

Memo: Media Support for your Program

To: School, conference, or agency hiring Dr. Bluestein

From: Jerry Tereskiewicz, Business Manager

Re: Media support for your program and Dr. Bluestein's appearance

I am writing to congratulate you on contracting with Dr. Bluestein for your conference, training or community service program. Many of the agencies that have hired Dr. Bluestein have taken advantage of her outstanding media skills by arranging interviews with their local newspapers, radio stations and television networks to promote and support their programs, build public relations and generate community attendance and involvement. If you plan to use the media in promoting or reporting a program that involves Dr. Bluestein, please consider the following:

1) This office will send a high resolution photo JPG upon request for your promotional materials. We can also send an actual photograph. As a courtesy, **we request that photos be returned** whenever possible.

2) Dr. Bluestein has given many radio and newspaper interviews by phone, either from her office or while on the road. We invite you to set up interviews with your local media and call us (or have them call) to arrange a time that is mutually convenient. Suggestions for program topics and interview questions are available, as are speaking resumes that list other programs and newspapers that have carried interviews with Dr. Bluestein. These materials are available online. Hard copies will be supplied to your office and/or the media agency upon request.

4) Dr. Bluestein has participated in a variety of media programs internationally and in the process, has found that certain formats work better than others. Because the nature of her presentations is so positive, we have found combative, confrontative formats to be unsuitable for, and inappropriate to, the topics she discusses. We insist that interviews that involve Dr. Bluestein's participation be supportive of, or at least *open* to, the ideas you are hiring her to present. **Under no circumstances will Dr. Bluestein participate in any program in which the interviewer is in any way abusive or disrespectful, or in program formats that involve personal attacks, sarcasm, ridicule or any other behavior unsuitable to healthy, functional relationships.**

5) Dr. Bluestein would like to support your efforts to record her presentation for the further education of program participants or members of your agency who are unable to attend. Because of contract restrictions, she does require that agencies obtain written permission *prior* to making any type of recording (audio and/or video). If you wish to record any portion of the presentation, a permission form must be signed and returned to us before the presentation.

If you have any questions regarding any of these issues, please feel free to contact either Dr. Bluestein or myself at 1-800-688-1960 or

via email to jane@janebluestein.com. Thank you for your consideration.

Please visit <http://www.janebluestein.com> for additional press materials.