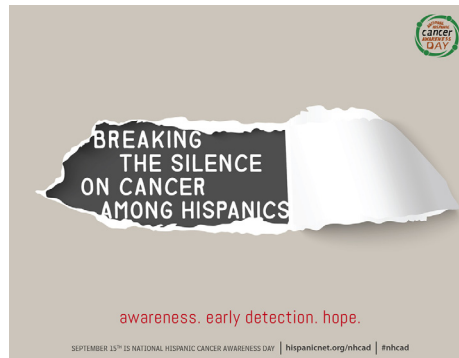


Welcome Letter

Dear Friends and Colleagues,

Welcome to the 2018 National Hispanic Cancer Awareness Day!

Hispanic Heritage Month is celebrated from September 15th to October 15th. September 15th has been designated as National Hispanic Cancer Awareness Day (NHCAD). In 2018, NHCAD was established in response to the impact of cancer in the Hispanic/Latinx communities nationwide, including the District of Columbia, Puerto Rico, and the US Virgin Islands. NHCAD is a national community mobilization and social marketing campaign that unites the Hispanic/Latinx community in our efforts to raise cancer awareness, promoting cancer screening, prevention, and education; in addition to other critical health issues such as access to cancer treatment, and supportive services for Hispanic/Latinx impacted by cancer.



Since its inception, National Hispanic Cancer Awareness Day has solidified support from many partners who together, will organize multiple annual events across the United States, including Puerto Rico, and the U.S. Virgin Islands.

This is the first year in which the Hispanic Health Network will launch the campaign by integrating efforts to raise cancer awareness, promotion of early screening and testing, primary prevention, and education. By facilitating partnerships, hosting community events to encourage people to undergo screening and testing, treatment, and by developing and disseminating cancer education, we will be promoting healthy Latinx communities. The strength of NHCAD is exemplified by the year-round active network that promotes collaboration, partnerships, and commitment to meet the cancer challenges faced by Hispanic/Latinx communities.

The Hispanic Health Network, in conjunction with local, regional, and national partners, actively participates in the planning process and will assist you with any request you may have in organizing your local or regional event(s). We welcome you to join us this year. For more information on NHCAD or if you have any questions, please contact Axel Monroig, National Hispanic Cancer Campaign Director, at (212) 675-3288 x 301 or Amonroig@Hispanicnet.org

Please visit www.hispanicnet.org to join the campaign, register your NHCAD event, and to request campaign materials.

**BREAKING THE SILENCE ON CANCER AMONG HISPANICS.
ROMPIENDO EL SILENCO SOBRE EL CANCER ENTRE HISPANOS.**

A handwritten signature in black ink, appearing to read "Axel Monroig".

Axel Monroig
National Hispanic Cancer Campaign Director



Description of the NHCAD

September 15th was established in 2018 as National Hispanic Cancer Awareness Day (NHCAD) in response to the devastating impact that Cancer has on Hispanic/Latinx communities across the country. It was established to draw attention to the critical role of prevention, screening, and education in order to curtail the incidence and reduce the prevalence of cancer among Hispanics/Latinx. It is a day during Hispanic Heritage Month that organizations around the country use to promote and sponsor activities that emphasize cancer prevention and education among Hispanics/Latinx in their specific communities.

Local Ownership: Every locality will organize an activity addressing cancer concerns in their communities and make the public aware of what must be done to prevent and ensure the optimal treatment of cancer. Additionally, advocating for and ensuring proper care for those who are living with Cancer is also a major component of awareness activities. Each participating locality is responsible for raising funds needed to sponsor their own activity.

The NHCAD Network:

All organizations invested in NHCAD: The Latino Commission on AIDS, The Hispanic Federation, National Hispanic Medical Association, Alianza Americas, Iniciativa Comunitaria, Bienestar, La Clinica del Pueblo, Mixteca, Latinas Contra el Cancer, National Hispanic Council on Aging, Consulate General of Mexico in New York.

- In the United States, Cancer has adversely affected Hispanic/Latinx communities. Cancer is the leading cause of death among Hispanics/Latinx. Approximately 22% of all causes of death among Hispanics/Latinx in the US is attributed to cancer. Approximately 1 in 3 Hispanic/Latinx Men and 1 in 3 Hispanic/Latinx Women will be diagnosed with cancer in their lifetime.
- Raising awareness, promoting cancer screening, disseminating prevention strategies, and connecting Hispanics/Latinx to care lead to improved health outcomes at the individual and community levels.
- Every participant in the campaign is given complete ownership in tailoring and implementing NHCAD campaign images and messages. In addition, events can be specifically tailored for their own community.
- NHCAD provides a campaign toolkit for use in planning and executing local NHCAD activities.

- Organizations will commit themselves to:
 - a) Organizing local groups and leaders;
 - b) Be inclusive of all segments of the Hispanic/Latinx community;
 - c) Raise funds for their organized activity;
 - d) Participate in the National Planning Committee conference calls;
 - e) Work with the National Campaign Director of NHCAD.
- The NHCAD Network develops tools such as campaign kits and posters, and provides technical support to assist in creating a well-planned and well-received event.
- All resources are bilingual (English and Spanish).
- NHCAD provides the opportunity for organizations to showcase their services and publicize their NHCAD activities on the official NHCAD website www.hispanicnet.org
- This year's theme: "Breaking the Silence on Cancer Among Hispanics".
- NHCAD is a grassroots nationwide social marketing campaign focused on promoting cancer awareness among Hispanic/Latinx communities in the U.S., Puerto Rico and the U.S. Virgin Islands.
- NHCAD is a community mobilization campaign which fosters a diverse network, implemented at the local, regional, and national levels, aimed at educating and mobilizing Hispanic/Latinx communities to increase their knowledge on the impact of cancer.
- NHCAD aims to improve the ability of community organizations, faith communities, and local governments to work together in the coordination of delivering cancer screening, treatment, and preventive education to Hispanic/Latinx communities.



10 Reasons to Join NHCAD

1

Be part of a growing national social marketing campaign

whose mission is to educate Hispanics/Latinx about cancer, encourage them to get screened for cancer and advocate for those living with cancer.



2

Network, collaborate and partner with national and local public health and Hispanic/Latinx leaders,

giving you the opportunity to meet local groups and strengthen your ties to public health and community leaders, form local planning committees, share resources and stay connected with participating organizations.

3



Receive an NHCAD Campaign Kit, which is filled with a wealth of information and resources to help build your organization's capacity. Included are fact sheets on Hispanics/Latinx and Cancer, NHCAD Logo, key campaign tips and strategies on working with the Media, ideas to raise funds, addressing stigma and information on civic participation.

4

Access resources available on the NHCAD website, www.hispanicnet.org, such as the electronic version of the NHCAD Logo where you can add your local event information onto the Logo; order bilingual literature, pamphlets, etc; and access multimedia tools such as PSA's, event pictures, and podcasts.

5

Publicize your event on the NHCAD website by creating your own NHCAD event page on the NHCAD website. All those who visit the website including media outlets and community members will have all of your NHCAD event information to promote collaboration.



6

Receive Information on resources by simply registering as an NHCAD event organizer on the NHCAD website.

7

Capacity Building Assistance is provided to help you plan and execute a successful NHCAD event through webinars. Topics covered are event planning strategies, how to raise funds, etc.

8

Learn how to work with the Traditional and Social Media by utilizing the Sample Press Release, Media Alert, and PSA script available in the campaign kit.



9

Spread the Word about your Organization by being actively involved in a nationwide social marketing campaign, giving your organization exposure to national and local media outlets. By holding an NHCAD event, public awareness and recognition of your organization will significantly improve, most likely increasing the number of clients seeking services at your organization.

10

Help Raise Awareness about Cancer in the Hispanic/Latinx

Community and be at the forefront of a campaign to stop cancer from affecting one of this country's largest minority groups, Hispanics/Latinx. NHCAD will galvanize our voices and actions by raising awareness and responding to the cancer crisis within Hispanic/Latinx communities.



10 Ways to Participate in National Hispanic Cancer Awareness Day

Participating is an excellent way to help prevent cancer in your community. There are many activities you or your organization can participate in to raise awareness in your community.

1

Contact a local organization and **see if there is a planned event** in your area which you can collaborate with. Check out the NHCAD website to find these events, www.hispanicnet.org



2

Hold a special screening day event at your agency. Offer incentives such as food, music, informational resources, or a social activity to have people come in and get screened. Be a good example and participate in the screening, giving an incentive for others to do the same.

3

Have a phone-a-thon; **call your local representatives** to tell them why this day is important and why cancer prevention is important to all Americans and especially to Hispanics/Latinx.

4

Organize a health fair focusing on overall health wellness and educate people about cancer in the Hispanic/Latinx community. Invite local organizations, community centers, local religious communities, and schools to attend.

5

Have a group of peers (dependent on the age group you would like to reach) **do outreach** in your local neighborhood promoting awareness about cancer in the Hispanic/Latinx community. Put up posters, hand-out flyers, and/or distribute information, etc.



6

Gather your family and friends, and explain to them why National Hispanic Cancer Awareness Day is important.



7

Host a cultural event (i.e. concert, talent show) and invite a guest speaker or local celebrity to speak about Cancer in your community.

8

Work with **your local religious community** to recognize September 15th as National Hispanic Cancer Awareness Day



9

Host a fundraiser to **raise money** and donate it to a charity of your choice that is working to eradicate cancer especially among Hispanics/Latinx.

10

Visit www.hispanicnet.org or contact Axel Monroig, NHCAD Director, at amonroig@hispanicnet.org or by phone at (212) 675-3288 x 301 for more information.



Working with Hispanic/Latino Communities



Hispanics/Latinos continue to be disproportionately affected by Cancer. When working with Hispanic/Latinx communities, it is important to keep in mind the linguistic, cultural, and religious diversity that exists among

Hispanic/Latinx groups. One must be aware of these differences in order to improve health service outcomes while decreasing the rates of cancer within the community. Without taking these differences into account, without being culturally competent and sensitive, organizations and their interventions will be less effective in reaching the intended population.

Cultural competency allows health care facilities, CBO's, coalition members, and NHCAD partners to positively affect the health of Hispanics/Latinx. Additionally, it is important not just to be aware of these cultural differences, but when delivering services, to respect them and to effectively use this knowledge in order to increase program collaboration and service integration.

Language Services

- Language barriers often account for infrequent visits to health care facilities and lower satisfaction rates among Hispanics/Latinxs.
- Organizations should look to employ Spanish-speaking staff in order to facilitate service delivery to Hispanic/Latinx communities.
- If there is no one at the organization who speaks Spanish, provide an interpreter for services.
- Organizations can look to community based organizations, health centers, hospitals, clinics, or universities to assist in providing translation services.

Immersion into the Hispanic/Latino culture

- By immersing oneself in a culture, it increases cultural awareness, allows for individuals to develop skills, additional cultural sensitivities and verbal skills; allowing for the integration of health care practices.
- Respect is very important in Hispanic/Latinx communities. If a patient feels they have been disrespected, they may not return. Do not confuse formality as a sign of distance or lack of understanding.

Training

- Share information gained through immersion into the Hispanic/Latinx community with your organization and colleagues.
- If there is no Hispanic/Latinx staff at your organization, train your staff to work with interpreters.

Use of Community Leaders

- Gaining access to the Hispanic/Latinx community is vital and through your work with a community leader you will have access to all the inner workings of that community.
- Community members tend to trust individuals who are an integral part of the community, that share common language capabilities, cultural values and a common heritage.

Culturally Competent Health Promotion

- Messages on promotional materials should be simple, concise and bilingual
- Consider immigrant populations that may be monolingual and may have low literacy rates, therefore simple language (about at a 6th grade level) and pictures may be more effective.

Inclusion of Community/Family Members

- Families play a center role in decision-making.
- It may be crucial to involve family members and community leaders when taking action involving health care.
- Prevention models should consider influences of social environments.
- Listen to the community and what they identify as their priority needs. Do not walk in with a pre-set, rigid agenda.

Administrative/Organizational Accommodations

- Organizations must take into account working days/hours, physical environment, written materials, location, and access to health care facilities.
- Clients may not be able to visit health care facilities due to work days/hours, distance, transportation restrictions, understanding on where and how to access the facility, and may refuse to visit due to the atmosphere of the facility.
- Even small adjustments in the office environment such as décor could have positive effects on patient outcomes.
- Take the time to explain in detail all insurance and payment methods for treatment and doctor visits.

Patience with Clients

- Listen to your clients and give them ample time to digest information and ask questions.
- Establish trust with clients: Sit with them to make sure they have understood, make yourself available to answer any questions after they have left your office, be sure to respond in a timely manner, be honest, and be sure to follow up with them.

Source: Brach, Cindy and Irene Fraserirector. *Can Cultural Competency Reduce Racial and Ethnic Health Disparities? A Review And Conceptual Mode.* Medical Care Research and Review, Vol 57 Supplement 1, Nov 2000 181-217.



How to Prepare for your NHCAD event



Preparing for your NHCAD event is one of the most important steps in making National Hispanic Cancer Awareness Day successful. Please find useful information here to make your event a success.

1) Community Mapping

- Define key community members (Health care workers, community leaders, church religious leaders, Hispanics/Latinx in the community)
- Visit and conduct interviews with key community members about the general health and cancer concerns within the community (awareness, attitude, obstacles, available information, and current efforts)
- Meet with established groups
- Meet with local businesses that could potentially sponsor and support your event (local restaurants, chambers of commerce, business associations, retail stores)

2) Create Cancer awareness within Hispanic/Latino Communities in your locality

- **Discuss the impact of cancer among Hispanics/Latinx in your specific community**
- Distribute flyers and brochures about Hispanics/Latinx and Cancer
- Distribute and post NHCAD posters, pamphlets, etc
- Formulate relations with media outlets to expand exposure and message dissemination (radio, newspaper, television, PSAs)
- Write letters and/or encourage your community members to write letters to your local newspapers (about a personal story, etc)
- Write a letter and/or call your representatives in Congress

3) Create an atmosphere where the community feels they can create change

- Share information at local events
- Present topics on Cancer for existing groups in different community settings/events
- Conduct informal surveys about the perception of Cancer in your community

4) Preplan

- **Prepare a budget** and outline potential or planned expenses
- Attend NHCAD Network Conference Calls
- Register your event on the NHCAD website and remember to update it if anything changes
- Partner with local resources such as Community Based Organizations (CBOs) and health departments, they may have access to more resource
- Hold a fundraiser to benefit your NHCAD event; host a club night, inexpensive dinner and dance event, etc.
- Use in-kind donation letters to approach organizations and companies or approach them with specific donation pitches and projected expenses in mind
- **Train community members** to disseminate the message within different pockets of the community
- Meet with local, elected officials to promote or sponsor your event and discuss ways to publicize thorough different media channels.
- Establish a coalition to address health issues most specifically related to Cance including health departments, CBOs, religious institutions, universities/colleges, business associations, community groups, media outlets, etc.
- Approach universities/college campuses and Hispanic/Latinx sororities/fraternities to help with planning events, recruiting volunteers and printing materials



5) What do you want your awareness day to look like? Things to consider:

- **What are your goals?** What do you hope to accomplish on that date?
- What would it take to consider your event as being successful? What does it mean for your planning group? How would a successful NHCAD activity look like in your community?
- What day(s)/date(s) are you having your event(s)?
- Is it a Health fair? Cancer awareness event?
- Is it a family event? Do you have activities in mind that are friendly for children?
- Are you going to have cancer patients share their testimonials?
- Are you going to incorporate other health screenings and/or health topics into your event? If so, do you have a confidential location or a mobile van where testing can be provided?
- Are you going to have entertainment/music? Are you going to provide food?
- Are you going to reach out to and invite your elected officials?
- How many people will you expect?
- What resources do you have to work with?
- What partners/coalitions can you establish and incorporate into the process? What do they have to offer?
- How are you going to publicize for your event(s)?
- Who is going to assist you in publicizing?
- Do you have people that can speak Spanish?
- Take pictures at your event to capture the day and to post on your website or the NHCAD website

6) Post-NHCAD activities: Actions and questions you should be considering:

- Revisit your goals for your awareness and/or testing activity. Did you meet your goals?
- Do you consider your event a success?
- What would you do differently?
- **What were some highlights of your event?** What were some challenges?
- Publicly recognize supporters and volunteers
- Send **Thank You Letters/Diplomas** to your sponsors, supporters, volunteers and event planning group
- Continue to talk about the impact of Cancer on Hispanics/Latinx in your community



How to Build Coalitions



The purpose of an NHCAD Coalition is to assist you in providing additional input/resources as you raise awareness about the importance of Cancer prevention efforts in your community. Organizing community members to form an

NHCAD coalition will help you forge new or strengthen existing partnerships in the fight against Cancer, organize collective and pull existing community resources to expand the reach of your local National Hispanic Cancer Awareness Day (NHCAD) activities.

IDENTIFY AND CONTACT POTENTIAL PARTNERS

Identify organizations in your area that work with Hispanic/Latinx populations. Personally visit with key players, write a letter, send an email, and follow up with a phone call. Explain what the cancer epidemic looks like in your community. Explain how NHCAD could positively impact your community and why it is important to form a coalition focused on addressing Cancer in your community. Highlight the potential benefits in working together (resource sharing, idea generating, best practices, lessons learned, funding).

Potential partners include:

- Local Hispanic/Latinx service organizations
- Community centers, community based organizations
- Existing coalitions
- Religious/Church/Spiritual leaders
- People living with Cancer
- Hospitals, clinics, community health centers
- Local businesses, business associations, chambers of commerce (restaurants, dentists, doctors, stores)
- Research foundations
- Retail stores: ALDO, H&M, Gap, Target, Walmart
- Health insurance companies
- Local colleges or universities, student groups, fraternities, sororities

RAISE AWARENESS IN YOUR COMMUNITY

- Create flyers and distribute them throughout your community in store front windows, beauty salons, barber shops, community centers, libraries, houses of worship, schools, and media outlets including newspapers
- Contact a local radio station to make announcements about NHCAD and/or schedule a program about Cancer
- Write letters and encourage community members to write letters to your local newspapers/media outlets (about a personal Cancer story, local Cancer statistics, local activists, activities occurring in your neighborhood, etc.)
- Write letters to potential partners

FORM A COALITION

- Arrange a meeting to become acquainted with potential coalition members. Create an agenda to help guide the group through the meeting.
- Look to identify new players in and outside of the community
- Provide information and statistics about Hispanics/Latinx and Cancer.
- Establish your coalition's infrastructure: Create goals; Identify what your coalition would like to achieve; create roles and responsibilities of participating members
- Make sure coalition members understand the 6 R's: Recognition, Role, Respect, Reward, Results, and Relationships
- Make sure that the coalition is based on building personal relationships, transparency and frequent exchange of information
- Evaluate the readiness of the community for events and actions
- Plan an NHCAD Event and have examples of different activities your coalition could organize together
- Schedule follow-up meetings

HOLD A FUNDRAISER

- Hold a fundraiser to benefit your NHCAD event. See document in www.hispanicnet.org

PLAN AN NHCAD EVENT

- See document in your campaign toolkit named "**How to Prepare for your NHCAD Event**" for more information



How to Prepare a Press Release and Media Advisory



A **press release** is a written or recorded communication, typically sent via fax or email, directed to members of the media providing newsworthy information.

A **news advisory** is similar to a press release, but focuses on a specific event. It also serves as an invitation for journalists to attend the event.

Starting at the TOP of the page, all press releases should contain:

1. At the top of the page should be your organization's **logo** or the network/coalition name.
2. **Press Release** – (The information can be used as soon as the reporter gets it.) Or Embargoed (The reporter cannot use the news until the specified date.)
3. The **date** the release is distributed.
4. Contact person(s) and number(s), including cellular phone number(s) of the media point person at your organization.
5. The **headline** is key. Most reporters have 30 seconds to scan a release. They want the news to jump out at them. Summarize your news into a headline. The headline can be up to four lines long, centered, in bold face and written all in capital letters, usually in a larger type size. The headline should capture the larger frame of the news, communicate a sense of drama and pull reporters into the story.
6. After the headline, the first paragraph – **“The Lead”** – is critical. This is the summary paragraph that communicates the most important components, and frames the issue for maximum media impact. Do not try to explain everything in this paragraph.
7. Write the remainder of the press release in descending order of importance. In journalism, this is called the **“inverted-pyramid”** style of writing. The most important, base-laying news goes at the top, the less important details below.
8. **Frame your news** – By the end of the lead paragraph, establish its importance impact and your position. At the latest, your news should be framed by the end of the second paragraph.
9. Include one or two concise **quotes** (1-2 sentences) in the press release.
10. End press release with the marks: **###**. This lets the journalists know the release has ended. If your release continues on the next page, write “more” at the bottom and center it. At the top of the corner of the next page, write “Page 2” and provide a subject reference.



How to Organize a Press Conference



A press conference is a publicized event in which newsmakers invite journalists and other media outlets to hear them speak about a pressing issue and often follow up with questions.

Determine the Purpose: Hold a press conference only when you have news to present to the public, i.e. a news announcement, a new report released, a staged protest, etc.

Determine your Target Audience: The target audience for your news will determine what kind of event you stage and what media outlets you invite. This means where you stage the event, who speaks, what the banners look like and numerous other details will be decided based on your target audience. For example, events promoting youth related messages will look and sound very different from an event targeting seniors.

Key Days & Times for News: Tuesday and Wednesday in the late morning hours are prime time for press conferences. Do not stage your events late in the afternoon or evening when many reporters are on a deadline. If you must stage a rally after work, for example, at least do it during the evening television news so the station can send cameras for live coverage. Mondays are not preferred because offices are usually closed over the previous weekend and you will not be able to reach key reporters for a couple of days before the event. Fridays are not good either, because the news may come out in Saturday's media, the least read issue of the newspaper.

Avoid Being "Bumped": Check for competing events.

Keep the Event Short: About 30 to 45 minutes is a good time frame for a press conference.

Location: Make your event convenient for reporters, yet dynamic and appropriate in terms of backdrop.

Speakers Lineup: Limit your speakers at a press conference to three or four maximum. The first speaker welcomes, hosts, introduces other speakers and communicates key messages. Typical speakers might include: an Executive Director or other key staff person, board member, a person or two representing the personal human interest, a public official, celebrity, local politician or ally. One of the speakers should be an "expert".

Practice Your Event: For press conferences, consider a "dress rehearsal" the day before with your speakers (at least those who can attend). During the rehearsal, fire questions that reporters may ask at the speakers during the rehearsal, and test any audio-visual equipment you may be using. If time is an issue, meet briefly before prior to the event.

CHECK LIST IN PREPARATION FOR A PRESS CONFERENCE

- Define news for press conference
- Identify target audience
- Location, time and date: schedule and confirm. Check calendar for conflicts
- Identify and confirm speakers previously identified
- Write media advisory and email/fax to reporters *two days* before the press conference
- Produce deliverables (press kit, reports, videos, etc.) and distribute widely at the press conference and after the press conference
- Make sure logistics are in place for your media event (security, crew, volunteers)
- Produce banners, posters, podium logo, charts, etc.
- Make pitch call to reporters
- Hold dress rehearsal for press conference speakers
- Test audio-visual equipment

DAY OF PRESS CONFERENCE

- Produce and display media check-in sheet and assign staff person to be at check-in desk at all times
- Make sure to greet and check in reporters as they arrive
- Speakers must start on time. Please be respectful of other schedules
- Q&A period after speakers are finished
- Hold a short closing after Q&A
- Complete follow-up work



Working with the Media at your NHCAD Event



Media coverage of your organizations current efforts can help establish your credibility, attract donors, and influence public opinion. By improving media relations, issues discussed in small staff meetings can become issues discussed throughout your community. It is imperative to foster strong media relations in order to achieve your goal as well as inform the public.

BEFORE THE EVENT:

- **Know your audience:** Who is covering your story? Who will read/hear your story? Make sure you pick the appropriate type of media for your target audience.
- **The Message:** Keep your message short, 1-2 sentence stating the objective of the event. What do people need to know?
- Create a **timeline** for sending out press releases, media alerts, and the initial outreach a few months before the event.
- A month and a half before the event send out information, stories, and articles related to your event and about Cancer in your community.
- Ask and discuss with the reporter(s) in advance which topics are most likely to be covered.
- Indicate that you are their contact person at events and provide them with all of your contact information.
- For your speech, write down bulleted notes. Do not write a speech to read verbatim.
- **Practice** your speech.

DURING THE EVENT:

- **Connect** with the media when they arrive
- Have a spokesperson ready
- Have **press sign in**
- Present the press with a **press kit** and **fact sheets**
- Start with the most important point
- Address the **public's interest** rather than the organization's interest
- Use **positive body language:** speak with your hands as you would in a normal conversation. Don't keep your hands by your sides or hold on to the podium
- Keep your **outfits professional**; no busy prints or heavy jewelry

QUESTIONS AND ANSWERS

- Answer the questions you want to answer.
- If you cannot answer a question the best thing to say is "I'm afraid that is not my area of expertise, but I can put you in contact with someone who can discuss that issue."
- Try to keep **answers simple** while using the answer to reinforce your message.

POST EVENT

- When the event/interview is over, make sure the reporter got what they needed and offer to do more.
- Collect and ask for **copies** of articles and broadcast stories.
- **Send thank you notes** to media outlets covering your story
- **Ask permission** to distribute articles or broadcasts to your key audiences, post them on your web site, run them in your newsletter, etc.
- **Continue to send information** to key media outlets by sending periodic updates (no more than once per month)

