



**The Head and Neck Cancer Alliance  
OHANCAW 2011  
Public Relations Activities and Media Coverage Report**



Prepared by MCS Healthcare Public Relations  
July 20, 2011

**The Head and Neck Cancer Alliance  
2011 Oral, Head and Neck Cancer Awareness Week (OHANCAW)  
Public Relations Activities and Media Overview**

**Executive Summary**

This year, in order to help build awareness of disease symptoms and risk factors associated with oral, head and neck cancers (OHNC), MCS was again retained by the Head and Neck Cancer Alliance (HNCA) to develop and implement a public and media relations program. MCS collaborated with the HNCA and also Jatin P. Shah, M.D., Ph.D, a world leader in head and neck cancer surgery, Professor of Surgery at Weill Medical College of Cornell University, Chief of the Head and Neck Service at Memorial Sloan-Kettering Cancer Center and a member of the HNCA Board. Additionally, Michael Douglas, Academy Award-winning actor and producer, lent a tremendous hand in urging his fellow Americans to get screened for cancer during the 14th annual Oral, Head & Neck Cancer Awareness Week (OHANCAW), which was held nationwide May 8-14.

Four main objectives of the OHANCAW 2011 PR initiative were to:

- **Raise awareness** of oral, head and neck cancers, especially among high-risk individuals (those who smoke, use chewing tobacco or consume excessive amounts of alcohol, and young adults who have been orally exposed to the cancer-causing human papillomavirus (HPV))
- **Highlight** the signs and symptoms of OHNC and stress the importance of early detection
- **Encourage** health professionals and/or facilities to participate in OHANCAW activities and serve as “free screening” sites
- **Drive** at-risk patients to the free nationwide screenings during OHANCAW

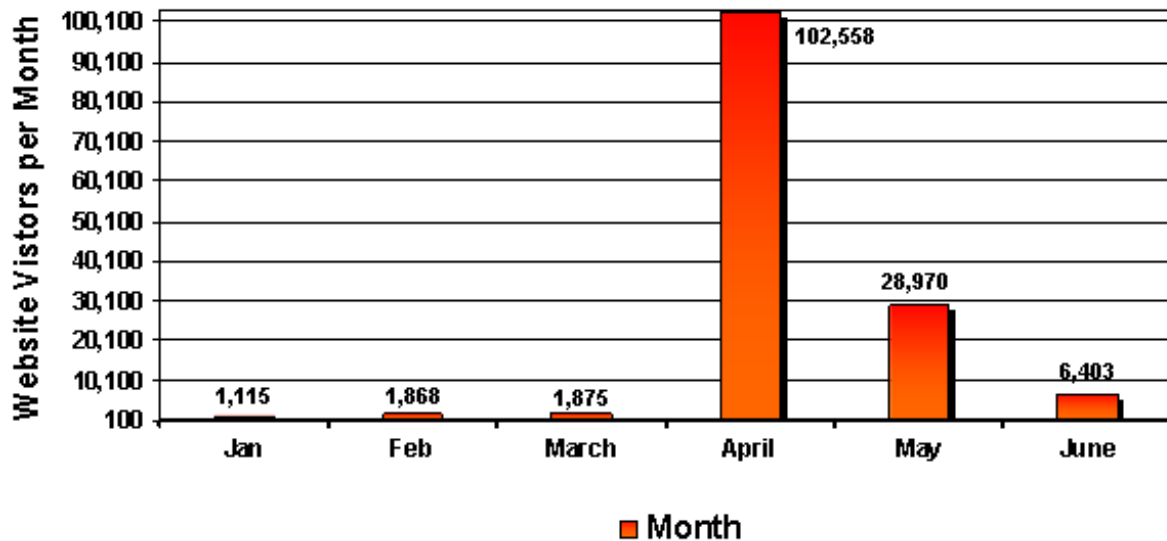
For OHANCAW 2011, MCS developed and executed a comprehensive consumer, professional and media relations campaign to support the initiative’s goals on both a national and local level. Elements of the campaign included:

- Use of print and electronic national and local media to deliver key messages around OHANCAW 2011 and to drive attendance to free oral cancer screenings at sites nationwide and around the world
- Outreach to several professional organizations with an interest in oral, head and neck cancer, to encourage their members to host OHANCAW screening sites
- Development of a national press release as well as a customizable media kit for local sites to use in reaching out to local media
- Collaboration with medical spokesperson, Dr. Jatin P. Shah, his patient and tongue cancer survivor spokesperson, Alyssa Fischer and celebrity spokesperson Michael Douglas, to increase media interest in covering OHANCAW 2011
- Preparation of key OHANCAW messages for Michael Douglas to deliver during interviews on the highly-rated daytime TV talk shows *Oprah* and *The View*.
- Development and coordination of a radio media tour with Dr. Shah and Alyssa Fischer as interviewed spokespeople
- Implementation of additional press activities, such as creating targeted national and local media lists; developing tailored pitches per reporter’s area of

expertise/location; pitching press release; media monitoring and coverage reporting

This combination of public/media relations tactics, powered substantially by Mr. Douglas' compelling message and the national and local coverage it received, reached an audience of **nearly 99 million** over a six-week period.

Of note, visits to the HNCA web site, [www.headandneck.org](http://www.headandneck.org), spiked *dramatically* in April, the month during which all the major media tactics (press release, radio media tour, Mr. Douglas' appearances on *Oprah* and *The View*) to promote OHANCAW were rolled out. As illustrated by the following chart, there were 102,558 visits to the web site in April (and also 802,992 page views):



As a direct outcome of those media outreach efforts and results, a total of **295 sites** participated in OHANCAW 2011, 93.2% of whom conducted free screenings. With a little more than half (53.2%) reporting results as of this writing, it appears that those 157 sites alone screened a total of **11,819** individuals, **4,590** of whom were referred for routine follow-up with **1,726** referred for further evaluation and **312** referred for immediate consultation because of a suspected neoplasm. As a result of the free screening attendance, potentially **2,038** lives may have been saved thanks to early detection.

Following is a more detailed discussion of each PR tactic executed to support OHANCAW 2011.

### **Professional Organization Outreach**

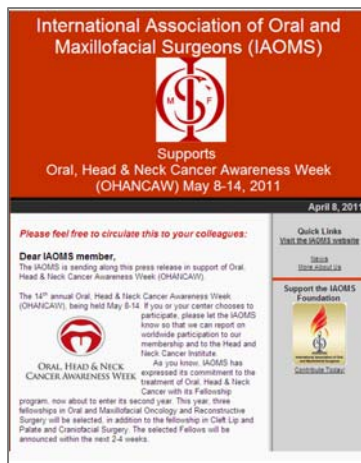
To help promote OHANCAW this year, MCS contacted **12 key professional and patient** advocacy organizations whose goals are aligned with those of the HNCA, and who participated in OHANCAW activities during previous years. MCS reached out to the communications contacts at these organizations to encourage them to share details about OHANCAW 2011 with their members via internal communications vehicles and to host screening sites at their respective practices and institutions.

The following organizations were included in this initial national outreach:

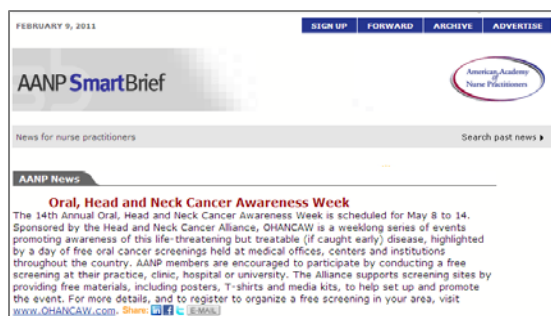
- The American Dental Hygienists' Association (ADHA)
- The American Academy of Otolaryngology/Head and Neck Surgery (AAO-HNS)
- The American Speech-Language-Hearing Association (ASHA)
- The American Academy of Nurse Practitioners (AANP)
- The American Society of Clinical Oncology (ASCO)
- The American Head and Neck Society (AHNS)
- INSPIRE Head & Neck Chapter
- Dysphagia Research Society (DRS)
- The Radiation Therapy Oncology Group (RTOG)
- Society of Physician Assistants in Otorhinolaryngology/Head & Neck Surgery (SPOA-HNS)
- Support for People with Oral Head and Neck Cancer (SPOHNC)
- The International Association of Oral and Maxillofacial Surgeons (IAOMS)

Through the initial outreach to organizations, communications about OHANCAW 2011 successfully reached **tens of thousands** of the most relevant health providers for oral, head and neck cancer screening purposes. Below please find screen shots of some of the secured placements stemming from the organization outreach effort.

**The International Association of Oral and Maxillofacial Surgeons (IAOMS)** published the national press release and announced their support for OHANCAW in an April edition of their newsletter which was sent to more than 4,000 of their members. IAOMS also posted information on their Facebook page, which has 6,280 registered "fans."



**The American Academy of Nurse Practitioners (AANP)** included a brief article promoting participation in OHANCAW 2011 within their *AANP SmartBriefs*, with an audience reach of 40,000 subscribers.



## **Local Screening Site Media Kit**

To support the publicity efforts of local screening sites, MCS developed a media kit which was distributed to **nearly 300** screening sites. The kit included an electronic customizable press release that sites could populate to include their specific screening and contact information, and an OHNC fact sheet. Additionally, an OHANCAW introduction letter and a publicity guide that outlined tactics for reaching out to local media about oral cancer walkathons, cancer survivor events, donor opportunities for research and middle school education were included. According to the results of a post-OHANCAW survey, 93% of the sites reporting in found the customized media kit as well as the other OHANCAW support materials (posters, T-shirts, etc.) either very or somewhat helpful.

## **National Press Release**

To promote OHANCAW 2011, MCS developed a national press release that highlighted the importance of early detection and included a message from Michael Douglas. The release was issued over PRNewswire on Wednesday, April 6 and also e-mailed to a targeted list of **over 200** media outlets across the country. Prior to release distribution, MCS pitched the embargoed national release to target broadcast and top-tier media editors. Immediately following release distribution, MCS conducted custom pitching to selected outlets of interest, offering the opportunity to interview medical experts for additional information.

The national press release was posted **on more than 200** online media outlets, reaching **more than 75 million** viewers in major markets including Philadelphia, Dallas, Atlanta and San Francisco. The majority of these outlets are listed in an Appendix at the end of this report.

Additionally, the national press release generated original coverage in the social media blogosphere. **CancerCompass.com**, a blogger outlet trafficking **more than 108,000** visitors per month, posted news of the release to their website.



## **Radio Media Tour (RMT)**

A three-hour radio media tour with spokespeople Dr. Jatin Shah and his patient, cancer survivor Alyssa Fischer, was conducted on Wednesday, April 13 which resulted in a total of **17 secured interviews**, reaching **nearly 10 million** listeners on national networks such as ABC Radio, USA Radio Network, Cable Radio Network and metro area stations based in major media markets such as Boston, Denver, Atlanta, and Orlando.

The following stations conducted interviews during the RMT:

<b><u>STATION</u></b>	<b><u>CITY (DMA)</u></b>
USA Radio Network	National
WICH-AM	Hartford
WTKS-AM	Savannah
WAMV-AM	Roanoke
WICO-AM	Baltimore
WSIU-AM	Paducah
WEOL-AM	Cleveland
WHAM-AM	Rochester
WRGA-AM	Atlanta
Kansas Information Network	Regional
KHVH & KIKI-AM	Honolulu
Cable Radio Network	National
KWIX-AM	Regional MO
KSIS-AM	Kansas
KFAB-AM	Omaha

KOA-AM

Denver

WRHB-AM

Orlando

WBZ-AM

Boston

**Michael Douglas Factor**

Key messages about OHANCAW were specifically developed for Michael Douglas to use in his appearances during the weeks surrounding OHANCAW on the highly rated daytime TV talk shows *Oprah* (Tuesday, April 26) and *The View* (Monday, May 9). Following his interview with *Oprah*, nationwide screening sites were happily overwhelmed with scheduling requests and shortly after, the majority of sites were booked solid with appointments. During his appearance on *The View*, his key message was modified to encourage the public to ask their local physicians and dentists to register in order to fulfill the pressing need for more free screening locations. Michael Douglas' powerful public statements played a significant role in securing record breaking numbers during the months of April and May.



## APPENDIX

### Press Release Coverage by Outlet

- 24x7 Magazine  
[http://www.24x7mag.com/press\\_release.asp?id=10249606](http://www.24x7mag.com/press_release.asp?id=10249606)
- Atlanta Business Chronicle 234,000 Visitors/day \*  
[http://www2.bizjournals.com/atlanta/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/atlanta/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Austin Business Journal 234,000 Visitors/day \*  
[http://www2.bizjournals.com/austin/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/austin/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Baltimore Business Journal 234,000 Visitors/day \*  
[http://www2.bizjournals.com/baltimore/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/baltimore/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- BioPortfolio 5,000 Visitors/day \*  
<http://www.bioportfolio.com/news/article/591501/Michael-Douglas-Honored-Film-Star-And-Throat-Cancer-Survivor-Encourages-Public-To.html>
- Birmingham Business Journal 234,000 Visitors/day \*  
[http://www2.bizjournals.com/birmingham/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/birmingham/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Business First of Buffalo 234,000 Visitors/day \*  
[http://www2.bizjournals.com/buffalo/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/buffalo/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Business First of Columbus 234,000 Visitors/day \*  
[http://www2.bizjournals.com/columbus/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/columbus/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Business First of Louisville 234,000 Visitors/day \*  
[http://www2.bizjournals.com/louisville/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/louisville/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Business Journal of Greater Milwaukee 234,000 Visitors/day \*  
[http://www2.bizjournals.com/milwaukee/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/milwaukee/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Business Journal of Phoenix 234,000 Visitors/day \*  
[http://www2.bizjournals.com/phoenix/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/phoenix/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Business Journal of the Greater Triad Area 234,000 Visitors/day \*  
[http://www2.bizjournals.com/triad/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/triad/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Business Review (Albany) 234,000 Visitors/day \*  
[http://www2.bizjournals.com/albany/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/albany/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)

- Charlotte Business Journal 234,000 Visitors/day \*  
[http://www2.bizjournals.com/charlotte/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/charlotte/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Cincinnati Business Courier 234,000 Visitors/day \*  
[http://www2.bizjournals.com/cincinnati/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/cincinnati/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Dallas Business Journal 234,000 Visitors/day \*  
[http://www2.bizjournals.com/dallas/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/dallas/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Dayton Business Journal 234,000 Visitors/day \*  
[http://www2.bizjournals.com/dayton/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/dayton/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Denton Record-Chronicle  
<http://www.mediawebsite.net/dentonrc/story/?catSetID=7007&catID=290897&nrid=119317124&page=1>
- Denver Business Journal 234,000 Visitors/day \*  
[http://www2.bizjournals.com/denver/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/denver/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Digital Journal 8,000 Visitors/day \*  
<http://www.digitaljournal.com/pr/270154>
- East Bay Business Times 234,000 Visitors/day \*  
[http://www2.bizjournals.com/eastbay/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/eastbay/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Foreclosures Evictions and You  
[http://zingervotes.blogspot.com/p/news-landing-page.html?prnewsid=201104060900PR\\_NEWS\\_USPR\\_\\_\\_\\_\\_NY77619](http://zingervotes.blogspot.com/p/news-landing-page.html?prnewsid=201104060900PR_NEWS_USPR_____NY77619)
- Healthcare Industry Today 6,000 Visitors/day \*  
<http://health.einnews.com/pr-news/373694-michael-douglas-honored-film-star-and-throat-cancer-survivor-encourages-public-to-attend-free-local-screenings-during-oral-head-neck-cancer-awareness-week>
- Hospital International  
<http://www.hospital-int.net/news-releases/michael-douglas--honored-film-star-and-throat-cancer-survivor--encourages-public-to-attend-free-local-screenings-during-oral-head---neck-cancer-awareness-week.html>
- Houston Business Journal 234,000 Visitors/day \*  
[http://www2.bizjournals.com/houston/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/houston/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Interest!ALERT  
<http://interestalert.com/story/04060002aaa066ce.prn/siteia/HEALTHCAR/healthcare.html>

- Jacksonville Business Journal 234,000 Visitors/day \*  
[http://www2.bizjournals.com/jacksonville/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/jacksonville/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- KAIT ABC-8 (Jonesboro, AR) 14,000 Visitors/day \*  
<http://www.kait8.com/Global/story.asp?S=14393269>
- KALB-TV CBS-2 / NBC-5 (Alexandria, LA) 3,000 Visitors/day \*  
<http://www.kalb.com/Global/story.asp?S=14393269>
- Kansas City Business Journal 234,000 Visitors/day \*  
[http://www2.bizjournals.com/kansascity/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/kansascity/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- KATV-TV ABC-7 (Little Rock, AR) 14,000 Visitors/day \*  
<http://www.katv.com/Global/story.asp?S=14393269>
- KAUZ-TV CBS-6 (Wichita Falls, TX)  
<http://www.newschannel6now.com/Global/story.asp?S=14393269>
- KAZT IND-7 (Phoenix/Prescott, AZ)  
<http://www.arizonasown.com/Global/story.asp?S=14393269>
- KBMT-TV ABC-12 (Beaumont, TX)  
<http://www.12newsnow.com/Global/story.asp?S=14393269>
- KCAU ABC-9 (Sioux City, IA)  
<http://www.kcautv.com/Global/story.asp?S=14393269>
- KCBA-TV FOX-35 (Salinas, CA)  
<http://www.kcba.com/Global/story.asp?S=14393269>
- KCBD NBC-11 (Lubbock, TX) 10,000 Visitors/day \*  
<http://www.kcbd.com/Global/story.asp?S=14393269>
- KCEN-TV NBC-9 (Temple, TX)  
<http://www.centraltexasnow.com/Global/story.asp?S=14393269>
- KCOY CBS-12 (Santa Maria, CA)  
<http://www.kcoy.com/Global/story.asp?S=14393269>
- KDUH-TV ABC-3 (Scottsbluff, NE)  
<http://www.kotanow.com/Global/story.asp?S=14393269>
- KFDA CBS-10 (Amarillo, TX) 3,000 Visitors/day \*  
<http://www.newschannel10.com/Global/story.asp?S=14393269>
- KFJX-TV FOX-14 (Pittsburg, KS)  
<http://www.fox14tv.com/Global/story.asp?S=14393269>
- KFMB 100.7 Jack-FM (San Diego, CA)  
<http://www.sandiegojack.com/Global/story.asp?S=14393269>
- KFMB 760-AM (San Diego, CA)  
<http://www.760kmb.com/Global/story.asp?S=14393269>

- KFMB-TV CBS-8 (San Diego, CA) 26,000 Visitors/day \*  
<http://www.cbs8.com/Global/story.asp?S=14393269>
- KFRE-TV CW-59 (Fresno, CA)  
<http://www.kmph-kfre.com/Global/story.asp?S=14393269>
- KFVE MyNetworkTV-5 (Honolulu, HI)  
<http://www.k5themeteam.com/Global/story.asp?S=14393269>
- KFVS CBS-12 (Cape Girardeau, MO) 22,000 Visitors/day \*  
<http://www.kfvs12.com/Global/story.asp?S=14393269>
- KGUN ABC-9 (Tucson, AZ) 12,000 Visitors/day \*  
<http://www.kgun9.com/Global/story.asp?S=14393269>
- KHNL-TV NBC-8 (Honolulu, HI) 9,000 Visitors/day \*  
<http://www.hawaiiinewsnow.com/Global/story.asp?S=14393269>
- KHQ-TV NBC-6 (Spokane, WA) 14,000 Visitors/day \*  
<http://www.khq.com/Global/story.asp?S=14393269>
- KION CBS-46 (Salinas, CA) 1,000 Visitors/day \*  
<http://www.kionrightnow.com/Global/story.asp?S=14393269>
- KIVI-TV ABC-6 (Boise, ID)  
<http://www.kivitv.com/Global/story.asp?S=14393269>
- KKFX FOX-11 (Santa Maria, CA)  
<http://www.myfox11.com/Global/story.asp?S=14393269>
- KLFY CBS-10 (Lafayette, LA) 6,000 Visitors/day \*  
<http://www.klfy.com/Global/story.asp?S=14393269>
- KLKN ABC-8 (Lincoln, NE)  
<http://www.klkntv.com/Global/story.asp?S=14393269>
- KLTV ABC-7 (Tyler, TX) 16,000 Visitors/day \*  
<http://www.kltv.com/Global/story.asp?S=14393269>
- KMEG-TV CBS-14 (Sioux City, IA)  
<http://www.kmeg.com/Global/story.asp?S=14393269>
- KMIR NBC-6 (Palm Desert, CA)  
<http://www.kmir6.com/Global/story.asp?S=14393269>
- KMPH-TV FOX-26 (Fresno, CA) 1,000 Visitors/day \*  
<http://www.kmph.com/Global/story.asp?S=14393269>
- KMTV-TV CBS-3 (Omaha, NE)  
<http://www.action3news.com/Global/story.asp?S=14393269>
- KNDO-TV NBC-3 (Yakima, WA)  
<http://www.kndo.com/Global/story.asp?S=14393269>

- KNDU-TV NBC (Kennewick, WA)  
<http://www.kndu.com/Global/story.asp?S=14393269>
- KNOE-TV CBS-8 (Monroe, LA) 3,000 Visitors/day \*  
<http://www.knoe.com/Global/story.asp?S=14393269>
- KOAM-TV CBS-7 (Pittsburg, KS) 4,000 Visitors/day \*  
<http://www.koamtv.com/Global/story.asp?S=14393269>
- KOLD CBS-13 (Tucson, AZ) 10,000 Visitors/day \*  
<http://www.kold.com/Global/story.asp?S=14393269>
- KOTA ABC-3 (Rapid City, SD)  
<http://www.kotatv.com/Global/story.asp?S=14393269>
- KOTV-TV CBS-6 (Tulsa, OK) 22,000 Visitors/day \*  
<http://www.newson6.com/Global/story.asp?S=14393269>
- KPLC NBC-7 (Lake Charles-Lafayette, LA) 6,000 Visitors/day \*  
<http://www.kplctv.com/Global/story.asp?S=14393269>
- KPTH-TV FOX-44 (Dakota Dunes, SD)  
<http://www.kpth.com/Global/story.asp?S=14393269>
- KPTM-TV FOX-42 (Omaha, NE)  
<http://www.kptm.com/Global/story.asp?S=14393269>
- KRHD-TV ABC-40 (Bryan-College Station, TX)  
<http://www.abc40.com/Global/story.asp?S=14393269>
- KSAW-TV ABC-51 (Twin Falls, ID)  
<http://www.ksawtv.com/Global/story.asp?S=14393269>
- KSFY-TV ABC-13 (Sioux Falls, SD)  
<http://www.ksfy.com/Global/story.asp?S=14393269>
- KSLA CBS-12 (Shreveport, LA) 24,000 Visitors/day \*  
<http://www.ksla.com/Global/story.asp?S=14393269>
- KSTC-TV IND-45 (Saint Paul, MN)  
<http://lifestyle.kstc45.com/Global/story.asp?S=14393269>
- KSTP-TV ABC-5 (Saint Paul, MN) 10,000 Visitors/day \*  
<http://lifestyle.kstp.com/Global/story.asp?S=14393269>
- KSWO-TV ABC-7 (Lawton, OK)  
<http://www.kswo.com/Global/story.asp?S=14393269>
- KSWT-TV CBS-13 (Yuma, AZ)  
<http://www.kswt.com/Global/story.asp?S=14393269>
- KTEN NBC-10 (Denison, TX)  
<http://www.kten.com/Global/story.asp?S=14393269>

- KTIV NBC-4 (Sioux City, IA) 4,000 Visitors/day \*  
<http://www.ktiv.com/Global/story.asp?S=14393269>
- KTNV-TV ABC-13 (Las Vegas, NV) 6,000 Visitors/day \*  
<http://www.ktnv.com/Global/story.asp?S=14393269>
- KTRE ABC-9 (Lufkin, TX) 3,000 Visitors/day \*  
<http://www.ktre.com/Global/story.asp?S=14393269>
- KTRV-TV FOX-12 (Nampa, ID)  
<http://www.fox12idaho.com/Global/story.asp?S=14393269>
- KTTC NBC-10 (Rochester, MN) 3,000 Visitors/day \*  
<http://www.kttc.com/Global/story.asp?S=14393269>
- KTUL-TV ABC-8 (Tulsa, OK) 14,000 Visitors/day \*  
<http://www.ktul.com/Global/story.asp?S=14393269>
- KTVG-TV FOX-17 / KSNB-TV FOX-4 (Kearney, NE)  
<http://www.foxnebraska.com/Global/story.asp?S=14393269>
- KTVN-TV CBS-2 (Reno, NV)  
<http://www.ktvn.com/Global/story.asp?S=14393269>
- KUAM-TV NBC-8 / CBS-11 (Hagatna, Guam)  
<http://www.kuam.com/Global/story.asp?S=14393269>
- KUSI-TV IND-51 (San Diego, CA)  
<http://www.kusi.com/story/14393269/michael-douglas-honored-film-star-and-throat-cancer-survivor-encourages-public-to-attend-free-local-screenings-during-oral-head-neck-cancer-awareness>
- KWES-TV NBC-9 (Midland, TX)  
<http://www.newswest9.com/Global/story.asp?S=14393269>
- KWQC NBC-6 (Davenport, IA) 3,000 Visitors/day \*  
<http://www.kwqc.com/Global/story.asp?S=14393269>
- KWTW-TV CBS-9 (Oklahoma City, OK) 21,000 Visitors/day \*  
<http://www.news9.com/Global/story.asp?S=14393269>
- KWWL-TV NBC-7 (Waterloo, IA) 7,000 Visitors/day \*  
<http://www.kwwl.com/Global/story.asp?S=14393269>
- KXJB-TV CBS-4 / KVLV-TV NBC-11 (Fargo, ND)  
<http://www.valleynewslive.com/Global/story.asp?S=14393269>
- KXLT FOX-47 (Rochester, MN)  
<http://www.myfox47.com/Global/story.asp?S=14393269>
- KXVO-TV CW-15 (Omaha, NE)  
<http://www.kxvo.com/Global/story.asp?S=14393269>
- KXXV-TV ABC-25 (Waco, TX) 2,000 Visitors/day \*  
<http://www.kxxv.com/Global/story.asp?S=14393269>

- KYTX CBS-19 (Tyler, TX) 1,000 Visitors/day \*  
<http://www.cbs19.tv/Global/story.asp?S=14393269>
- Los Angeles Business from bizjournals 234,000 Visitors/day \*  
[http://www2.bizjournals.com/losangeles/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/losangeles/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Medindia Health Network  
<http://www.medindia.net/health-press-release/Michael-Douglas-Honored-Film-Star-and-Throat-Cancer-Survivor-Encourages-Public-to-Attend-Free-Local-Screenings-During-Oral-Head--98647-1.htm>
- Mega News Network: Health  
<http://interestalert.com/story/04060002aaa066ce.prn/mnnhealth/HEALTHCAR/healthcare.html>
- Memphis Business Journal 234,000 Visitors/day \*  
[http://www2.bizjournals.com/memphis/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/memphis/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Minneapolis / St. Paul Business Journal 234,000 Visitors/day \*  
[http://www2.bizjournals.com/twincities/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/twincities/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Nashville Business Journal 234,000 Visitors/day \*  
[http://www2.bizjournals.com/nashville/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/nashville/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- NebraskaTV (Kearney, NE)  
<http://www.nebraska.tv/Global/story.asp?S=14393269>
- New Mexico Business Weekly 234,000 Visitors/day \*  
[http://www2.bizjournals.com/albuquerque/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/albuquerque/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Orlando Business Journal 234,000 Visitors/day \*  
[http://www2.bizjournals.com/orlando/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/orlando/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Pacific Business News 234,000 Visitors/day \*  
[http://www2.bizjournals.com/pacific/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/pacific/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Pharmaceutical Industry Today 6,000 Visitors/day \*  
<http://pharmaceuticals.einnews.com/pr-news/373694-michael-douglas-honored-film-star-and-throat-cancer-survivor-encourages-public-to-attend-free-local-screenings-during-oral-head-neck-cancer-awareness-week>
- Pharmaceutical International  
<http://www.pharmaceutical-int.com/news-releases/michael-douglas--honored-film-star-and-throat-cancer-survivor--encourages-public-to-attend-free-local-screenings-during-oral-head---neck-cancer-awareness-week.html>

- Philadelphia Business Journal 234,000 Visitors/day \*  
[http://www2.bizjournals.com/philadelphia/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/philadelphia/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Pittsburgh Business Times 234,000 Visitors/day \*  
[http://www2.bizjournals.com/pittsburgh/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/pittsburgh/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Portland Business Journal 234,000 Visitors/day \*  
[http://www2.bizjournals.com/portland/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/portland/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Puget Sound Business Journal 234,000 Visitors/day \*  
[http://www2.bizjournals.com/seattle/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/seattle/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Sacramento Business Journal 234,000 Visitors/day \*  
[http://www2.bizjournals.com/sacramento/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/sacramento/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- San Antonio Business Journal 234,000 Visitors/day \*  
[http://www2.bizjournals.com/sanantonio/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/sanantonio/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- San Francisco Business Times 234,000 Visitors/day \*  
[http://www2.bizjournals.com/sanfrancisco/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/sanfrancisco/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- San Jose Business Journal 234,000 Visitors/day \*  
[http://www2.bizjournals.com/sanjose/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/sanjose/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- South Florida Business Journal 234,000 Visitors/day \*  
[http://www2.bizjournals.com/southflorida/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/southflorida/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- St. Louis Business Journal 234,000 Visitors/day \*  
[http://www2.bizjournals.com/stlouis/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/stlouis/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- Tampa Bay Business Journal 234,000 Visitors/day \*  
[http://www2.bizjournals.com/tampabay/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/tampabay/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- TecTrends  
<http://www.tectrends.com/tectrends/news/urn:newsml:prnewswire.com:20110406:NY77619:1.html>
- The Sacramento Bee 151,000 Visitors/day \*  
<http://www.sacbee.com/2011/04/06/3532133/michael-douglas-honored-film-star.html>
- Triangle Business Journal 234,000 Visitors/day \*  
[http://www2.bizjournals.com/triangle/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/triangle/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)

- WAFB CBS-9 (Baton Rouge, LA) 15,000 Visitors/day \*  
<http://www.wafb.com/Global/story.asp?S=14393269>
- WAFF NBC-48 (Huntsville, AL) 10,000 Visitors/day \*  
<http://www.waff.com/Global/story.asp?S=14393269>
- WALB NBC-10 (Albany, GA) 9,000 Visitors/day \*  
<http://www.walb.com/Global/story.asp?S=14393269>
- WAND-TV NBC-17 (Decatur, IL) 2,000 Visitors/day \*  
<http://www.wandtv.com/Global/story.asp?S=14393269>
- WAOW-TV ABC-9 / WYOW-TV CW-34 (Wausau, WI) 2,000 Visitors/day \*  
<http://www.waow.com/Global/story.asp?S=14393269>
- Washington Business Journal 234,000 Visitors/day \*  
[http://www2.bizjournals.com/washington/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/washington/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- WAVE NBC-3 (Louisville, KY) 9,000 Visitors/day \*  
<http://www.wave3.com/story/14393269/michael-douglas-honored-film-star-and-throat-cancer-survivor-encourages-public-to-attend-free-local-screenings-during-oral-head-neck-cancer-awareness>
- WBAY ABC-2 (Green Bay, WI) 5,000 Visitors/day \*  
<http://www.wbay.com/Global/story.asp?S=14393269>
- WBCB-TV CW-21 (Youngstown, OH)  
<http://www.wbcv.com/Global/story.asp?S=14393269>
- WBMA-TV ABC-33 / ABC-40 (Birmingham, AL) 7,000 Visitors/day \*  
<http://www.abc3340.com/Global/story.asp?S=14393269>
- WBOC CBS-16 (Salisbury, MD) 16,000 Visitors/day \*  
<http://www.wboc.com/Global/story.asp?S=14393269>
- WBRC-TV FOX-6 MyFox Birmingham (Birmingham, AL) 8,000 Visitors/day \*  
<http://www.myfoxal.com/Global/story.asp?S=14393269>
- WBTB CBS-3 (Charlotte, NC) 14,000 Visitors/day \*  
<http://www.wbtv.com/Global/story.asp?S=14393269>
- WCIV-TV ABC-4 (Charleston, SC)  
<http://www.abcnews4.com/Global/story.asp?S=14393269>
- WCSC CBS-5 (Charleston, SC) 4,000 Visitors/day \*  
<http://www.live5news.com/Global/story.asp?S=14393269>
- WCWG-TV CW-20 (Greensboro, NC)  
<http://www.wcwg20.com/Global/story.asp?S=14393269>
- WDAM NBC-7 (Hattiesburg-Laurel, MS) 2,000 Visitors/day \*  
<http://www.wdam.com/Global/story.asp?S=14393269>

- WDRB FOX-41 (Louisville, KY) 6,000 Visitors/day \*  
<http://www.fox41.com/Global/story.asp?S=14393269>
- Webindia123.com  
[http://news.webindia123.com/news/press\\_showdetailsPR.asp?id=119264&cat=PR](http://news.webindia123.com/news/press_showdetailsPR.asp?id=119264&cat=PR)
- WECT NBC-6 (Wilmington, NC) 14,000 Visitors/day \*  
<http://www.wect.com/Global/story.asp?S=14393269>
- WEHT-TV ABC-25 (Evansville, IN) 3,000 Visitors/day \*  
<http://www.news25.us/Global/story.asp?S=14393269>
- WFFF-TV FOX-44 (Colchester, VT)  
<http://www.fox44now.com/Global/story.asp?S=14393269>
- WFIE NBC-14 (Evansville, IN) 21,000 Visitors/day \*  
<http://www.14wfie.com/Global/story.asp?S=14393269>
- WFLX FOX-29 (West Palm Beach, FL)  
<http://www.wflx.com/Global/story.asp?S=14393269>
- WFMJ-TV NBC-21 (Youngstown, OH) 3,000 Visitors/day \*  
<http://www.wfmj.com/Global/story.asp?S=14393269>
- WFTX-TV FOX-4 (Cape Coral, FL)  
<http://www.fox4now.com/Global/story.asp?S=14393269>
- WFXG-TV FOX-54 (Augusta, GA)  
<http://www.wfxg.com/Global/story.asp?S=14393269>
- WGBA NBC-26 (Green Bay, WI)  
<http://www.nbc26.com/Global/story.asp?S=14393269>
- WGEM-TV NBC-10 (Quincy, IL) 3,000 Visitors/day \*  
<http://www.wgem.com/Global/story.asp?S=14393269>
- WGFL-TV CBS-4 (Gainesville, FL)  
<http://www.mygtn.tv/Global/story.asp?S=14393269>
- WGGB-TV FOX-6 / ABC-40 (Springfield, MA)  
<http://www.wggb.com/Global/story.asp?S=14393269>
- WHBF CBS-4 (Rock Island, IL)  
<http://www.whbf.com/Global/story.asp?S=14393269>
- WHTM-TV ABC-27 (Harrisburg, PA) 13,000 Visitors/day \*  
<http://www.abc27.com/Global/story.asp?S=14393269>
- Wichita Business Journal 234,000 Visitors/day \*  
[http://www2.bizjournals.com/wichita/prnewswire/press\\_releases/national/New\\_York/2011/04/06/NY77619](http://www2.bizjournals.com/wichita/prnewswire/press_releases/national/New_York/2011/04/06/NY77619)
- WISTV NBC-10 (Columbia, SC) 20,000 Visitors/day \*  
<http://www.wistv.com/Global/story.asp?S=14393269>

- **WKBT-TV CBS-8 (La Crosse, WI) 2,000 Visitors/day \***  
<http://www.wkbt.com/Global/story.asp?S=14393269>
- **WKOW-TV ABC-27 (Madison, WI)**  
<http://www.wkow.com/Global/story.asp?S=14393269>
- **WKRN ABC-2 (Nashville, TN) 16,000 Visitors/day \***  
<http://www.wkrn.com/Global/story.asp?S=14393269>
- **WLBT NBC-3 (Jackson, MS) 8,000 Visitors/day \***  
<http://www.wlbt.com/Global/story.asp?S=14393269>
- **WLNE-TV ABC-6 (Providence, RI) 9,000 Visitors/day \***  
<http://www.abc6.com/Global/story.asp?S=14393269>
- **WLNS CBS-6 (Lansing, MI)**  
<http://www.wlns.com/Global/story.asp?S=14393269>
- **WLOX ABC-13 (Biloxi, MS) 8,000 Visitors/day \***  
<http://www.wlox.com/Global/story.asp?S=14393269>
- **WMBF NBC-32 (Myrtle Beach, SC) 6,000 Visitors/day \***  
<http://www.wmbfnews.com/story/14393269/michael-douglas-honored-film-star-and-throat-cancer-survivor-encourages-public-to-attend-free-local-screenings-during-oral-head-neck-cancer-awareness>
- **WMC NBC-5 (Memphis, TN) 11,000 Visitors/day \***  
<http://www.wmctv.com/Global/story.asp?S=14393269>
- **WOI ABC-5 (West Des Moines, IA)**  
<http://www.myabc5.com/Global/story.asp?S=14393269>
- **WOIO CBS-19 (Cleveland, OH)**  
<http://www.19actionnews.com/Global/story.asp?S=14393269>
- **WQOW-TV ABC-18 (Eau Claire, WI)**  
<http://www.wqow.com/Global/story.asp?S=14393269>
- **WRCB-TV NBC-3 (Chattanooga, TN) 6,000 Visitors/day \***  
<http://www.wrcbtv.com/Global/story.asp?S=14393269>
- **WREX-TV NBC-13 (Rockford, IL)**  
<http://www.wrex.com/Global/story.asp?S=14393269>
- **WRIC ABC-8 (Richmond, VA) 2,000 Visitors/day \***  
<http://www.wric.com/Global/story.asp?S=14393269>
- **WSET-TV ABC-13 (Lynchburg, VA) 6,000 Visitors/day \***  
<http://www.wset.com/Global/story.asp?S=14393269>
- **WSFA NBC-12 (Montgomery, AL) 12,000 Visitors/day \***  
<http://www.wsfa.com/Global/story.asp?S=14393269>
- **WSFX-TV FOX-26 (Wilmington, NC)**  
<http://www.wsfx.com/Global/story.asp?S=14393269>

- WSJV-TV FOX-28 (South Bend, IN) 2,000 Visitors/day \*  
<http://www.fox28.com/Global/story.asp?S=14393269>
- WSYM-TV FOX-47 (Lansing, MI)  
<http://www.fox47news.com/Global/story.asp?S=14393269>
- WTEN ABC-10 (Albany, NY) 6,000 Visitors/day \*  
<http://www.wten.com/Global/story.asp?S=14393269>
- WTHR NBC-13 (Indianapolis, IN) 21,000 Visitors/day \*  
<http://www.wthr.com/story/14393269/michael-douglas-honored-film-star-and-throat-cancer-survivor-encourages-public-to-attend-free-local-screenings-during-oral-head-neck-cancer-awareness>
- WTNZ FOX-43 (Knoxville, TN)  
<http://www.wtnzfox43.com/Global/story.asp?S=14393269>
- WTOG CBS-11 (Savannah, GA) 9,000 Visitors/day \*  
<http://www.wtog.com/Global/story.asp?S=14393269>
- WTOL CBS-11 (Toledo, OH) 17,000 Visitors/day \*  
<http://www.wtol.com/Global/story.asp?S=14393269>
- WTVF-TV CBS-5 (Nashville, TN) 28,000 Visitors/day \*  
<http://www.newschannel5.com/Global/story.asp?S=14393269>
- WTVM ABC-9 (Columbus, GA) 3,000 Visitors/day \*  
<http://www.wtvm.com/Global/story.asp?S=14393269>
- WUPV-TV CW-65 (Ashland, VA)  
<http://www.cwrichmond.tv/Global/story.asp?S=14393269>
- WVNY-TV ABC-22 (Colchester, VT)  
<http://www.abc22.com/Global/story.asp?S=14393269>
- WWBT NBC-12 (Richmond, VA) 10,000 Visitors/day \*  
<http://www.nbc12.com/Global/story.asp?S=14393269>
- WXIX FOX-19 (Cincinnati, OH) 9,000 Visitors/day \*  
<http://www.fox19.com/Global/story.asp?S=14393269>
- WXOW ABC-19 (La Crosse, WI)  
<http://www.wxow.com/Global/story.asp?S=14393269>
- WXTX-TV FOX-54 (Columbus, GA)  
<http://www.wxtx.com/Global/story.asp?S=14393269>
- WXVT-TV CBS-15 (Greenville, MS)  
<http://www.wxvt.com/Global/story.asp?S=14393269>
- Yahoo! 65,560,000 Visitors/day \*  
[http://finance.yahoo.com/news/Michael-Douglas-Honored-Film-prnews-3846460979.html;\\_ylt=AjbyEkZi68kwbEHYk3XfPWascq9;\\_ylu=X3oDMTFIamp2b3VzBH BvcwMzMQRzZWMDbmV3c0h1YkFydGljbGVMaXN0BHNsawNtaWN0YWVsZG91Z2w-?x=0](http://finance.yahoo.com/news/Michael-Douglas-Honored-Film-prnews-3846460979.html;_ylt=AjbyEkZi68kwbEHYk3XfPWascq9;_ylu=X3oDMTFIamp2b3VzBH BvcwMzMQRzZWMDbmV3c0h1YkFydGljbGVMaXN0BHNsawNtaWN0YWVsZG91Z2w-?x=0)