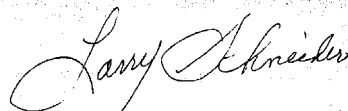


STEPS TO SECURE PRESS COVERAGE

1. PLEASE SEND THE ENCLOSED PRESS RELEASE TO ALL MEDIA IN YOUR LOCAL AREA. THIS INCLUDES TV, RADIO, NEWSPAPERS, MAGAZINES, ETC.
2. CALL THE VARIOUS NEWS OUTLETS AND ASK FOR THE TV OR RADIO PROGRAM PRODUCER
3. CALL THE VARIOUS PRINT OUTLETS AND ASK FOR THE EDITOR OR A HEALTH / HUMAN INTEREST REPORTER.
4. EXPLAIN TO THE PRODUCER, EDITOR OR REPORTER THAT CELIAC DISEASE CAN BE QUICKLY DIAGNOSED AND THAT 2 MILLION PEOPLE ARE WALKING AROUND UNDIAGNOSED.
5. FOLLOW-UP! FOLLOW-UP!! FOLLOW-UP!!!
6. PLEASE LET ME KNOW OF YOUR SUCCESSES, PROBLEMS AND SUGGESTIONS. THIS IS A TEST PROJECT THAT IS INTENDED TO GO NATIONWIDE.
7. THIS IS A TEAM PROJECT. WE NEED YOUR HELP! PLEASE, HELP US GET THE WORD OUT.
8. BE “*CELIACS HELPING CELIACS*” AND GET THE MESSAGE TO THOSE NOT YET DIAGNOSED!
9. IF YOU HAVE ANY QUESTIONS, PLEASE FEEL FREE TO CONTACT ME AT (480) 947-7315 OR E-MAIL REGION6MEMBERATLARGE@CSACELIACS.ORG.
10. REMEMBER THAT FOLLOW-UP IS THE MOST IMPORTANT PART OF PR. DO NOT GIVE UP! EVENTUALLY WE WILL RECEIVE PRESS COVERAGE. ALL MEDIA LIKE CHARITABLE CAUSES!
11. ***I did!***
You should!

THANK YOU FOR YOUR HELP,



LARRY SCHNEIDER,
REGION VI MEMBER-AT-LARGE