

HOW TO USE THE ENCLOSED MEDIA INFORMATION

The information in the Prostate Cancer Awareness Week (PCAW) Media Kit can be submitted to your local TV stations, radio, newspapers and other organizations that publicize events to its employees, members and/or the general public. If you are unsure as to how to submit these items and to whom, you may contact Jennifer Weissblum at our public relation's firm, Jones Public Affairs, Inc at 202-742-5257.

Some of the media resources are available on the Web and can be downloaded as a cross-platform PDF file that can be reprinted or copied. The PCAW resources are available to registered screening sites free of charge and may be modified to include local information as long as it is used in conjunction with PCAW.

All the current resources are available at:

<http://www.prostateconditions.org/events/pcaw/materials.html>.

You will need Adobe Acrobat Reader (free software) to view the files. There is an Adobe Acrobat button at the Web address listed above – click on that button and you will get step-by-step instructions for downloading the Acrobat Reader on your computer if you do not already have it installed.

ITEMS INCLUDED IN THE PCAW MEDIA KIT

Display Posters and Pamphlets

Two posters are included for display in your screening site or health center.

1. "Get Checked" General Colin Powell (Large poster)
2. "Get Checked" General Colin Powell (Small poster)

Public Service Announcements (PSAs)

There are three sample PSAs included that cover different aspects related to prostate cancer. These PSAs can be submitted to your local TV and radio outlets to publicize and promote your site's screening event.

1. General information for all men
2. Specific information for African-American men
3. Specific information for women to get the men they love checked
4. Specific information for men to get their best friend checked
5. Specific information on cholesterol and heart health
6. Specific information for Hispanic men

Newsletter or Other Print Media Drop-In Article

The sample article can be submitted to health care centers, retirement communities, religious organizations, civic groups or any other association/group that may already publish a newsletter. This article can be dropped-in to their existing format to inform men about your upcoming screening event.

News Release

The enclosed news releases can be submitted to your local newspaper or TV stations. At the newspapers, this should be submitted to the health care editor or reporter. If you do not know who that is, you can submit the release to the paper's executive editor. This should be submitted to the news assignment editor or health care reporter at the TV stations. To find out whom to contact specifically, look up the paper or TV station online, or call their main number and ask. This is also a good piece to post on your Web site.