

**Department of Health:
Stroke Awareness Campaign
Media Tracking**

Medium	Mail to	PSA Deadline/Format	Editorial Deadline/Format/ Length	Notes
Tacoma Facts <i>print</i>	tacomafacts@yahoo.com Send disk to: Dennis Beaver 1108 Martin Luther King Way Tacoma, WA 98405	PDF format, 10"x8" ASAP 5/11/05 Sent 5/12/05	Editorial due Friday prior to Wednesday publication. Word doc. Editorial sent 5/13.	Editorial idea, see below; sent photo of Maxine
KLAY 1180 AM <i>radio</i>	tacomafacts@yahoo.com Dennis Beaver 1108 Martin Luther King Way Tacoma, WA 98405	MP3 sent on 5/02/05	Interview with Maxine can be pre-taped – DHC help coordinate Gave Marquita KLAY contact information for interview with Maxine	Interview with Maxine can also be used as an editorial for Tacoma Facts
KYIZ/KRIZ <i>radio</i>	ztwins@aol.com	MP3 sent on 5/02/05	N/A	Spots will be running entire month of June, see calendar for details.
Tacoma True Citizen <i>print</i>	ztwins@aol.com mediumads@aol.com cc phailey@aol.com	PDF format 13 x 16 5/12/05 Sent 5/12/05	Editorial sent 5/13.	Likely run an editorial if submitted
Colors NW <i>print</i>	broocket@colorsnw.com	5/20/05 7.18 x 9.7 Sent 5/12/05	Editorial sent 5/13. (do not know if they will use)	Posting an online banner too
KNHC <i>radio</i>	Mail	MP3 Mailed CD with MP3 5/6/05	N/A	Will not re-read the spots