



AN ALLEGHENY COUNTY INITIATIVE

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MEDIA CAMPAIGN  
PA DOH HIV CONFERENCE JUNE 2024



AN ALLEGHENY COUNTY INITIATIVE

# ABOUT US

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AIDS Free Pittsburgh (AFP) is a public health movement to end the AIDS epidemic in Allegheny County by 2030. AIDS Free Pittsburgh is a collaborative initiative comprised of government agencies, healthcare institutions, and community-based organizations that strive to support and improve the care of people living with HIV/AIDS, as well as communities most at-risk for HIV. AIDS Free Pittsburgh does not provide services directly, but rather works to raise awareness and build collaboration among community stakeholders.



# MISSION

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Our mission is to achieve an AIDS-free county and reduce the rate of new HIV infections by 75% by 2030.



AN ALLEGHENY COUNTY INITIATIVE

# VISON

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We envision a community where new HIV infections are rare, people living with HIV receive the care they need, and young people can grow up in a world without AIDS.



# AIDS FREE PITTSBURGH PARTNERS

AIDS FREE PITTSBURGH IS FINANCIALLY SUPPORTED BY THE ALLEGHENY SINGER RESEARCH INSTITUTE (AHN), UPMC PRESBYTERIAN SHADYSIDE, AND IS MANAGED BY THE JEWISH HEALTHCARE FOUNDATION.

# Strategic Plan (2015-2025)



## GOAL: Achieve zero new AIDS diagnoses

## GOAL: Reduce new HIV diagnosis by 75%

Objectives

Strategies

Diagnose the undiagnosed earlier in the course of HIV infection

Improve access to HIV testing

Address HIV stigma to foster demand for HIV testing

Advocate for routine HIV testing policies

Link individuals with a positive HIV test to care within 48 hours of diagnosis

Develop model to bring newly diagnosed into care

Enhance HIV provider education to promote positive living

Achieve 95% viral load suppression for patients in HIV care

Find people living with HIV who have been lost to care and link them to care

Increase awareness of patient assistance programs

Support efforts to reduce HIV transmission among key populations

Outreach to communities most impacted by HIV

Increase HIV education

Build capacity for pre and post-exposure prophylaxis (PrEP and PEP) delivery

Increase number of PrEP and PEP providers

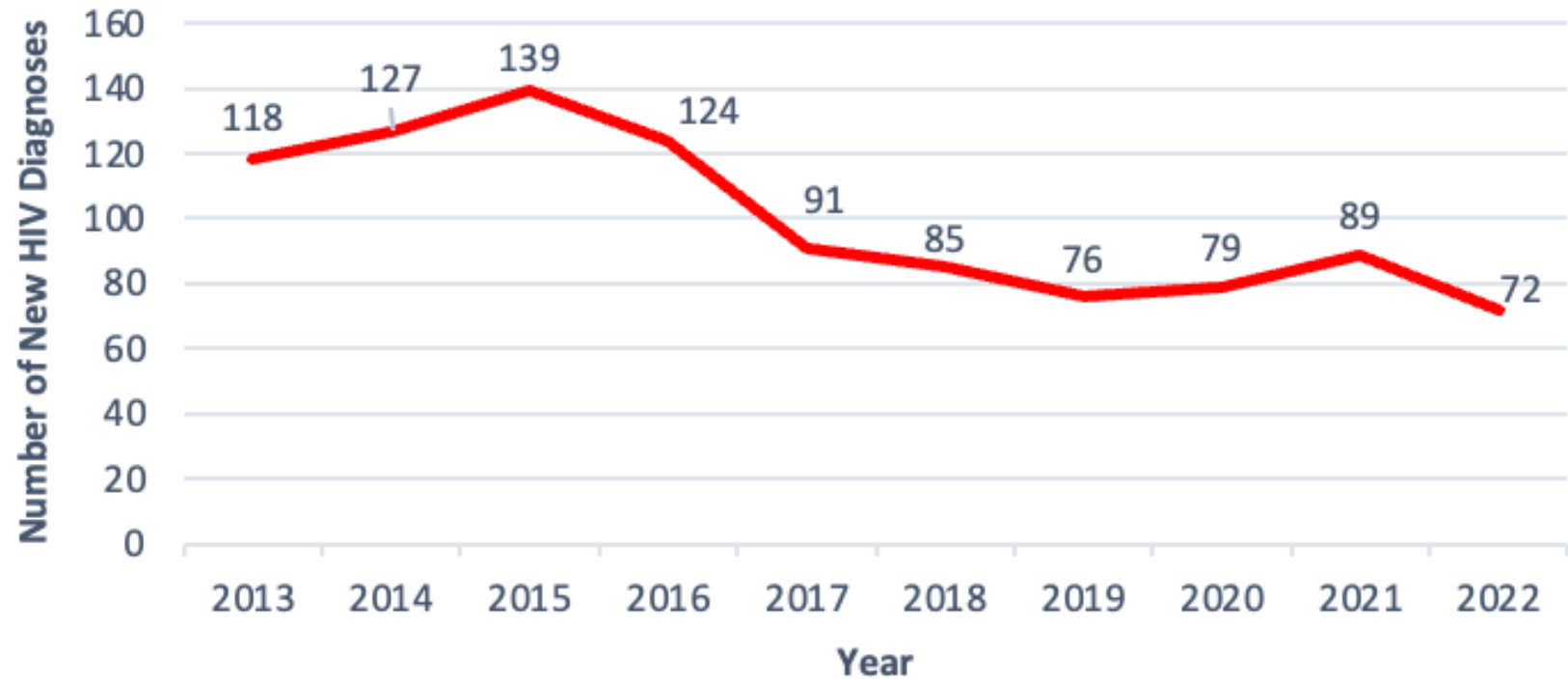
Increase number of people on PrEP and PEP among key populations

AIDS Free Pittsburgh strives for increasing linkage to care, reducing transmission, and increasing PrEP/PEP awareness and delivery. To meet these goals and follow through on strategies, AFP is expanding HIV prevention and support service awareness and is engaging with the community to understand their changing needs.

# Progress to Date 2013 to 2022

Since 2013, there has been a decrease in new HIV cases by 39%. In 2022, there were 72 new HIV diagnoses in Allegheny County. This is a decrease in cases from 2021, where there were 89 new HIV cases in the county. AFP continues to use data to action strategies with intentional partnerships to make a positive impact on diagnosis rates, diagnosis access, and HIV support.

## Number of New HIV Diagnoses from 2013 to 2022 in Allegheny County



**WEBSITE**  
**AIDSFREEPittsburgh.org**





# WEBSITE FOCUS

## Three Strategies To End the Epidemic

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**Normalize HIV Testing** – Increase the rate of routine screening for HIV/AIDS in medical settings in accordance with the Centers for Disease Control and Prevention and the United States Preventive Services Task Force guidelines.



**Increase Access to PrEP** - Increase awareness of Pre-Exposure Prophylaxis (PrEP) in the community and build capacity for healthcare providers to identify eligible patients and prescribe PrEP.



**Improve Linkage to Care** - Use established relationships within the medical community to ensure that people diagnosed with HIV are quickly linked to high-quality care, facilitating faster treatment for those who need it.

**AIDS FREE PITTSBURGH**    HIV TESTING    PREP    LIVING WITH HIV    PROVIDER RESOURCES    ABOUT US

## Resource Finder

Q 15201    5 mi    Filter Services

**UPMC Pittsburgh Area Center for Treatment (PACT)**  
 3501 Fifth Avenue Suite 700 Folk Medical Building, Pittsburgh, PA 15203  
 (412) 647-7228

[Visit Website](#)

- HIV Medical Care
- STD Testing
- PrEP / PEP
- Medical Case Management
- Non-Medical Case Management
- Transportation
- Dental Care
- Emergency Financial Assistance
- Counseling / Mental Health
- LGBTQIA+ Services
- Transgender Services
- HIV Education

# Community Resources

Built with community input with vendors who identify in communities impacted

Info on testing, PrEP, and services when living with HIV

Interactive map to find resources

**AIDS FREE PITTSBURGH**    HIV TESTING    PREP    LIVING WITH HIV    PROVIDER RESOURCES    ABOUT US

## Get the HIV care you need.

There are many healthcare providers and community organizations throughout Southwestern PA who provide HIV testing, prevention, treatment, and supportive services for those living with HIV.

AIDS Free Pittsburgh is here to make finding these resources easy for you.

### Find Resources Near You

Enter zipcode    All Filters    GO

# AFP Provider Resources

The ***HIV Care Options in Allegheny County: a guide to clinics, providers, and the healthcare coverage they accept*** continues to be updated and available on the provider resources page of the website.



In November of 2023, AFP and partners launched a **Dear Colleague letter campaign** in advance of World AIDS Day encouraging general providers, OB/GYNS, and plasma centers to join in on the commitment to end the HIV epidemic.

## WORLD AIDS DAY Dear Colleague,

December 1 is World AIDS Day, a day to renew our commitment to improving the lives of people with HIV and ensuring equitable access to prevention services. **With the upcoming 2023 World AIDS Day, we ask you to partner with us to end the HIV epidemic in Allegheny County.**

Today, people with HIV can live long, healthy lives thanks to improved treatment. Plus, powerful prevention tools — including pre-exposure prophylaxis (PrEP) — can practically eliminate transmission. Yet, despite these successes, **progress has slowed** and for too many people in Allegheny County still are not benefiting equally from HIV prevention and care. In 2022, there were **72 new diagnoses** in Allegheny County and approximately 1 in 7 of these were late diagnoses (i.e., diagnosed with AIDS within 90 days of HIV diagnosis).

AIDS Free Pittsburgh is a public health movement committed to ending the HIV epidemic in Allegheny County by 2030. **AIDS Free Pittsburgh asks that this World AIDS Day you and your clinic commit to:**

1. **Normalizing routine HIV testing.** It is recommended everyone receive a test in their lifetime, and for many more frequently, if testing is not available at your clinic, you can refer to other locations.
2. **Increasing access to PrEP.** Identifying eligible individuals and prescribing PrEP (pill or injection) is key to prevention. If your clinic does not prescribe PrEP, you can refer patients to other locations.
3. **Improving linkage to care:** Efficiently linking individuals who test positive to treatment (ideally within 24-48 hours) ensures better health outcomes and faster times to viral suppression.

**AIDS Free Pittsburgh provides support to local clinics to help with your HIV prevention efforts.** AIDS Free Pittsburgh offers the following:

1. **Lunch and Learns:** We provide information on testing, prevention, and care to your clinic staff.
2. **Care Options Guide:** Local clinics have "RAPID" phone numbers if somebody tests positive, which bypass central scheduling to ensure patients start treatment immediately (see Resources).
3. **PrEP Toolkit for Providers:** AIDS Free Pittsburgh has developed a guide to assist with prescribing PrEP (see Resources).
4. **Patient Resources for Your Clinic:** We have included a sample of these. Contact us to request more for your clinic free of charge.
5. **Linkage to Ryan White Program:** For individuals with HIV and an income ≤500% of the Federal Poverty Level, medical/support services are available. Contact us for assistance referring patients.

Contact AIDS Free Pittsburgh at [info@aidsfreepittsburgh.org](mailto:info@aidsfreepittsburgh.org) or 412-773-1120.

Your partnership is key to ending the HIV epidemic. Thank you for recommitting to this effort on this World AIDS Day and for all that you do to ensure the wellbeing of residents in southwestern Pennsylvania.

Sincerely,

  
Kelli Wilkinson  
AIDS Free Pittsburgh  
Project Manager

  
Richard Smith  
Project Director, HIV/AIDS Team,  
South Healthcare Foundation  
AIDS Free Pittsburgh  
Allegheny Group Co-Chair



  
Sean DeYoung  
Chief Executive Officer,  
Allegheny Health - Wellbeing  
AIDS Free Pittsburgh  
Allegheny Group Co-Chair

  
Dr. Barbara Nightingale  
Deputy Director for Clinical  
Services, Allegheny County  
Health Department

## Resources

### AIDS Free Pittsburgh

- Website: [aidsfreepittsburgh.org](http://aidsfreepittsburgh.org)
  - This webpage includes a [searchable map](#) to look for testing, PrEP, and care providers by zip code
  - If you would like a clinic added to this map, please email [info@aidsfreepittsburgh.org](mailto:info@aidsfreepittsburgh.org) or call 412-773-1120
- Provider Resources
- PrEP Toolkit for Providers
- HIV Care Options Guide

### Centers for Disease Control and Prevention

- General HIV Information: [www.cdc.gov/hiv](http://www.cdc.gov/hiv)
- HIV Information for Healthcare Professionals
- How to Talk to Patients about HIV Testing
- Resources for People with HIV
- Prevention and PrEP
- Testing
- Status Neutral Approach
- HIV and Mpox

### Allegheny County Health Department

- HIV Summaries
- HIV Information
- PrEP information
- Public Health Clinic (STI/HIV)

### Pennsylvania Department of Health

- HIV Services
- HIV Surveillance Data

### Ryan White Program

- Ryan White HIV/AIDS Program
- Clinical Care Guidelines and Resources

### MidAtlantic AIDS Education and Training Center

- Training Center
- Clinical Tools and Resources
- Archived Trainings



Scan the QR below for the digital Resource page



# Social Media, Advertising & Outreach





# AFP Socials and Lit

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AFP continues to expand social media and print literature initiatives. Some highlights include:

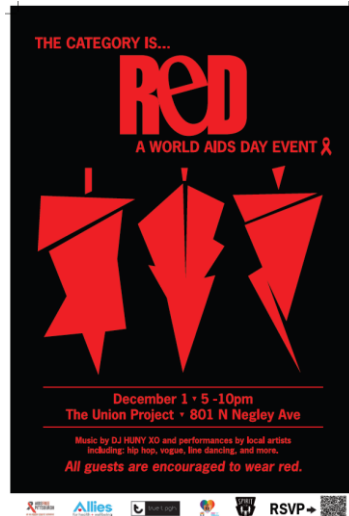
- 45% INCREASE in social media presence since February 2023
- Launched AFP TikTok, in addition to Facebook and Instagram.
- AFP recruited 10 community members to participate in a photoshoot as part of new AFP's print media campaign efforts





# AFP Events

**Too Hot for July**, AFPs annual biomedical HIV Awareness event in partnership with True T Pgh, was held for the 6th<sup>th</sup> time on May 30, 2024. Over 1,500 people were present at this free to the public block party celebrating advancements in prevention and treatment that can end the epidemic. The event included free HIV and STI testing, information from collaborative members, and performances from local artists and nationally known headliner, Alex Newell.



On December 1, 2023, AFP hosted **The Category is...Red: A World AIDS Day** event at the Union Project in the Highland Park neighborhood of Pittsburgh. Over 130 people attended to commemorate those lost to HIV/AIDS and to celebrate the advancements in prevention and care that can end the HIV/AIDS epidemic. All guests were encouraged to wear red attire with an award for the Best Dressed. The event featured remarks from local providers and organizations in the collaborative and people impacted by HIV who are members of AFPs Community Advisory Board.

# ADVERTISING OVERVIEW

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Build a comprehensive offline to online media plan that will continue education and drive awareness of the services offered by **AIDSPFreePittsburgh.org** and **AIDSPFreeWesternPA.org**  
**Provided under the HRSA - Ryan White HIV/AIDS Program**

Utilize both digital and traditional media while incorporating new and out of the box tactics.



# ADVERTISING OVERVIEW

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11 COUNTY REGION:

Allegheny, Armstrong, Beaver, Butler, Cambria, Fayette, Greene, Indiana, Somerset, Washington and Westmoreland

**DIVERSE POPULATIONS BETWEEN COUNTIES**

**RURAL AREAS WITH LIMITED ACCESS TO MEDIA**





# ADVERTISING OVERVIEW

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252,325,531

TOTAL ADVERTISING  
IMPRESSIONS



# ADVERTISING OVERVIEW

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## MOBILE FIRST STRATEGY

**MORE THAN 1 QUARTER** of adults living in households earning less than \$30,000 a year are smartphone-only internet users



# MEDIA TACTICS

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## **Out of Home Advertising**

Out of home advertising captures broad audiences, enhances brand visibility, reaches commuters, offers creative flexibility, drives immediate action, and complements digital strategies effectively.

## **Digital Advertising**

Targeted digital ads reach specific audiences, increase engagement, improve conversion rates, maximize ROI, enable personalization, track performance, adjust in real-time, and reduce wasted spend.

# MEDIA TACTICS

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## **Print Advertising**

Print advertising offers tangible engagement, targets local markets, builds trust, provides lasting impressions, supports branding, complements digital efforts, and reaches demographics less active online.

## **Radio Advertising**

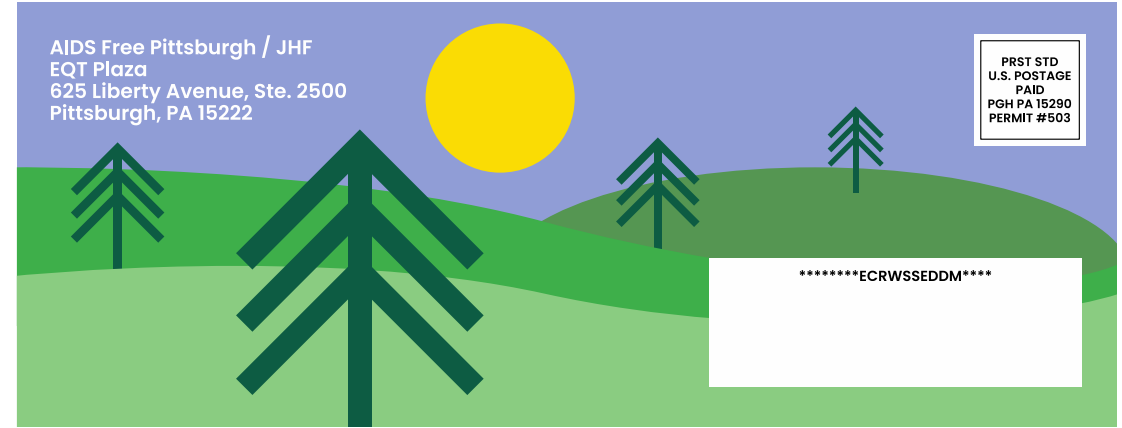
Radio advertising reaches diverse audiences, offers targeted placements, builds brand awareness, is cost-effective, drives immediacy, complements other media, and engages listeners through audio storytelling.



# MEDIA TACTICS

## Direct Mail Advertising

Direct mail advertising offers personalized outreach, high engagement, tangible materials, targets specific demographics, drives in-home engagement, enhances brand recall, and integrates well with digital campaigns.



The following information is part of a community health campaign to raise awareness of services available to people living with HIV. Every household in Allegheny County is receiving this informational card as part of this campaign. If someone is living with HIV, there are support services available to keep them healthy so they are able to live a long life. This program is called Ryan White HIV/AIDS Program (RWHP) and these services include but are not limited to:

- Child Care Services
- Emergency Financial Assistance
- Food Bank/Home Delivered Meals
- Home Health Care
- Housing Assistance
- Linguistic Services
- Medical Case Management
- Medical Transportation
- Mental Health Services
- Oral Health Care
- Substance Abuse Outpatient Care and Services

To receive these services, a person must:

1. Live in Pennsylvania
2. Be living with HIV
3. And have a gross annual income of less than or equal to 500% of the Federal Poverty Level (FPL). As of January 2023, the individual and household income limits are:

Single Person	• \$72,900
+1	• \$86,600
+2	• \$124,300
+3	• \$150,000
+4	• \$175,000

HIV (human immunodeficiency virus) is a virus that attacks the body's immune system. If HIV is not treated, it can lead to AIDS (acquired immunodeficiency syndrome) and the person could get seriously ill or die. With effective medication, the virus can be controlled and cannot be passed along to others. The first thing a person should do after testing positive for HIV is to see a healthcare provider who knows how to treat HIV. The doctor will help to figure out which medications a person with HIV should take. These services are provided by many organizations in southwestern PA. Please go to [AIDSFreePittsburgh.org](https://AIDSFreePittsburgh.org) to learn more about HIV and services available to those living with HIV. You can also email [info@AIDSFreePittsburgh.org](mailto:info@AIDSFreePittsburgh.org) or text/call 412.773.1120 for assistance.



# MEDIA TACTICS

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## **Website / SEO**

SEO boosts website visibility, increases organic traffic, improves user experience, enhances brand credibility, drives targeted leads, supports long-term growth.

## **Creative**

Good creative captures attention, communicates messages effectively, evokes emotions, differentiates brands, enhances engagement, drives conversions, builds brand identity, and leaves a lasting impression.



OFFLINE

ONLINE



# OFFLINE TO ONLINE

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## TARGETING SEQUENCE:

1. Target person sees AFP ad on bus shelter or street level billboard.
2. While target waits in the target zone, we capture their device id.



# OFFLINE TO ONLINE

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## TARGETING SEQUENCE:

**3. Within 7 days devices are mapped within the home network**

**4. For a 30 day period after the visual exposure of the physical bus billboard we deliver ads for AFP services to the target person**

# FOCUS BY COUNTY

Although the majority of people living with HIV are in Allegheny county, its critical to have the message distributed throughout the campaign footprint. Based on the number cases by county in 2020.

County	New HIV Cases 2020	Estimated # of people Living with HIV	Percentage of Total Cases	Proposed Budget by County
Allegheny	79	2,982	76%	61%
Armstrong	1	37	1%	3%
Beaver	11	130	3%	5%
Butler	4	96	2%	3%
Cambria	3	120	3%	4%
Fayette	5	100	3%	4%
Greene	0	22	1%	3%
Indiana	2	41	1%	3%
Somerset	2	89	2%	3%
Washington	2	111	3%	4%
Westmoreland	0	185	5%	7%



# MEDIA MIX

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- Digital Display
- Direct Mail
- Print
- Terrestrial Radio
- Streaming TV
- Billboards
- Transit Ads
- Events
- Social Media
- Bus Shelters
- Streaming Audio
- Website Development
- Search Engine Optimization
- Mall Advertising
- Dating Apps
- Strategic Event Sponsorship



# DIGITAL SUMMARY – July '23 to June '24

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PLATFORMS:

Digital Display, Video Pre-Roll, ZTV, Streaming Audio

**73,162**

website visitors

**39,049,184**

impressions



# DIGITAL DISPLAY ADS - Impressions, Clicks and CTR

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July 2023 through June 2024: 31,903,424 impressions were delivered 57,211 visits to the website were driven from these ads at a .18% CTR

57,211

clicks

31,903,424

impressions

.18%

CTR

Takeaways: Strong CTR continues to drive traffic – Twice the national average for digital display



# VIDEO PRE- ROLL - Impressions, Clicks and CTR

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July 2023 through June 2024: 3,631,688 impressions were delivered 15,113 visits to the website were driven from these ads at a .41% CTR

15,113

clicks

3,631,688

impressions

.41%

CTR



## STREAMING TELEVISION - Impressions, Clicks and CTR

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February 2024 through June 2024: 1,459,180 impressions were delivered 44 visits to the website were driven from these ads at a .003% CTR

44  
clicks

1,459,180  
impressions

.003%  
CTR

Takeaways: The **video completion rate is 98.68%**. Shows the viewers are watching the ad and not leaving the channel.



## DATING APPS - Impressions, Clicks and CTR

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December 2023 through June 2024: **884,287 impressions** were delivered **102,462 visits to the website** were driven from these ads at a **11.7% CTR**

102,462

clicks

884,287

impressions

11.7%

CTR





# STREAMING AUDIO ADS August 2023 - June 2024

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August 2023 - June 2024

1,236,648

impressions



# Video & Audio Creative Samples

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## Links to Video Ads:

[Western PA Video](#)

[Pittsburgh Video](#)

4 total videos running - 2 for each region

Note: The New creative is currently under progress and will be in place in July

## Links to Audio Ads:

[.30 second](#)

[.60 second](#)



# BUS SHELTERS - Allegheny County Digital Event Fences Impressions, Clicks & CTR- Top 15 performing locations

January 1 through March 31: 49,042 impressions were delivered 86 visits to the website were driven from these ads at .18% CTR

Location	CTR	Click	Impressions
Ninth St & Penn Ave - ALLEGHENY - BUS SHELTER - Sept- Nov 2023	0.12%	9	7,463
Bus Shelter_December_15300 FIFTH AND ROSS - ALLEGHENY - BUS SHELTER - DEC - FEB 2024	0.13%	7	5,536
Bus Shelter_December_15270 Banksville & Wenzell - ALLEGHENY - BUS SHELTER - DEC - FEB 2024	0.16%	8	5,062
Bus Shelter_December_15581 NORTH AVE & FEDERAL ST - ALLEGHENY - BUS SHELTER - DEC - FEB 2024	0.18%	7	3,804
Bus Shelter_December_15026 OHIO RIVER & TERMON - ALLEGHENY - BUS SHELTER - DEC - FEB 2024	0.29%	11	3,778
Liberty Ave & Stanwix St - ALLEGHENY - BUS SHELTER - Sept- Nov 2023	0.14%	5	3,660
Bus Shelter_December_15236 Liberty & Baum ALLEGHENY - BUS SHELTER - DEC - FEB 2024	0.36%	10	2,803
Bus Shelter_December_15514K Forbes and Murray - ALLEGHENY - BUS SHELTER - DEC - FEB 2024	0.19%	5	2,605
Fort Duquesne Blvd & 6th St - ALLEGHENY - BUS SHELTER - Sept- Nov 2023	0.21%	5	2,431
Banksville & McMonagle - Dry Cleaner - ALLEGHENY - BUS SHELTER - Sept- Nov 2023	0.18%	4	2,258
Bus Shelter_December_15413 Liberty & 14th st - ALLEGHENY - BUS SHELTER - DEC - FEB 2024	0.10%	2	2,075
Bus Shelter_December_15062 Chartiers ave & Allendale - ALLEGHENY - BUS SHELTER - DEC - FEB 2024	0.19%	4	2,069
Bus Shelter_December_15439 Liberty & Bloomfield Bridge - ALLEGHENY - BUS SHELTER - DEC - FEB 2024	0.15%	3	1,992
Bus Shelter Replacement- 15324 Fifth Ave & Chatham Garage - 1/18/24 - 2/29/24	0.15%	3	1,960
RT 51 & Englert - ALLEGHENY - BUS SHELTER - Sept- Nov 2023	0.19%	3	1,546
Totals	average - 0.18%	86	49,042

# BILLBOARDS - Digital Event Fences Impressions, Clicks & CTR- Top 15 performing locations

January 1 through March 31: 34,000 impressions were delivered 54 visits to the website were driven from these ads at .17% CTR

Location	CTR	Clicks	Impressions
RT.51 Regis R. Malady Memorial Bridge & RT. 837 FN F/N ALLEGHENY - OUTFRONT - SEPT- AUG 202	0.11%	5	4,465
AIDSFree_November_3990 RT 22 N/L 2 MI. E/O RT 66 - WESTMORELAND - LAMAR - NOV 27- FEB 18	0.12%	4	3,322
E/S Rte. 219, .6 mi. N/O Holsopple Rte. 53 F/S_ SOMERSET - OUTFRONT - SEPT 11 2023- SEPT 8 2024	0.04%	1	2,804
AIDSFree_November_1618 I-70 N/L 1.2 MI E/O RT 519 EF - WASHINGTON - LAMAR -NOV 27- FEB 18	0.12%	3	2,493
SS Rt 422, .3 M E of Slate Lick Road Worthington F/E - OUTFRONT - ARMSTRONG - NOV 1 2023- APRIL	0.17%	4	2,320
AIDSFree_November_6999 TURNPIKE -SOMERSET - LAMAR - NOV 27 - FEB 18	0.13%	3	2,294
You Are in Control 1966 SAW MILL RUN W/L 170' S/O EDGEBROOK - ALLEGHENY - LAMAR - Sept- Nov	0.18%	4	2,163
AIDSFree_November_1328 - BUTLER ST W/L 75' N/O RT 8/28 - ALLEGHENY - LAMAR - NOV 27- FEB 1	0.10%	2	1,968
Love Confidently 2466 RT 22 N/L .2 MI E/O RT 217 - INDIANA - LAMAR - Sept- Nov 2023	0.25%	5	1,966
Need Help with Drug & Alcohol 1621 I-70 N/L 3.3 MI E/O RT 519 - WASHINGTON - LAMAR - Sept- Nov 20	0.22%	4	1,852
AIDSFree_November_1151 - BIGELOW BLVD N/L 450' W/O FINLAND - ALLEGHENY - LAMAR - NOV 27	0.28%	5	1,809
AIDSFree_November_2814 RT 119 W/L 400' N/O WILLOW CROSSING LEFT PANEL WESTMORELAND	0.17%	3	1,756
Rt 8 SB at gen Butler Bridge_ BUTLER - HARMONY - NOV 9- AUG 31	0.17%	3	1,734
AIDSFree_November_3778 RT 18 E/L 40' S/O WASH CITY LINE - WASHINGTON - LAMAR - NOV 27- FE	0.06%	1	1,562
AIDSFree_November_2163 W LIBERTY AVE E/L 20' N/O SARANAC - ALLEGHENY - LAMAR - NOV 27- F	0.47%	7	1,492
Totals	average - 0.17%	54	34,000

# TRANSIT: Buses & Shared Rides

## 2 Shared Ride Vehicles-Westmoreland and Washington Counties

350,000 impressions per week per vehicle  
**2,800,000 total impressions per month**

## Bus Advertising- Allegheny County

4,231,299 impressions per month - Exterior  
768,744 impressions per month for - Interior  
**5,000,043 Total impressions per month**

# MALL ADVERTISING

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## Mall Advertising- Westmoreland and Allegheny Counties

1,858,400  
visitors



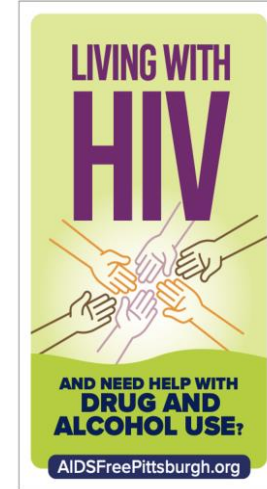
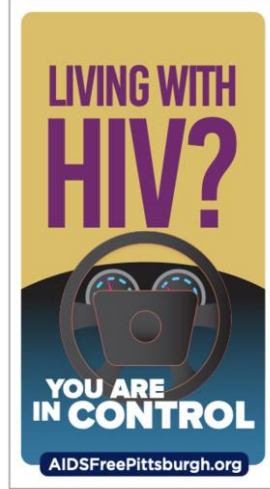
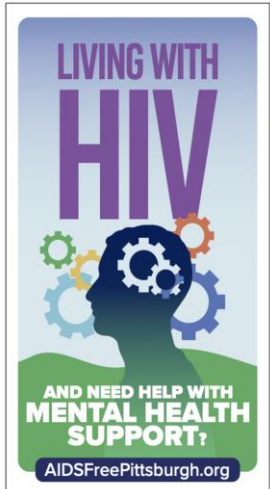
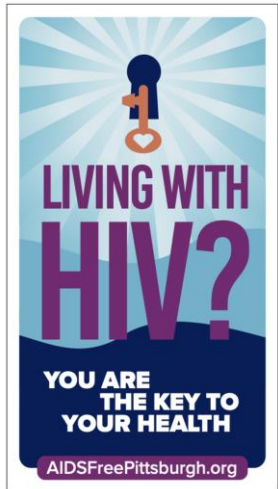
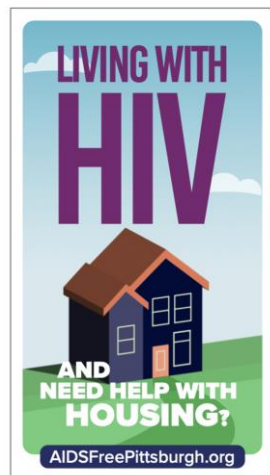
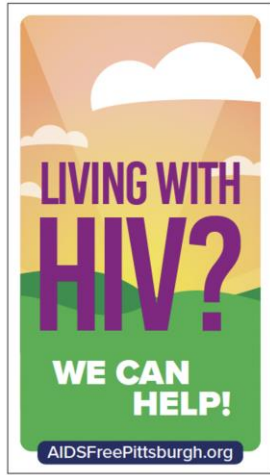
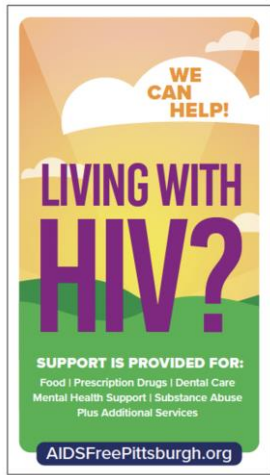
# QR Code Scans as of May 31

Placement	Total Scans
Monroeville Mall	8
Westmoreland Mall	5
Bus Shelters	25
Interior Bus Signage	3
Greene Scene/Placemats	25
City Paper	14
Observer Reporter	21
Butler Eagle	3

# 104 QR SCANS



# Creative Updates- New Creative as of March 2024





# PRIDE 2024 Sponsorship

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AFP received headline sponsorship of the local stage for Saturday and Sunday with premium signage on stage.

AFP will supplied 2 flying banners/flags for the info area- Branded with AFP & Pride Logo

AFP Logo will be given credit on other marketing materials.

2,000 bags will be provided to be distributed at the Information Booth by the Pride Event team.



# NEWSPAPER - Placement Samples

**BUSINESS**

Butler Eagle - Page 06

Sunday, March 24, 2024

NEW YORK 3476.00 -05.47  
 MEXICO 16,800.00 +0.28  
 S&P 500 5049.12 +1.25  
 IN-10 YIELD 4.30% -0.01  
 IN-10 TREASURY 4.30% -0.01  
 COMEX OIL 82.18 -0.17  
 GOLD 2318.10 +0.20  
 EURO 1.0700 -0.0001

## Trump's social media co. OK'd to go public

Move could net former president sizable payment

**By Associated Press**

NEW YORK — Donald Trump is returning to the stock market, and the former president stands to reap a sizeable payoff in the process.

Shareholders of Digital World Acquisition Corp., a publicly traded shell company that Trump's media business is a private vehicle, have approved a deal to merge with Trump's media business in a Friday vote.

That means Trump Media & Technology Group, whose flagship product is social networking site Truth Social, will soon be listed on the Nasdaq stock exchange.

Trump is set to own and control the company — or nearly 79 million shares, according to Digital World's closing stock price Thursday of \$21.14, and the total value of his stake would increase to \$1.66 billion.

The prospectus arrives at a time the president's popularity, particularly among Republicans, is at a high level.

When a company goes public, it means the company agrees to share its financial information with the public. It also means the company is subject to more scrutiny from investors and the public.

Trump's social media business, which he founded in 2020, has seen a surge in popularity since he was elected president. Truth Social has over 10 million users and has raised over \$1 billion in funding.

Trump's social media business, which he founded in 2020, has seen a surge in popularity since he was elected president. Truth Social has over 10 million users and has raised over \$1 billion in funding.



Former President Donald Trump's Truth Social social media site will soon be listed on the Nasdaq stock exchange.

Shareholders of Digital World Acquisition Corp., a publicly traded shell company that Trump's media business is a private vehicle, have approved a deal to merge with Trump's media business in a Friday vote.

That means Trump Media & Technology Group, whose flagship product is social networking site Truth Social, will soon be listed on the Nasdaq stock exchange.

Trump is set to own and control the company — or nearly 79 million shares, according to Digital World's closing stock price Thursday of \$21.14, and the total value of his stake would increase to \$1.66 billion.

The prospectus arrives at a time the president's popularity, particularly among Republicans, is at a high level.

When a company goes public, it means the company agrees to share its financial information with the public. It also means the company is subject to more scrutiny from investors and the public.

Trump's social media business, which he founded in 2020, has seen a surge in popularity since he was elected president. Truth Social has over 10 million users and has raised over \$1 billion in funding.

## Stellantis recalls nearly 318K cars for side air bags

**By Associated Press**

DETROIT — Stellantis is recalling nearly 318,000 Dodge, Jeep and Ram vehicles because the side air bag inflators can explode with force enough to injure or kill.

The recall covers all models of Dodge, Jeep and Ram vehicles equipped with side air bags. The recall is the largest in Stellantis' history.

Stellantis said the recall is necessary because of a defect in the side air bag inflators. The inflators can explode with force enough to injure or kill.

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State Representative (R) District 11

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## Ride



Nick Chiodari and John Brown mourn the death of their friend Tyler Coon on Friday at the site of the crash.

**From Page A1**

Believed to be a 2003 Honda CBR600F4i sport bike, the motorcycle was found on the side of the road near the site of the crash.

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Several other motorcycles were found at the scene of the crash. The motorcycles were found at the scene of the crash.

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## Penn Twp. development could bring more tax revenue to Knoch schools

**By Mike Weber**

State Rep. Ryan Covert says a proposed development in Penn Township could bring more tax revenue to Knoch schools.

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The development is located in Penn Township, which is part of the Knoch school district. The development is located in Penn Township, which is part of the Knoch school district.

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**LOCAL**

**Moraine Elementary principal on leave**

Stephanie Burk, Area Superintendent, is on leave. Stephanie Burk, Area Superintendent, is on leave.

**BIKE BLESSING**

SATURDAY | MAY 11TH | 9:00 AM

AMERICAN LEGION POST 778

100 Legion, Moraine, Ohio

11:00 AM Meet & Greet Area Service

12:00 AM Bike Blessing

1:00 PM Lunch & Hangout

HOSTED BY

The American Legion Post 778

100 Legion, Moraine, Ohio

See you on the bike!

## Butler school district awarded \$1M grant



U.S. marriage rates have rebounded to pre-pandemic levels, the Centers for Disease Control and Prevention says in a report published Friday.

## CDC: Marriages are back to pre-pandemic levels

**By Associated Press**

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Pearson is a co-chair for Johnson's campaign, which puts a heavy focus on gun reform and abortion rights.

"I know fighting for justice has a cost. I learned that firsthand as a little girl when I had to sleep in the hallway instead of my bedroom to avoid being shot because my dad had the courage to bring the KKK to justice," Johnson said in her campaign announcement video. Her father [was an FBI special agent](#) who helped investigate the Klan's activity in the Deep South.

She added that other politicians "don't like me much because I speak my mind. And when it's bullshit, I call it bullshit."

Rep. Gloria Johnson  
@VoteGloriaJ · Follow

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**GET THE HIV CARE YOU NEED**  
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**MAKE YOUR OWN RULES**  
PrEP Puts You In Control  
[AIDSFreePittsburgh.org](https://AIDSFreePittsburgh.org)



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# Be the Change You Wish to See in Your Community!

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**Interested in joining AIDS Free Pittsburgh?**

Have suggestions for what we could be doing to better serve your community?

**Call 412-773-1120 or email  
[info@aidsfreepittsburgh.org](mailto:info@aidsfreepittsburgh.org)!**

Don't forget to like and follow us on social media!

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