

## CASE STUDY: US Cannabis/PAMCS



US Cannabis Pharmaceutical Research and Development, in association with the Pennsylvania Medical Cannabis Society planned a seminar in Morgantown, WV to educate individuals about the comprehensive medical marijuana law taking effect in the state of West Virginia.

The strategy for US Cannabis was to launch a state-wide PR campaign about the new law and the importance of this one and only seminar taking place in the state. The goal was to increase attendance for the seminar as well as garner state-wide media coverage of the event.

Seminar launch efforts were focused on varied media including:

- Local Newspaper
- State-Wide Regional Newspapers
- Newspaper Websites
- Local Talk Radio
- State-Wide Talk Radio
- Local and Regional Television
- News Websites
- Facebook
- Other Social Media

The PR effort was combined with a radio media buy as well as website banner campaign.



RESULTS: US Cannabis/PAMCS

Over 20 Editorial Features in various media outlets including the following:

- Morgantown Dominion Post
- DominionPost.com
- Huntington Herald Dispatch
- Herald-Dispatch.com
- Fairmont Times West Virginian
- TimesWV.com
- Charles Town Spirit of Jefferson
- SpiritOfJefferson.com
- Putnam County News
- Sheperdstown Chronicle
- Beckley Register-Herald
- Register-Herald.com
- HuntingtonNews.net
- WAJR Radio
- WAJR.com
- WVAQ Radio
- WKKW Radio
- WBOY-TV NBC
- WVAAlways.com
- WDTV-TV CBS
- WDTV.com
- WVU News
- WEPM Martinsburg Talk Radio
- WEPM.com

RESULTS: US Cannabis/PAMCS



"Kristen demonstrates the ability to coordinate and deliver a comprehensive PR plan with outstanding results. She is extremely professional and an asset to any organization."

Michael Patterson  
CEO  
US Cannabis Pharmaceutical  
Research and Development

"Working with Kristen Cooper was wonderful. Our group couldn't have been more pleased with the exposure she helped us gain in the state of West Virginia. We are happy to say we are a client!"

Russ Cersosimo  
Director of Strategic Alliances  
PA Medical Cannabis Society