

See how a **Spectrum Reach multiscreen campaign** revitalized North Carolina 911's telecommunicator recruitment efforts, driving **20X** more career site visits.<sup>1</sup>



**Spectrum**  
REACH



## THE SITUATION

North Carolina 911 centers faced increasing difficulty in recruiting qualified 911 telecommunicators. L.V. Pokey Harris, the Executive Director of the North Carolina 911 Board, knew that the shortage of applicants threatened the efficiency and effectiveness of North Carolina's emergency response services.



**L.V. POKEY HARRIS**  
Executive Director  
North Carolina 911 Board

*"Spectrum Reach delivered on every aspect of our 911 recruitment campaign, from defining the target audience, to finding that audience across multiple platforms and screens, in every county in North Carolina. Our Account Specialist, Cindy Morgan, was phenomenal to work with on this initiative. Once she understood our goal, she committed the team resources to accomplish it."*



In 2023, Spectrum Reach Proved That a Multiscreen Campaign Across the Full Product Suite Generated

**20X**

More Page Visits<sup>1</sup>.

## YEAR OVER YEAR CAMPAIGN IMPACT:



**+32% INCREASE**  
Overall Site Traffic



**+45% INCREASE**  
Time Spent on Site



**+32%**  
New Users



in 2024, Page Visits more than **DOUBLED**



## THE APPROACH

To increase recruitment, Harris and the state's education committee partnered with Spectrum Reach to develop a comprehensive advertising strategy for a statewide campaign.

### DEFINING AND TARGETING THE AUDIENCE

Spectrum Reach helped the client define qualified and interested 911 telecommunicator candidates based on profile data from Zippia Careers and Scarborough USA+. Prospects were identified as:



Women 25-49



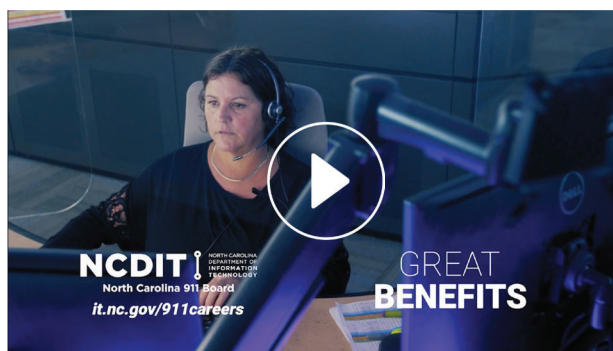
\$20K-\$75K  
Household Income



High School  
Graduate  
or Some College

### SPECTRUM REACH DEVELOPED ADS THAT MADE AN IMPACT

The award-winning production team at Spectrum Reach created ads that featured a clear call to action and real-life 911 scenarios, which drove potential applicants to the job website. The website informed potential candidates about job opportunities, motivated them to apply, and guided them toward starting a new career.



Click to view video  
(Password: kernel)

### SPECTRUM REACH DELIVERED A FULL DATA-DRIVEN MEDIA SUITE

The campaign employed an array of digital tools and platforms to drive awareness, consideration, and action among the target audience in all 100 counties in North Carolina. This multiplatform campaign included:



A TV advertising campaign to promote North Carolina 911 using of a diverse cross-section of entertainment networks to **build awareness**.



#### Streaming and TV Networks like:

- USA • TNT • A&E
- AMC • TBS
- Discovery Channel
- Lifetime
- Paramount Network

Advertising on **Spectrum News** delivered widespread reach and included a Spectrum News sponsorship and live streaming.

Online video and display banner ads offered on **brand-safe premium websites** targeted qualified candidates.

A paid **social media** campaign across Facebook and Instagram.

**Search engine** marketing campaign on Google, Yahoo, and Bing.



## BONUS EXPOSURE

In recognition of the campaign's innovative strategies and significant impact in 911 telecommunicator recruitment, North Carolina 911 was invited to present at the national conference of all the 911 centers across the United States. This allowed them to share experiences, insights, and best practices with counterparts from every state.



*"What's important to the North Carolina 911 Board is that our multiscreen media campaign drove outcomes. The campaign exceeded expectations on every KPI."*

### ANGIE TURBERVILLE

Education and Training Coordinator  
North Carolina 911 Board

## THE RESULTS

In 2023, the full product suite from Spectrum Reach delivered outstanding performance.<sup>1</sup>

**+32%**

Overall Site Traffic Increased  
Year over Year

**+45%**

Time Spent on Site

**+32%**

New Users

**20X  
MORE**

Career page visits to the 911 telecommunicator careers page have increased **from 1,800 to over 37,000 in 2023**, proving the effectiveness of the recruitment campaign in delivering results.

**2X**

In 2024, the career page visits **increased from 37,000 to 84,000** - more than double.

For more information on how we can help your business build traffic, leads, and sales, contact us at [spectrumreach.com](https://spectrumreach.com).