



PROMOTIONAL PACKAGE

Please find the following enclosed:

DIRECTIONS ON HOW TO PROMOTE THROUGH EMAIL

SAMPLE LETTER

SAMPLE REGISTRATION FORM

COMMUNITY MEDIA RESOURCES

DIRECTIONS ON HOW TO SHARE OUR CALENDAR OF EVENTS THROUGH EMAIL

Instructions

- 1 Open 2 internet windows, one for your email, and one for the webpage you want to share.
- 2 Go to the webpage that you want to share.
- 3 In the address bar, highlight the complete URL
www.saintfranciscare.com/Programs_and_Services/MHI/Special_Events,_Screenings,_Examinations,_and_Educational_Events.aspx
- 4 Right click, and choose copy. The website address is now on your clip board.
- 5 Go back to your email page.
- 6 Click down into the body of the email.
- 7 Right click, and choose paste.
- 8 The web page address will appear as an active, clickable link that your recipients can just click on to visit the page you choose.
- 9 If you want to add the link into part of the text that the reader can click on, **simply** highlight the words that you want the link to be applied to, click hyperlink (usually an icon at the top that is a little link with the earth behind it) and a box will pop up. Paste the webpage address that you copied into the popup box and click enter.
- 10 Either way, the link will be added to the email and all your reader has to do is click the link to visit the page you want them to see.

SAMPLE LETTER

(INSERT DATE)

Dear Pastor and Members,

We write to invite you and your members to participate in a health forum that we believe is critical to the well being of African American men and their families. The subject is Prostate Cancer, which you may know, claims African American men as victims far more than other races.

According to a recent study:

(INSERT UPDATED PROSTATE CANCER FACTS)

“African-American men have considerably higher incidence rates (234.6 cases per 100,000 African-American men in 2003-2007) than white men (150.4 cases per 100,000 white men in 2003-2007)”

With these concerns in mind, (NAME OF ORGNZATION) has joined with the Curtis D. Robinson Men’s Health Institute in an education and screening program on (INSERT DATE AND TIME). The program will provide education and screening for men and their families about the risks of prostate cancer. Please urge your members, (both men and women) to make this event a priority for themselves and their families.

To register, please call (INSERT ORGNZATION NAME AND NUMBER), messages can be left.

Thank you,

(INSERT NAME)

SAMPLE PRE-REGISTRATION FORM

Organization Name



Name of the event

Date

Name : _____ (first and last)

Address: _____

City/ State: _____ **Zip:** _____

Age: _____

Contact Number: _____

Date: _____

Join us (Organizations Name) to learn more about the importance of prostate cancer.

On (Date)

From (Time)

What: Prostate Cancer presentation and screening by the Curtis D. Robinson Men's Health Institute

Where: (Address)

Pre-Registration please call (Number).

COMMUNITY MEDIA RESOURCES
NEWSPAPER

Name	Contact	Town	Email/Website / Number
Inquiring News	P.O. BOX 400276 Hartford, CT 06140	Hartford, New Haven, Bridgeport, Waterbury, Springfield	www.lnqnews.com 860-983-7587
Fairshare North Hartford	P.O. Box 40001 Hartford, CT 06120	North end of Hartford	www.fairsharenorthhartford@gramil.com
West Hartford News	386 Main Street Middletown, CT		www.westhartfordnews@ctcentral.com 860-347-3331
West Indian American	P.O. Box 320536 c/o 1443 Albany Ave.1st Flr. Hartford, CT 06132	Serving the Caribbean/ American Communities, of CT	www.wianews.com (860) 293-1118
Hartford News	563 Franklin Ave Hartford, CT 06114	Greater Hartford Community	hartfordnews@aol.com/ 860-296-6128
North East News Today	P.O. Box 4159 Hartford, CT 06147	Greater Hartford Community	ne.minority.news@snet.net www.nenewstoday.biz 860-249-6065
Point Of View	An African American Point of View 688 Boston Road Springfield, MA 01119		www.afampointofview.com 413-796-1500
La Identidad Latina	P.O. Box 330295 Hartford, CT 06133	Greater Hartford Community	www.identidadlatina.com 860-231-9891

Register Citizen	P.O. Box 58, Torrington, CT 06790		860-489-3121
Hartford Guardian Magazine	P.O. Box 581 Hartford, CT 06141	Greater Hartford Community	www.thehartfordguardian.com 860-404-2104
Hartford Business Journal	15 LEWIS ST., SUITE 200 HARTFORD, CT 06103	Greater Hartford Community	www.hartfordbusiness.com
North End Agents	P.O. Box 2308 Hartford, CT 06146	Greater Hartford Community	www.northendagents.com (860)522-1888
Hartford Advocate	285 Broad Street Hartford, Connecticut 06511	Greater Hartford Community	www.hartfordadvocate.com (860) 548-9300

COMMUNITY MEDIA RESOURCES
RADIO STATIONS

Name	Contact	Email/Website / Number
WRYM 840 AM	1056 Willard Avenue Newington, CT 06111	860-666-0444 860-666-5646 www.wrymradio.com
Connecticut Radio Network	210 Capitol Ave # 409A Hartford, CT 06106	(860) 527-1901
WWUH	University of Hartford 200 Bloomfield Ave. West Hartford, CT 06117	wwuh.org Studio Line: (860) 768-4701 Office (voicemail): (860) 768-4703 WWUH Fax: (860) 768-5701 Listener Line: (860) 768-5913
WQTQ 89.9	Weaver High School 415 Granby Street Hartford, Connecticut	<ul style="list-style-type: none"> • E-Mail Address: WQTQFM@YAHOO.COM • Station Number: (860) 695-1899 • Office Number: (860) 695-1900 • Fax number: (860) 243-2664 uhaweb.hartford.edu
Clear Channel	495 Benham St Hamden, CT 06514	www.clearchannel.com (203) 281-9600
WMRQ/104.1	131 New London Turnpike, Suite 101 Glastonbury, CT 06033	www.radio1041.fm Requests/Listener Line: 860.657.1041 Fax Line is: 860.657.1042
WCCC AM/FM	1039 Asylum Ave Hartford, CT 06105	(860) 525-9222 www.wccc.com