



NEWSLETTER PLACEMENT TIP SHEET

STEP 1: DEVELOP LIST OF TARGET PUBLICATIONS

- To begin, you will need to develop a list of publications in your hometown market. Be sure to include weekly and community newspapers, as well as newsletters published by local organizations that may reach the at-risk population (e.g., older Americans groups). You can usually find contact information on each organization's Web site or in the local phone book. A sample list of publications can be found below.

News outlets

- Weekly/monthly suburban newspapers
- Senior-targeted newspapers
- Community newspapers
- City magazines
- Radio stations
- Pennysavers

Newsletters from:

- Local senior centers
 - Retirement communities (e.g., Marriott, Hyatt hotels)
 - Nursing homes
 - Assisted living communities
 - Area hospitals
 - AARP local chapters
 - Local Senior Corps chapters
 - Veteran's associations
 - Local faith based organizations and prayer groups
 - Local libraries
 - Retired union employees (e.g., AFL-CIO, SEIU, AFSCME, UAW, American Federation of Teachers).
 - Retiree groups (e.g., Alliance for Retired American, National Association of Retired Federal Employees)
 - Women's groups (e.g., Garden Club, Older Women's League)
 - State and local aging organizations
- Your contact list should include editors likely to cover TACT – probably consumer/health/aging reporters. Try to obtain their direct contact information (e.g., phone, fax, e-mail).

STEP 2: SEND NEWSLETTER ARTICLE TO TARGET PUBLICATIONS

- The article has been approved by the Central IRB, Sterling. If your site has a local IRB, it is your responsibility to submit the article(s) for their approval and send the approval information to Tristan Edwards at the CCC at (305) 674-2146. If you desire to modify the newsletter article(s) you must first submit modifications to the CCC for approval.
- Send the article with a one-page cover letter. A template cover letter (your personal and site information can be added) has been provided to you. To further localize, you can place the cover letter on your site or institution's letterhead.
- Make sure to add your name and contact information in the cover letter should the reporter wish to contact you.
- In addition to the newsletter article, you may also send other background, including a brochure, a fact sheet on the study, and bios of key spokespeople, including your site's investigator.

STEP 3: FOLLOW-UP

- Place follow-up calls. Once the information is sent or given to the editor, you should call the editor directly to follow up to make sure that he/she received your fax/package (place call within 1-2 days).
- Gather copies of the stories: Be sure to monitor the media outlets that you have talked to/sent the article to and collect copies as they appear. **Send stories to Jacqueline Arciniega at the Clinical Coordinating Center by fax to 305-674-2146 or by email to jarcinie@msmc.com.**