



About Tartaglia Communications, LLC

Tartaglia Communications, LLC, is a full-service public relations firm that specializes in developing strategic communications solutions for health, science and nonprofit organizations. The firm was established in 2008 by Dennis Tartaglia to provide personalized service, high-level strategic insight, and the results-oriented approach that clients in these sectors need to achieve their communications objectives. Sheila Tartaglia joined the firm in 2010.

For more than 30 years, Tartaglia Communications and its principals have developed award-winning communications programs for a range of national and international scientific, health care and public health organizations. They have designed high-impact campaigns for leading organizations like the Gordon and Betty Moore Foundation, Brookhaven National Laboratory, The Robert Wood Johnson Foundation, Columbia University Medical Center, Max Planck Florida Institute for Neuroscience, American Federation for Aging Research, American Migraine Foundation, National Multiple Sclerosis Society, American Board of Addiction Medicine and MetLife Foundation, among many others.

Dennis and Sheila draw on their expertise and extensive network of contacts to deliver customized programs that help clients reach their educational, policy and business objectives. While intimately involved in all accounts, they employ a network of trusted and experienced communications professionals who can assist with projects when the need arises. Tartaglia Communications' network includes writers, publicists, designers, video producers, advertising specialists, event planners and online marketers, among others.

Tartaglia and its principals have earned more than two dozen top awards, including the Public Relations Society of America's *Silver Anvil* and *Bronze Anvil*, PRWeek's *Healthcare Campaign of the Year* and the *HPRMS Award for Excellence in Public Relations*.

Tartaglia Communications focuses on the following areas of work:

- Communications Planning
- Media Relations - Strategy Development and Execution
- Health and Science Writing/Editing
- Policy Communications and Media Advocacy
- Marketing Communications
- Social Marketing
- Media and Message Training
- Corporate and Internal Communications
- Social Media Engagement
- Crisis Communications and Issues Management

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Among our accomplishments for clients, we have:

- Leveraged the strategic announcement of nuclear physics findings to enable Brookhaven National Laboratory to save \$13 million in funding. This communications program, which resulted in global news coverage, won PRSA's *Silver Anvil Award*.
- Created a national media platform for the neuroscience leadership of Columbia University Medical Center, moving it from 8th to 2nd in national news coverage among peer institutions and supporting a \$1 billion capital campaign.
- Led media relations efforts for the Gordon and Betty Moore Foundation's first competition to "re-imagine the chemistry set." The campaign resulted in feature stories in multiple major media outlets, including *The New York Times*, *Science*, *Wired*, *Popular Science*, *DISCOVER* and *Science News*.
- Developed and implemented an initial national communications strategy for the Max Planck Society's first U.S.-based institute, the Max Planck Florida Institute for Neuroscience. Among our successes was a "background" scientific briefing in New York for national media, which was attended by reporters from the Associated Press, *Wall Street Journal* and *Scientific American*, among others.
- Established a partnership between the National Association of Science Writers (NY chapter) and the American Federation for Aging Research, in order to stimulate journalist interest in a symposium on the biology of aging. The event's overflow crowd included journalists from Reuters, *The New Yorker*, *60 Minutes*, *The Scientist* and *BMJ (British Medical Journal)*, as well as leading freelance science writers.
- Secured the first global media coverage of the *MetLife Foundation Awards for Medical Research in Alzheimer's Disease*, as well as the awards' first photo feature in *The New York Times*.
- Designed and executed the American Board of Addiction Medicine's (ABAM's) first communications strategy. Created mission-related messaging, publicized numerous major initiatives, and conceptualized and edited a number of editions of ABAM's first newsletter.
- Designed a global publicity campaign for Peptor (Develogen), a small Israeli biotech company, around early-stage research. This campaign, which resulted in massive media coverage and led to the firm's first pharmaceutical partnership, won PRWeek's *Healthcare Campaign of the Year Award*.
- Designed public relations campaigns for two national Robert Wood Johnson Foundation programs, which resulted in influential stories in the *Wall Street Journal*, *New York Times* and *Washington Post* and drove social change and policy adoption, motivated grassroots action, and stimulated new thinking among key stakeholders.
- Helped increase applications for the Bristol-Myers Squibb Foundation's *Fellowship Program in Academic Medicine for Minority Students* through innovative, targeted communications.
- Introduced University of Connecticut Health Center's research leadership to national media and mentored communications staff on national media relations.
- Created media relations strategies that effectively positioned The Leukemia & Lymphoma Society's leadership in cancer research funding.

Clients and Employers

Dennis and Sheila Tartaglia and Tartaglia Communications have worked with many leading scientific, philanthropic, health care, nonprofit, and academic organizations. They include:

Philanthropy

Robert Wood Johnson Foundation
Bill and Melinda Gates Foundation
Gordon and Betty Moore Foundation
Bristol-Myers Squibb Foundation
MetLife Foundation
New Jersey Health Foundation

Basic Research

Brookhaven National Laboratory
Max Planck Florida Institute for Neuroscience
American Federation for Aging Research
American Association for Cancer Research
The New York Academy of Sciences

Academic Medicine/Provider

Columbia University Medical Center
NYU Hospital for Joint Diseases
Atlantic Health System
University of Connecticut Health Center
New York Hospital Queens
Hackensack University Medical Center
Somerset Medical Center
Raritan Bay Medical Center
Newark Beth Israel Medical Center
WVU Health Sciences Center
UMDNJ (Rutgers) School of Public Health
Neurological Surgery, P.C.

Professional Association

American Board of Addiction Medicine
American Society of Addiction Medicine
American Board of Medical Specialties
American Headache Society

Nonprofit

National Parkinson Foundation
American Migraine Foundation
National Business Group on Health
Innovators Combating Substance Abuse Program at Johns Hopkins Medicine
Developing Leadership in Reducing Substance Abuse
American Cancer Society
American Heart Association
National Multiple Sclerosis Society
United Cerebral Palsy
Recording for the Blind & Dyslexic
Leukemia & Lymphoma Society

Medical Imaging/Diagnostics/Devices

Siemens Hearing Instruments
Trex Medical Corporation (Hologic)
Fujirebio Diagnostics Inc.
OralCDx Laboratories

Science/Health Education

Rider University
WLIW New York/WNET (PBS)

Health Care Quality/Urban Health

The New York Academy of Medicine
IPRO (Island Peer Review Organization)
NY State Health Accountability Foundation
Healthcare Quality Strategies, Inc.

Pharmaceutical

Pfizer Pharmaceuticals

Biotechnology

Peptor (Develogen)