

CASEY GOODSON JR.

On December 4, 2020, Casey Goodson Jr. was outside his grandmother's home when he was shot and killed by a Franklin County Sheriff's Deputy Jason Meade.

His family said he was bringing sandwiches home for lunch. The shooting has been ruled a homicide by the Franklin County Coroner's Office.



NEEDS

Client: Friedman, Gilbert + Gerhardstein
Client reached out Monday, Dec. 7, 2020, with urgent need for immediate PR and social media coverage following the shooting of an unarmed Black man outside his Columbus, OH home. Client was working with co-counsel and PR needs included co-branded releases, media advisories, press conferences, media training and media management.

APPROACH

Working closely with primary client, co-counsel and the victim's family, developed media messaging, talking points and managed multiple in person, virtual and phone interviews for the legal team and Mr. Goodson's mother. Coordinated and managed a virtual press conference via Zoom Webinar with Mr. Goodson's mother and the legal team that was attended by most major news outlets nationally as well as local and regional reporters and media members.

OUTCOMES

- Over the course of three weeks earned more than 3.2 million in media coverage for my clients.
- Distributed 8 media releases
- Coordinated more than 14 interviews
- Placement on Good Morning America, CBS News with Lester Holt, New York Times, Washington Post and coordinated media efforts for NPR and AP syndication of stories.