

Best Practices:

Public Relations

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There are plenty of opportunities for physicians to leverage in print (newspaper, magazines) and online.

☒ One example is a Byline, which is an authored article about a subject matter of interest to you and the publication.

☒ Keep the article to 500 words or less.

☒ Select a topic that is in the mainstream.

☒ The following are examples of a Byline article:

- Oakland Post - HEALTH: Preventing Falls Among Older Adults
- Brentwood Press - Preventative measures to avoid the cold, flu
- Pleasanton Weekly - Early detection key to surviving prostate cancer
- Pleasanton Weekly - Pregnant women most vulnerable to Zika virus
- San Rafael Patch - Best Tips For Protecting Your Children's Skin This Summer