

**STEOLC EVENTS PLANNED
IN RECOGNITION OF
NAT'L HEALTHCARE DECISIONS DAY 2010**

Free Information Booths on April 16th at these locations:

- Action for Older Persons, 30 W. State St., Binghamton (8:30AM – 3PM)
- Lourdes Atrium, Riverside Dr., Binghamton (10AM – Noon)
- Lourdes Cafeteria, Riverside Dr., Binghamton (11:30AM – 2:00 PM)
- Lourdes Physician Network – 5 Locations & Times To Be Determined

- Binghamton University Union, Main Campus (11AM – 4PM)
- Binghamton University Downtown Campus Lobby (11AM-4pm),

- UHS - Stay Healthy Center, Oakdale Mall, JC (7AM-3:30pm)

Advance Healthcare Planning Seminars

At Action for Older Persons, 30 W. State St., Binghamton. Must call 722-1251 to register for these free group seminars.

- Wednesday, April 14 (10AM)
- Thursday, April 15 (3PM)
- Friday, April 16 (5:30 PM)

Media Opportunities

Encounters Program – Tape Wed 4/7, 9:15 am, at WBNG-TV

Dr. Francine Rainone

Rev. Dave Schriber

Terry McGuinness, Esq.

WBNG “Docs on Call” Spot – Melissa Klinko taking care of taping logistics.

Dr. Francine Rainone

WBNG “Live at 5” Interviews – Live interviews. Must be at WBNG studio at 4:45PM. AOP to forward questions/answers to interviewee & reporter.

Dr. Shawn Berkowitz (UHS/Ideal) – Tues, 4/13

Nate Sturgeon (BU/MSW Hartford Fellow) – Thurs, 4/15

Press Announcement – Released to local media 4/2/10 by AOP

15-sec PSA – To air week of April 16 on WBNG, paid for by AOP

Direct Mailer – 3,000 to be mailed week of April 5, paid for by AOP

Website – AOP to update with NHDD link and local STEOLC events by 4/7

Guest Viewpoint – To be submitted by Excellus/Dr. Bomba