

STARS Media Outreach and Education Form (Title of Interaction)

If Type of Media is **Billboard Title of Interaction should be the following:**

Billboard – [insert subject] - [insert billboard location]

Ex: Billboard – LIS/MSP - Interstate 80

If Type of Media is **Email Title of Interaction should be the following:**

Email – [insert subject] – [insert who email was sent to]

Ex: Email – Medicare Preventive Services – Holy Spirit Hospital HR Department

Ex: Email – LIS/MSP Information – LINK Service Area 6 Distribution List

If Type of Media is **Magazine Title of Interaction should be the following:**

Magazine – [insert subject] – [insert name of magazine]

Ex: Magazine – MIPPA Program Information – Life in the Hills Community Magazine

If Type of Media is **Newsletter Title of Interaction should be the following:**

Newsletter – [insert subject] – [insert name of newsletter/organization]

Ex: Newsletter – LIS/MSP - The Fountain Pen Senior Housing Newsletter

Ex: Newsletter – Preventive Benefits – Christian Assembly of God Church Bulletin

If Type of Media is **Newspaper Title of Interaction should be the following:**

Newspaper – [insert subject] – [insert name of newspaper]

Ex: Newspaper – LIS/MSP - El Nuevo Herald

Ex: Newspaper – Preventive Benefits – Altoona Mirror

If Type of Media is **Radio Title of Interaction should be the following:**

Radio – [insert subject] – [insert radio station]

Ex: Radio – PSA for Preventative Benefits presentation – WHYL :30 spot

If Type of Media is **Social Media Title of Interaction should be the following:**

Social Media – [insert subject] – [insert type of social media]

Ex: Social Media – Preventive Benefits – PACHC Facebook Page

Ex: Social Media – LIS/MSP Information – PACHC Twitter Account

If Type of Media is **Television Title of Interaction should be the following:**

Television – [insert subject] – [insert TV station]

Ex: Television – Preventive Benefits Information – TV Asia

Ex: Television – LIS/MSP Information – WJAC TV

If Type of Media is Website Title of Interaction should be the following:

Website – [insert subject] – [location of website]

Ex: Website – LIS/MSP Information – PACHC Website

If Type of Media is Other Title of Interaction should be the following:

Specify what the Other is – [insert topic] – [insert type, location, name - whatever describes Other]

Ex: Other – MIPPA Shred Cost Flyer – The Towers Senior High-rise

Ex: Other – MIPPA Life Changes Flyer – Brockway Home Delivered Meals Distribution