

comes - Greer



Minnesota  
Heart Health  
Program

Media Group □ School of Journalism and Mass Communication □ 111 Murphy Hall □ 206 Church St. SE □ Mpls., MN 55455 □ (612) 376-7144

11 November 1981

To: Henry Blackburn

From: Ken Greer

RE: Mass Media Campaign and Newspaper Columns

Henry, thank you very much for taking the time to select the newspaper columns that you think are appropriate for reprinting in the Mankato Heart Health column in the Free Press. I can see immediately that "stock" materials will be no problem.

This morning John Finnegan and I had a lengthy meeting about the newspaper column as well as what we call our "publicity" efforts for the next few months. We mapped out the subject matter for an entire year's worth of columns as well as some regular features to be aired on both radio and television.

Later this week the entire media staff will meet to discuss the publicity campaign. Out of this meeting I expect some additional creative input as well as an assessment of whether our group has the time and energy to accomplish the proposed tasks.

Prior to our Monday Mass Media meeting you (as well as the other members of our committee) will be receiving a memo outlining a proposed strategy for increasing our visibility in the Mankato Area.

If you have any questions or need to discuss this matter with me before our Monday meeting please give me a call. Thanks again for your thoughtful review.

One more thought--How do we go about obtaining clearance to reprint the Tennessee articles? Do you want me to contact the author or would you prefer to handle that? Let me know.

KG: ch  
pc: J. Kline, J. Finnegan, M. Mittelmark

HB:  
Called Ken  
11-16-81 with  
this inform.  
- KR

It will.  
Today to  
MM -

Notify Ken if  
need free of any will be there.  
mm. skin on  
Dallas.  
Parents