



Promotion Alert

December 2008
www.naquitline.org

Identifying and providing information to NAQC members about upcoming promotion activities that may impact quitline operations and services.

Legacy and *Parents Magazine* Live Satellite Interviews Tuesday, Dec. 16

On Tuesday, Dec. 16, the American Legacy Foundation will conduct live satellite interviews with the media outlets listed below to promote a collaborative effort between Legacy and *Parents Magazine* to encourage parents to quit smoking.

Dr. Cheryl Heaton, president and CEO of the American Legacy Foundation, will be featured in the interviews and plans to mention 1-800-QUIT-NOW. There is no guarantee 1-800-QUIT-NOW will appear in all markets during all interviews or in the final copy. However, we wanted to make U.S. quitlines aware of this promotion and potential impact on quitline call volume in the markets listed below. Any impact would be on a state or local level only in those markets.

The focus of the Legacy/*Parents Magazine* promotion effort is on a new Web site called parentsquitforgood.com, which is powered by *Become and EX*. The topic will be featured in January, February and March issues of *Parents Magazine*.

The stations with booked interviews for Tuesday, December 16 include:

Savannah, GA WSAV (NBC)	Statewide Pennsylvania Radio Network	Statewide South Carolina News Network	Kansas City, MO KMBC (ABC)
Greensboro, NC WGHP (FOX)	Jacksonville, FL WJXT (IND)	Sacramento, CA KCRA (NBC)	New York, NY WPIX (CW)
Des Moines, IA WHO (NBC)	Flint, MI WNEM (CBS)	Statewide Iowa Public Radio	Minneapolis/St. Paul, MN (pending approval) KLTF-AM
Rochester, NY WHAM (ABC/CW)	Nashville, TN WLAC-AM	Sacramento, CA KFBK-AM	Phoenix, AZ (taped & shipped, not live) KNXV (ABC)
Lexington, KY WTVQ (ABC)	Statewide Texas Public Radio	Statewide North Carolina News Network	National (Wed., Dec. 17) American Urban Radio

Please contact Randi Lachter (rlachter@naquitline.org) with any questions about the information contained in this *Promotion Alert*.