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Once the *Silent Treatment* series is released to newspapers across the country Aug. 2, it will provide many ways to shine the media spotlight onto your organization's work. Readers will be checking out all of the ST resources for more information, heading to websites and making calls. Here are some ways to maximize the project's reach:

#### 1. [ST series available in free reprints](#)

The entire *Silent Treatment* series will be available in a 16-page reprint on August 4. To order bulk or single copies, visit [www.silenttreatment.info](http://www.silenttreatment.info) and look for the reprint icon on the homepage. Reprints are free, so order multiple copies to distribute as part of your outreach strategy. Free downloads of each story in the series, along with photos and logos, also will be available ([click here](#)) on Aug. 2. We encourage you to reprint them, using the following credit line: *From the Robert Wood Johnson Foundation's "Silent Treatment: Addiction in America" project, produced by Public Access Journalism LLC.*

#### 2. [Join us for Web chats August 3-10](#)

The *Silent Treatment Web site* will host six daily web chats featuring selected experts in the addiction field who will answer questions on a wide range of issues from readers across the country. Newspaper websites also will link to the live chats. Please link to or join us for the chats at <http://chatroom.silenttreatment.info>, or visit the site later to read the full transcripts.

All chats will be online from 2:30-3:30 p.m. ET. The schedule is as follows:

Thursday, Aug 3: Journalist Thom Forbes, generational addiction issues

Friday, Aug. 4: Dr. Tom McLellan, Director, Treatment Research Institute; general treatment issues

Monday, Aug. 7: Darla Bardine, Associate Policy Director, The Rebecca Project for Human Rights; women and disparity issues

Tuesday, Aug. 8: Pat Taylor, Executive Director, Faces & Voices of Recovery; recovery movement issues

Wednesday, Aug. 9: William C. Moyers, VP, External Affairs, Hazelden Foundation; recovery issues

Thursday, Aug 10: Dr. Sharon Levy, Instructor, Pediatrics, Harvard Medical School; adolescent and teen issues

#### 3. [Surveys: Tell us what you think](#)

Your feedback is important! Your opinions on the series and its outreach opportunities are critical as we evaluate the project's future direction. We will send an email with directions for taking the 5-10 online survey. Please watch for it – we appreciate your taking time to tell us what you think.

#### 4. [Last E-news](#)

This will be the final regular installment of the *Silent Treatment* e-newsletter. You'll receive an email reminder Aug. 2, when the series is released. Look for updates in mid-August and September that will keep you posted on where the series has appeared, and ways it is being used to strengthen local media efforts. As always, we welcome your feedback and would very much like to hear how the series helped, if it appeared in your local paper, or any events or activities it sparked. Submit your thoughts [online](#) or send us an [email](#).

If you missed past issues, visit the archive section at <http://www.silenttreatment.info/enewsletters.htm>. To unsubscribe, send an e-mail to the same address, including the word "unsubscribe" in the subject line.