



America's Partners to Prevent Underage Drinking

Updated Media Outreach Report

July 7, 2004

National television, print and radio media representatives attended the May 27th press conference introducing America's Partners to Prevent Underage Drinking (AP). Editors, reporters and correspondents were advised of the event through daybook postings on the Reuters and Associated Press news services, placement of a media advisory on wire services throughout the country and distribution of the media advisory to more than 1,000 media contact points compiled and organized specifically for this event.

AP will be featured in the following publications, and copies will be forwarded as soon as they become available:

- *College Bound Magazine* – has confirmed a feature of America's Partners for its October back-to-school issue. *College Bound* has more than 3 million subscribers to both its print and online publications. The editorial board is excited about America's Partners, and looks forward to featuring the coalition in one of their biggest editions of 2004.
- *The Nation's Health* – the American Public Health Association's official newspaper will feature America's Partners in either its hard copy or online August edition. More than 30,000 public health professionals, most working the national level, as well as member of Congress, the media and several hundred libraries across the nation make up its readership.
- *ABC News Radio* – this national news organization covered the conference and distributed transcripts to thousands of affiliate stations across the country.

In addition, the rollout of America's Partners was featured in the following online publications and websites:

- WashingtonPost.com – May 27, 2004
<http://financial.washingtonpost.com/wpost/newspaper.asp?Mode=QUOTE&Story=20040527/148b4991.xml&Symbol=IDN&dispnav=business>
- Yahoo Finance – May 27, 2004
http://biz.yahoo.com/prnews/040527/dcth036_1.html

- AlcoholFreeChildren.org – May 27, 2004
http://biz.yahoo.com/prnews/040527/dcth036_1.html
- Finance.Myway.com – May 27, 2004
- HEC/News – May 27, 2004
<http://www.edc.org/hec/news/hecnews/1114.html>
- National Association of School Psychologists E-newsletter
Week of July 12th, 2004
- Drug Detection Report – June 10, 2004
- News Radio 1030 – June 10, 2004
http://wbz1030.com/parentreport/local_story_162194005.html
- FindLaw.com – May 27, 2004
<http://news.findlaw.com/prnewswire/20040527/27may2004121300.html>
- Education Development Center, Inc. – May 27, 2004
<http://www.edc.org/hec/news/hecnews/1114.html>
- Valley Youth House
http://www.valleyyouthhouse.org/Bulletin_Servers.htm
- Washington Hispanic
http://www.washingtonhispanic.com/PassIssues/paper6_11_4/html/autoguia.html
- Nutrar.com
<http://www.nutrar.com/detalle.asp?ID=5041>
- Intelli-Check, Inc. – May 27, 2004
http://www.intellicheck.com/corporate/news_detail.asp?new_id=75
- FindBiometrics.com – May 27, 2004
<http://www.findbiometrics.com/viewnews.php?id=1172>
- iwon.com – May 27, 2004
http://money.iwon.com/jsp/nw/nwdt_ge.jsp?news_id=cmt-148b4991&feed=cmt&date=20040527
- BigCharts.com – May 27, 2004
<http://bigcharts.marketwatch.com/news/articles.asp?guid={D6B92F76-F2EA-43E7-B8F5-742060DC689E}&newsid=814806637&symb=IDN&sid=160879>

- PCQuote.com – May 27, 2004
<http://pcquote.money.net/stocks/readNews.php?symbol=IDN&id=420372>
- Quote.com – May 27, 2004
<http://finance.lycos.com/qc/stocks/quotes.aspx?symbols=AMEX:IDN>
- SecureCheckCashing.com – May 27, 2004
<http://www.securecheckcashing.com/news.html>

Policy Impact continues to actively pitch the story of AP's rollout and its national initiatives to news organizations, associations and other groups to increase awareness of AP, its mission and its invitation for partnership with like-minded organizations desiring to see underage drinking decrease in America.

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