospective residents.

Initially distributed to a list of 309 local influencers (news outlets, county legislators, town & village officials and community leaders), Opt-In subscribers have grown by over 700% in 38 months of publication. An average of 45% of these subscribers open these emails within the first 24 hours of receiving them each month. Nearly 25% click on the embedded links to find more information specific to each story, and nearly 90% spend more than 2 minutes viewing the content.

Local Business Success Stories

A new business attraction initiative was implemented as Invest In Greene in 2015. Since that time, nearly 100 local businesses have been featured in success stories that personalize the experience of starting, operating and growing a successful enterprise. These stories are multi-purposed into communications and advertising to local businesses, consumers, and prospective entrepreneurs. Engagement across all target readers has grown steadily with thousands of reads each month, driving inquiries and website traffic from those seeking more information. Featured local businesses share links to these stories on their websites and social media platforms, driving more and more interest and engagement.

Remote Workers Create Real Estate Boom in Greene County, NY - September 18, 2020
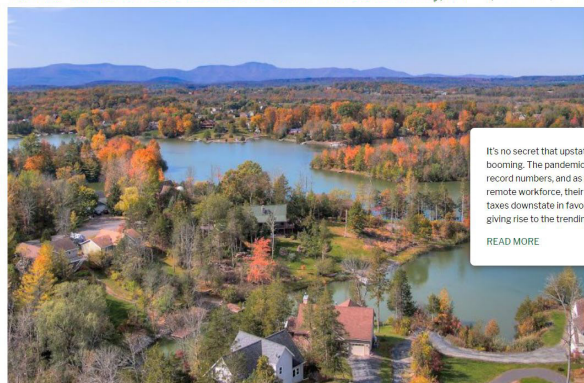
It's no secret that upstate New York's real estate industry is booming. The pandemic has caused people to leave urban areas in record numbers, and as more and more companies move to a remote workforce, their employees are forgoing the high rents and taxes downstate in favor of a more rural (and affordable) location – giving rise to the trending phrase "Zoom-Town".

READ MORE

ECONOMIC DEVELOPMENT

Craft Cidery Opens in Catskill

When the old Bottle Shop moved into the former Central Hudson building between Main and Water Streets the term "artisanal cider" was not in everyone's vocabulary. Fast forward to July 2020, and the newly restored basement entrance leads to Left Bank Ciders in Catskill. Despite the region being heavily populated by wild apple orchards, the "hard cider craze" never really made its way to Greene County. Owner's, Tim, and Anna did not want to play into the fad of ciders but instead fell into it from a passion of sustainability and hyper-locality.

Read the Success Story

TOURISM

Tourism 'Drive-Market' Increase

Since the reopening of Greene County, we have partnered with our marketing agency and several media vendors to increase traffic from our drive-markets. This includes digital ads, print ads and sponsored articles. Because of this effort, our website traffic has seen significant increases in users. Looking at the last two months compared to the two previous months, we've seen a 244% increase in users from NY, a 119% increase in users from NJ, and a 94% increase in users from MA. Approximately 25,000 (15%) of these users came directly from the paid media sources above. A portion of the increase of users coming directly from google is tied to our marketing efforts. Much of our audience will see print ads or read articles, and then search for us directly in google.

PLANNING

Annual Ag District 124 Review

Public Transportation Promotion

The Greene County Department of Human Services had the goal of increasing ridership on a new public transit route linking Greene and Columbia counties via the Rip Van Winkle Bridge. A significant number of students at Columbia Greene Community College, as well as workers at Columbia Memorial Health services live in Greene County and could benefit from affordable commuter transport. A cashless app was implemented in early 2020 so riders could buy discounted, all-day passes on their smartphones, and the program was branded with the new route number as "Ride 711 – It's a River, Get Over It!". An integrated social media post and advertising campaign, as will as the distribution of printed collateral was initially very well received prior to the COVID restrictions implemented in March 2020.

Business Development Outreach

The [Greene County Economic Development Corporation](#) was established in May, 2018 and required comprehensive branding, content development, online platform creation, and ongoing marketing strategic planing and implementation. The goal is to attract the net-migration of 25-45 year olds looking the optimal place to live, work, start a business, and raise a family.

A new on-line repository was created to provide prospective entrepreneurs and site selectors with comprehensive insight into doing business in the 14 unique towns that make up the county.
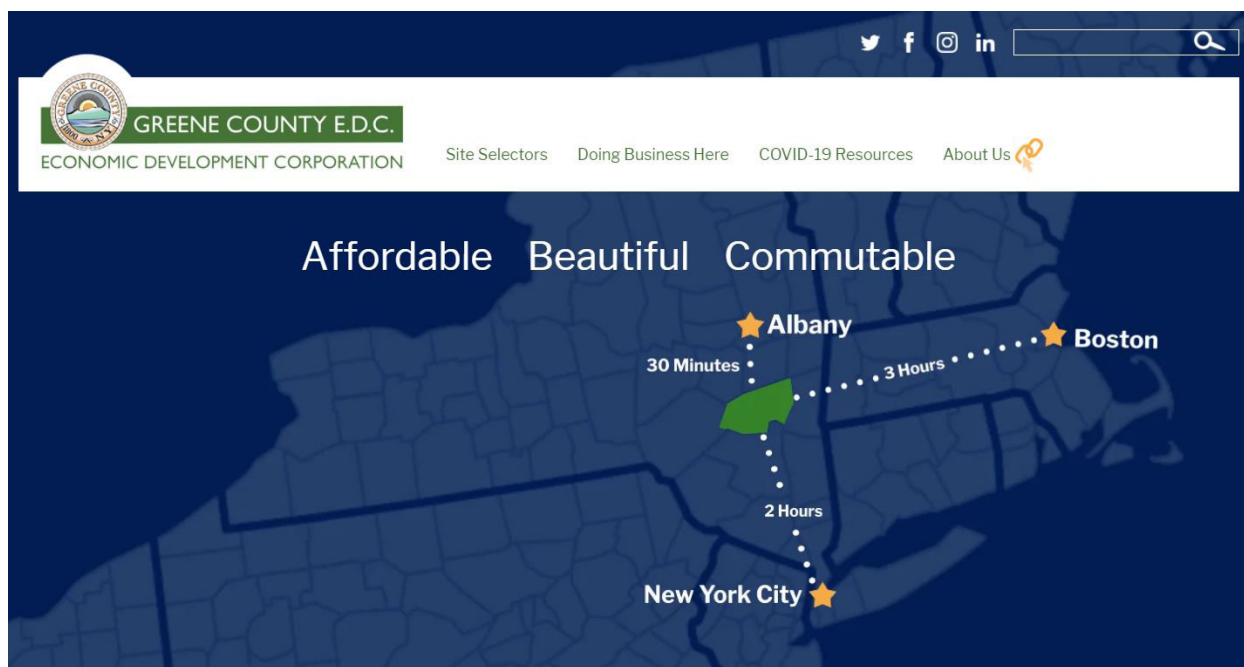
Social posts, targeted advertising, and regular, periodic communications are targeted at key decision-makers directing them to relevant source materials.

New start-ups are nurtured through a variety of ebooks focusing on specific business sectors relevant to the workforce and community culture.

A new "Find Your Way to HOME in Greene County, NY" was implemented during June of 2020, leveraging the **'Affordable, Beautiful, Commutable'** message and resulting is significant web traffic and engagement with local realtors.

Get Better Connected – Greene County Broadband

An influx of federal funding delivered under the American Rescue Plan Act of 2021 will enable Greene County to provide last-mile broadband connectivity to unserved and underserved rural residents. This high-visibility, multi-year initiative required a memorable and impactful brand that identifies the effort and adheres it to the services provided by county government. Created and launched in June of 2021, the program has already produced a statistically valid sample of survey respondents, identifying specific underserved homes and businesses for connection.

Get Better Connected
GreeneCountyBroadband.com

Over 1,100
local businesses promoted through **free listings on BuyInGreene.com**

Over 12,000
engaged social media **followers** on Facebook, Instagram, and LinkedIn

Over 9,500
downloads of publications and guides, about creating a small business

Over 5,000
engaged prospective **new business contacts** receiving monthly updates, offers, and news alerts

Over 1,500
pages of website content, business listings, and blog posts, each **optimized for relevant searches**

Over 120,000
annual visitors to BuyInGreene.com, InvestInGreene.com and GreeneCountyEDC.com

Over 100
new **small businesses established** in the county since 2016 through the Invest In Greene program

70% Increase
in Greene County **Sales Tax Revenue** (2010 vs. 2021), generating an operating surplus

Successful results from our productive, long-standing partnership.

KathodeRay Media works side-by-side with the Greene County Economic Development team. An extension of their in-office staff and leadership since 2010, we have placed into market many in-County awareness programs. Our result? In the Capital New York Region, Greene County, NY now has a reputation for being affordable, beautiful, and commutable.

Our long-term, collaborative relationship has generated and contributed to major successes. We have achieved annual goals and targets, with these cumulative results.

Town of Cairo, NY

The Gateway to the Catskills

KathodeRay Media has been serving the marketing and advertising needs of the Town of Cairo, NY through multiple administrations. Town leadership has changed hands each of the past three elections – their partnership with us remains.

Live Site at: https://townofcairo.com/

Improving Access to Information

Beginning in 2015, our teams consolidated the day-to-day operational information required by both residents and town employees into a single, interactive portal at TownOfCairo.com. We designed and implemented an elegant and intuitive interface enabling each town department to manage and update content specific to their needs.

Branding & New Business Attraction

This rural town of 6,700 generates over $50 Million in retail sales simply because of its location. Over 75% of people traveling to a destination within Greene County (which includes both Hunter and Windham Mountain and a large portion of the Catskill Park) pass through the town of Cairo, NY.

Rebranding the town as "The Gateway to the Catskills", we created the online presence and supporting promotional collateral necessary to position the town as a welcoming place for new small businesses, national and regional franchises, and entrepreneurial start-ups.
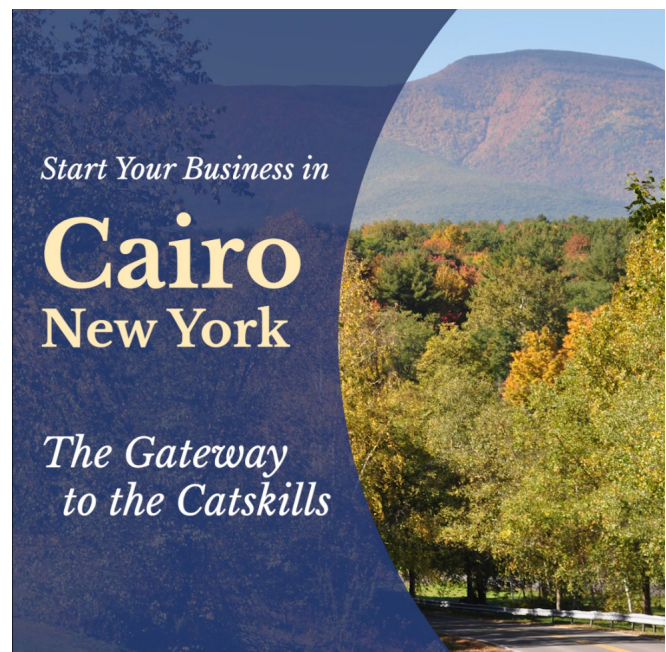
Supporting Local Businesses

Because we are the Agency of Record for Greene County, we were able to seamlessly add a Shop and Dine section to the Town of Cairo website. We did this by leveraging the database of businesses already registered on Buy In Greene, and displaying those businesses on the Town of Cairo website.

With another new administration in place in 2020, the town began to pursue a more active initiative to celebrate the unique attractions within its constituency.
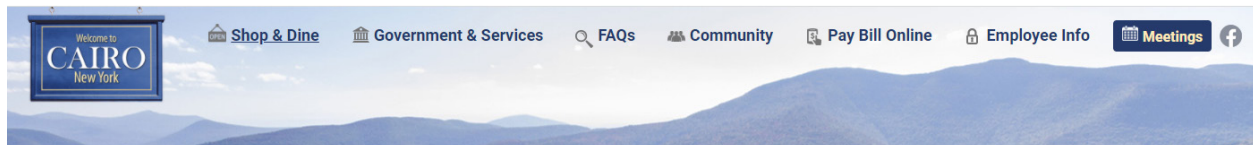
Shop and Dine in Cairo!

Did you know there are many shopping and dining options in Cairo? Click the buttons below, select a category, or browse the many options available.

Places to Shop

Where to Dine

Find Services

Out & About
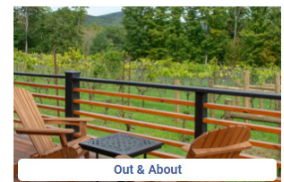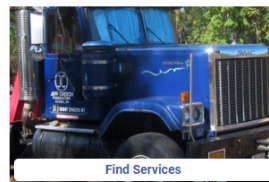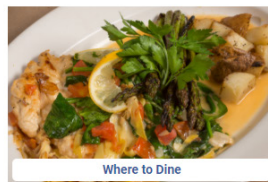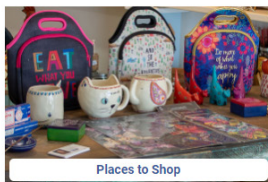
Promoting Destinations

In December of 2019, a scientific study confirmed that Cairo, NY is home to the fossilized remains of the world's oldest known forest, dating back some 385 million years to the Devonian Period.

To promote this discovery, the team at KathodeRay Media began by creating an engaging story about this period in Earth's development (when the Catskill Mountains were actually formed). This content was added to the town's website and formed the basis of the narrative for a three-minute video produced by our team entirely in-house. This 'teaser documentary' incorporates aerial and ground-level video, motion-edited still images, voiceover, subtitles, and music bed. It can be deployed as a continuous loop on screens in town buildings, on the website, and in advertising and marketing initiatives.

Wake Up and Learn

Wake Up and Learn is a sleep education program designed to help students perform better.

The visionary behind the program, Dr. Anne Morse asked us to create a fun, playful brand to engage the teens and kids. Dr. Morse also wanted to be sure the kids and teens actually liked the logo. As part of our design process we assembled a group of kids and teens to vote and comment on the logos that we created.

Our result? A dynamic logo that translated well to a vibrant website to educate students, parents and educators enrolled in the Wake Up and Learn Program.

https://www.wakeupandlearn.org/

Palm Cards for the Program Participants

We needed to communicate to the kids and teens how sleep affects their lives. These informative and fun palm cards, show the many ways getting a restful sleep is important.

Creating a Informative Sleep Disorder Resource

After the website launched, we added a Sleep Disorders guide. This guide educates people on common and not so common sleep disorders: Narcolepsy, Parasomnia, Sleep Apnea, Sleep Related Movement Disorders and Sleep-Wake Disorders. A new article is written and added to the guide each month, so keep the content fresh.

School Sign-Up   Sleep Disorders   For Teens/Kids   For Parents   For Educators   Contact

SLEEP DISORDERS
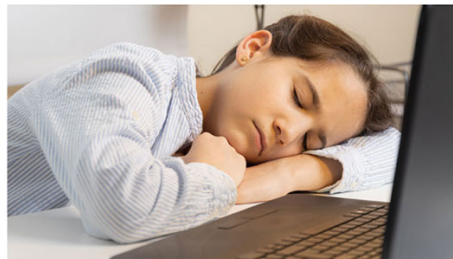
Did you know that **57.8% of Middle Schoolers (grades 6-8)** and **72.7% of High Schoolers (grades 9-12)** did not get enough sleep on school nights?

There are many reasons why teens aren't getting enough sleep. However some teens may be experiencing Sleep Disorders, including:

- **Narcolepsy**
- **Parasomnia**
- **Sleep Apnea**
- **Sleep Related Movement Disorders**
- **Sleep-Wake Disorders**

This guide can help educate you on common and not so common disorders. If you or a teen you know is experiencing symptoms make sure to speak with a doctor or sleep expert to get assistance.

NARCOLEPSY

One sign of Narcolepsy is excessive daytime sleepiness. However, not everyone with narcolepsy has the same symptoms. You may fall asleep suddenly, have muscle weakness or loss of control, or temporary inability to move or speak.

WHAT IS NARCOLEPSY?

Narcolepsy is a lifelong neurologic disorder that is characterized by the inability to control normal sleep wake cycles. Individuals with narcolepsy feel overwhelmingly tired, and in some cases, can have sudden episodes of muscle weakness.

READ FULL ARTICLE ➡

SHARE ARTICLE

SLEEP MAINTENANCE INSOMNIA

It can be normal to wake up in the middle of the night, sometimes as many as 5 times per night, but typically we don't recall these arousals.

READ FULL ARTICLE ➡

SHARE ARTICLE

Columbia-Greene Addiction Coalition

Columbia and Greene counties established a coalition to combat the stigma of addiction. As they formed, their workgroup wanted a distinctive logo and image. So, KathodeRay was brought in to create their non-profit coalition brand identity. In the design, we wanted to convey hope, stability, and a bright future.

Addiction is a complex disease that can be chronic. It affects people from all walks of life, at different times in their lives. And the road to recovery is usually a winding road and not a straight path. As you view the collateral on this page, we encourage you to keep that in mind.

Roads to Recovery

Addiction is a complex disease that can be chronic.

We have many addiction recovery resources to help you on your journey. You may think that you need to choose just the right program and if you don't, treatment will be unsuccessful. However, any number of programs can lead to success – if a person is willing to accept help from others and invest energy in working on addiction recovery. Explore your Recovery Support, and learn more about Treatment Options, as well as how to Reduce Risk While Using.

What is Addiction?

In 2017 in Columbia County and Greene County there were...

90	967	1000+
Opioid & Heroin Induced Deaths	Opioid & Heroin Hospitalizations	Friends and Family Affected by Addiction

https://www.columbiagreeneaddictioncoalition.org/

Generating Awareness through Social

Empowering First Responders

One way to reach people in need of help, is through first responders. People who suffer from addiction often hide their disease because of community stigma. This simple card clearly offers help in whatever stage a person may be in.

Community Outreach

Reducing stigma in communities, encourages people who are suffering from addiction to get help. One way to reduce stigma is to talk about addition openly.

To help the twin counties community understand C-GAC mission – a flyer and brochure were created that succinctly describes its mission and purpose.

Stop and Check for Fentanyl Awareness Campaign

In this Fentanyl Awareness Campaign, Greene County Public Health gets the word out that test strips are available for FREE. This brand treatment conveys to "Stop and Check for Fentanyl".

Lives depend on our target audience taking the next step to get the test strips. The overdosing rate from drugs laced with fentanyl in Greene County has been increasing dramatically.

The reason? It's hard to tell the difference between drugs laced with fentanyl and those that aren't. And even if you use the test strips... unlike other testing strips, a double line means there isn't fentanyl detected.

Video Creative for Cable and OTT Placements

To reach the largest number of viewers, we opted to place this video on both Cable and OTT. We had a quick creative turnaround time. But our team was up to the challenge, creating this effective video ad with clear messaging.
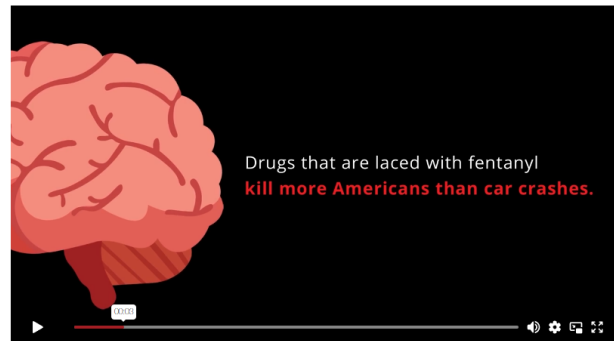
A Broad Outreach Effort

We needed to reach the largest number of people as possible quickly. To do so, we also placed ads on billboards and social. We also created Palm Cards for first responders to hand out, and stickers to place in public restrooms.
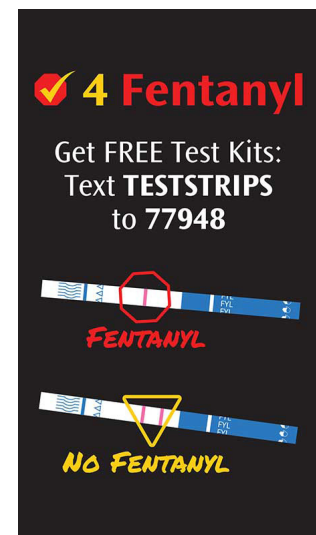
How to Use Fentanyl Test Strips Card

The next problem we had to solve was, several people had the test strips. But, they still overdosed because it was hard to read the results correctly. As mentioned previously, a double line means there isn't fentanyl. If you have taken other strip-based tests – a single line means what your testing for isn't detected. (For example, a single line means you aren't pregnant.)

To make matters worse, we found the test strips came with a full page of instructions. Let's be real, when is the last time you read a full page of instructions for anything? Never, right? In order to solve this, we created a "How-to Card", shown below. On the front, the card quickly explains how to read the results. On the back, it gives more detailed instructions.

Finally, while learning how to use the test strips we discovered sterile water is needed to get proper results. So, we found small sterile water vials to include in the kit to make it even easier to use.

Check for Fentanyl with Test Strips Landing Page

As people are seeing the advertisements in the Fentanyl Awareness Campaign we know its hard to remember "Text Test" blah, blah, blah.

You'll see that if you Google "free fentanyl test strips greene county"… the Greene County Public Health Landing Page is the first result.

Our landing page has information on how to get and use the Free Fentanyl Test Strips.

https://www.greenegovernment.com/teststrips

Greener Pathways

Bringing awareness and a path to recovery to those suffering from an addiction to opioids.

Greener Pathways guides families and individuals who are suffering from opioid addiction through a variety of programs.

In 2018, Greene County had the third highest rate of opioid-related deaths in New York State, so our community-awareness messaging focused on recognizing the signs. If you or someone you love suffers from addiction, help is just a call (or click) away at www.greenerpathways.org.

This trifold brochure is distributed throughout Greene and Columbia Counties.
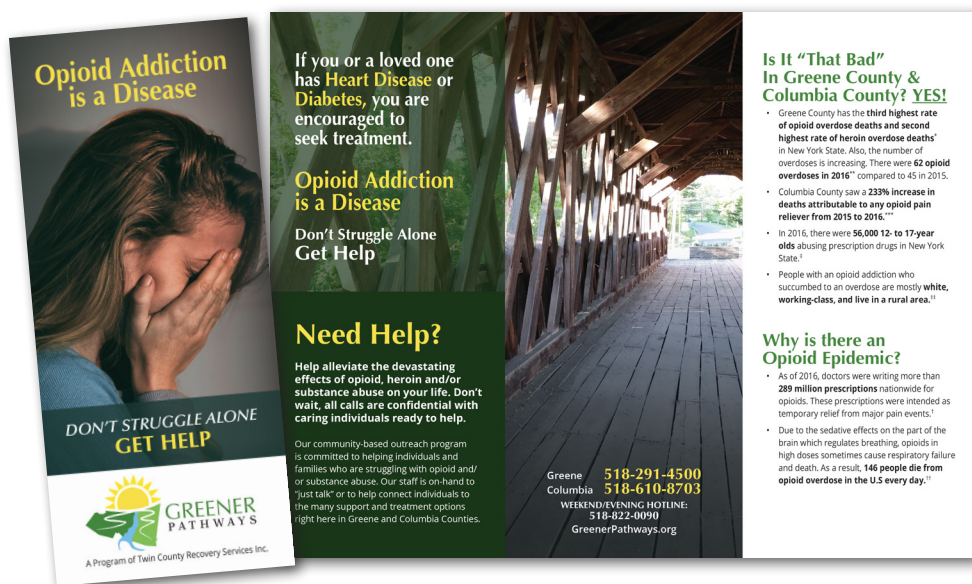
Creating Awareness Using Video

At the time, not a lot of people realized how much a problem opioid addiction was. One of our primary objectives was to let residents and influencers know there was a problem. And it was more prevalent in the area then they would have realized. We placed a looping video in County lobbies and non-profits. At the same time we broadcasted the video on the local cable network.
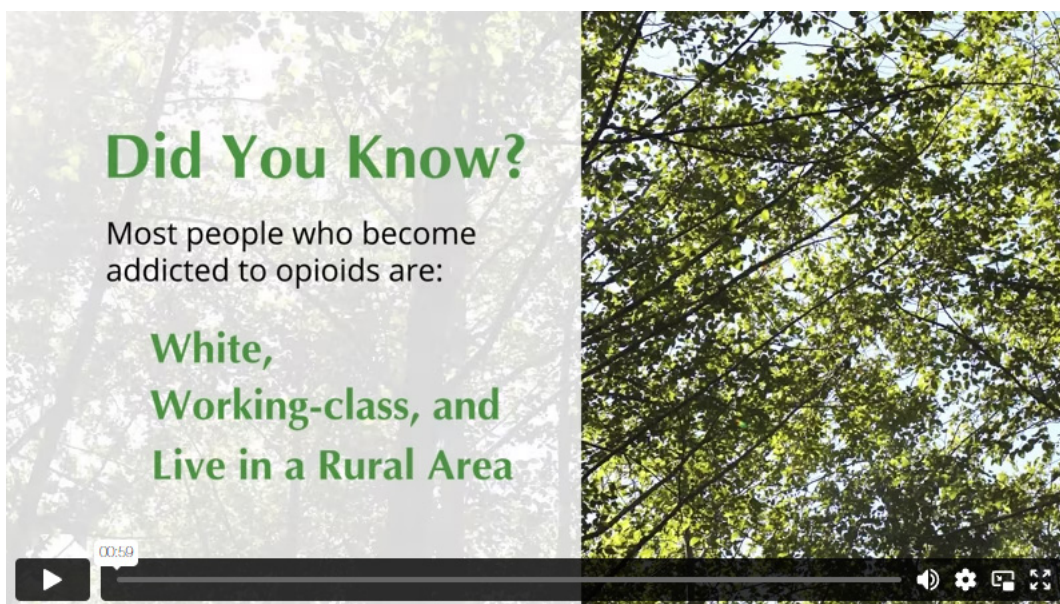
Social Media and First Responders

As viewing trends were trending locally, we also reached out on social media. One platform that was especially effective was SnapChat. We were able to reach a younger audience, who wasn't watching cable.

We also created Palm Cards that could be distributed by EMTs and local Police. They are often in contact with those suffering from addiction or their families. This is a perfect way to introduce the ways they can get help and treatment.

Example of a SnapChat Ad

Using the Website as a Community Resource

The website for Greener Pathways conveys information to several audiences:

1. Public – statistics helped to show the reality of the issue at hand.

2. Community influencers – showcase efforts by the Federal and State to solve the issue.

3. Affected by addiction – when someone has a substance use disorder they are often reluctant to seek help. The website offers resources to help them get the assistance they need.

www.greenerpathways.org.

NYSACHO

Putting accurate health information in the hands of residents and public health workers.

NYSACHO supports, advocates for, and empowers local health departments in their work. By promoting health and wellness – disease, disability and injury can be prevented.

KathodeRay has enjoyed assisting the NYSACHO team with their valuable work since 2009.

Website with a Members Only Section

NYSACHO offers a variety of public health preparedness resources and programs. The organization brings awareness to current Public Health Challenges, while advocating legislation policy. It is also used as a way to communicate with the residents of New York and their members.

Because of their diverse audience their website has information for many users. It contains:

- Directory of County Departments of Health
- Informational Resources
- Career Finder
- Calendar of Events
- and more

Besides the publicly accessible pages, there is also a private Member portal. All NYSACHO Members can search through the portal content to locate additional resources. The portal offers various levels of content access and editing privileges. This allows NYSACHO staff to manage, upload and edit the resources easily on their own.


https://www.nysacho.org/

Leveraging Facebook for Vaccination Education

The Campaign to ImmuNYze all New Yorkers is a vaccination initiative of NYSACHO. It was created to heighten awareness of vaccines and the need to immunize. The goal is to offer reliable, scientific-based immunization information. KathodeRay helps NYSACHO by creating social posts on Facebook. This helps educate New Yorker's about adult, teen and child vaccinations.
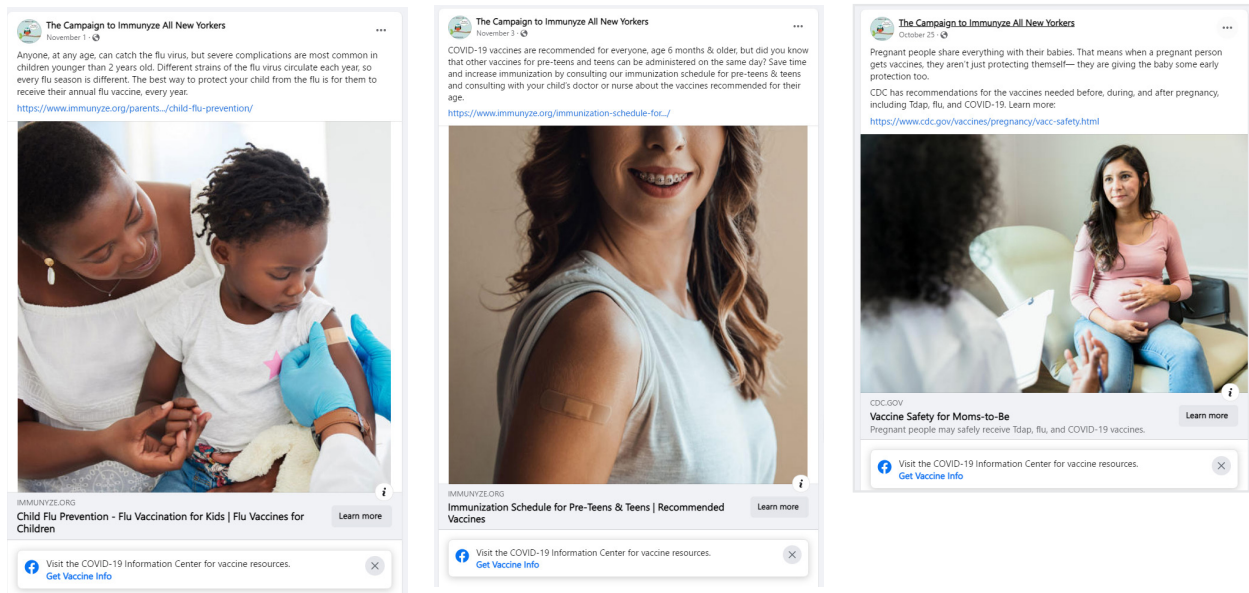
Press Ready Member Directory

Each year, NYSACHO prints a member directory. How to make this easier? Export a Press-ready PDF file from their website.