



Health, Science & Nonprofit
Communications/Public Relations

Contact: Dennis Tartaglia
(732) 545-1848

DTartaglia@TartagliaCommunications.com

For Immediate Release

**DENNIS TARTAGLIA FORMS TARTAGLIA COMMUNICATIONS,
SPECIALIZING IN HEALTH, SCIENCE, NONPROFIT PR**

SOMERSET, NJ – July 31, 2008 – Dennis Tartaglia, a senior public relations counselor with 24 years of experience, has formed Tartaglia Communications, a strategic firm specializing in health, science and nonprofit public relations and communications. Tartaglia was a senior vice president in the health care practice of New York-based public relations firm M Booth & Associates, where he worked more than 10 years. He has created and delivered award-winning campaigns for national organizations like the Robert Wood Johnson Foundation, Columbia University Medical Center and Brookhaven National Laboratory, as well as for biopharmaceutical and medical device startup companies, regional hospitals and health systems, and local nonprofit organizations in New York and New Jersey.

“I established Tartaglia Communications to provide the personalized service, high-level strategic insight, and results-oriented approach that health, science and nonprofit organizations need to achieve their communications objectives,” says Tartaglia. “To be successful, these organizations require public relations counselors who understand the challenges they face, can speak their language and can provide not just senior counsel but flawless hands-on, day-to-day program execution. This is the approach that I have used throughout my career, and that I am continuing in this new venture.”

Tartaglia has earned the respect and trust of leading journalists, policy makers, physicians, scientists, and health care and nonprofit executives, and has maintained many long-term relationships in the field. “Trusting relationships are critical to one’s ability to help clients attain their objectives,” he says. “My clients have always considered me a trusted strategic partner. This is the type of relationship that clients of Tartaglia Communications can expect.”

Tartaglia Communications specializes in:

- Communications Planning
P.O. Box 5148, Somerset, NJ 08875-5148 | Tel: (732) 545-1848 | Email:
TartagliaCommunications@verizon.net



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

Dennis Tartaglia's work has received the validation of more than two dozen top awards, including the Public Relations Society of America's (PRSA) *Silver Anvil*, the *Bronze Anvil Award of Commendation* and *PRWeek's Healthcare Campaign of the Year*. He has been named to a number of voluntary leadership positions, and currently serves as vice chair for communications on the board of directors (executive committee) of the PRSA Health Academy. With 800 members, the Health Academy is PRSA's largest professional interest section and the world's largest network of senior and mid-level health care public relations executives. He is also a member of the advisory board of the Quinnipiac University School of Communications.

Prior to joining M Booth, Tartaglia held senior public relations positions with the NYU Hospital for Joint Diseases and Newark Beth Israel Medical Center in New Jersey. He started his communications career in 1985 with the American Cancer Society. He has also worked for the American Heart Association, National Multiple Sclerosis Society and United Cerebral Palsy. Tartaglia has been a director and treasurer of the Healthcare Public Relations & Marketing Society of Greater New York, and is an active member of the National Association of Science Writers, American Medical Writers Association, Science Writers in New York and Healthcare Planning & Marketing Society of New Jersey. His work has been featured in *PRWeek*, *O'Dwyer's PR Report*, *Communiqué* and in *Bulldog Reporter's* "Breakthrough PR Campaigns."

Tartaglia Communications is headquartered in Somerset, NJ. For more information, please call (732) 545-1848 or write to: DTartaglia@TartagliaCommunications.com.

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