



Health, Science & Nonprofit
Communications/Public Relations

Contact: Dennis Tartaglia
(732) 545-1848

DTartaglia@TartagliaCommunications.com

For Immediate Release

TARTAGLIA'S WORK FEATURED IN "BIG BOOK OF BRILLIANT PR IDEAS"

New Book Highlights 100 "Breakthrough" Case Studies

SOMERSET, NJ – March 10, 2009 – The work of Dennis Tartaglia is highlighted in a new book, *The Big Book of Brilliant PR Ideas: 100 Case Studies for Inspiring High-Impact Public Relations Campaigns*. The book, published by *Bulldog Reporter*, a leading provider of news and intelligence to the public relations industry, is considered a "collection of the best PR campaigns in the past three years," according to the publisher. Tartaglia is the president and founder of Tartaglia Communications, a firm that specializes in developing strategic communications and public relations solutions for health, science and nonprofit organizations.

"It is a great honor to be included in this book, as it was to receive the *Bulldog Award* for this work," says Tartaglia, who directed the award-winning program while a senior vice president at M Booth & Associates. "The most important thing to me, however, is the results achieved by this campaign."

Tartaglia and his team received the *Bulldog Award for Media Relations Excellence* for a public relations campaign for the Robert Wood Johnson Foundation's *Innovators Combating Substance Abuse Awards Program* at the Johns Hopkins School of Medicine. The campaign highlighted a study by James Repace, MSc, a noted secondhand smoke researcher and recipient of the *Innovators Award*.

Dubbing the campaign a "PR 'David Vs. Goliath' Story," *Bulldog* Editor Frank Zecolla noted that the campaign earned "top media attention for a complicated scientific study published in an obscure medical journal," the *Journal of Occupational and Environmental Medicine*. Zecolla called the campaign "downright amazing," noting that it was designed and executed in a two-week period, and that Tartaglia successfully fended off attacks by the tobacco and hospitality industries, achieving more than 500 stories in leading media.

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



Health, Science & Nonprofit
Communications/Public Relations

Tartaglia led two campaigns around the work of Mr. Repace. The first study, which is cited in the new book, was the first to document major reductions in indoor air pollution that resulted from state-wide smoking bans. In the second study, Repace demonstrated the inability of high-tech ventilation systems to control secondhand smoke. These expensive systems are promoted by the hospitality and tobacco industries as a way to accommodate both non-smokers and smokers within the same establishment. They are widely used, especially by casinos, but Repace's study demonstrated that they do not effectively remove smoke-related pollutants.

In addition to media relations efforts, Tartaglia reached out to tobacco-control groups across the country prior to the studies' publication in fall 2004 and 2006. The groups were working to pass smoke-free workplace/public accommodation ballot initiatives in cities and states around the U.S. In a number of states, lookalike initiatives that would have still allowed restaurant smoking, and rolled back existing smoking bans, were also on the ballot.

Despite the millions of dollars being poured into these "smoke-less" campaigns by tobacco and hospitality industry interests, a vast majority of smoke-free referenda passed by wide margins. The widespread pick up of wire service stories initiated by Tartaglia, local stories initiated by advocates (with the new research to back their positions), and supportive editorials by major newspapers all helped pass these initiatives.

To read the *Bulldog Reporter* case study, please go to: <http://tinyurl.com/b7cucq>. To learn more about the *Big Book*, go to: www.BulldogReporter.com.

Tartaglia Communications is a full-service public relations firm that specializes in developing strategic communications solutions for health, science and nonprofit organizations of all types and sizes. Dennis Tartaglia established the firm to provide the personalized service, high-level strategic insight, and results-oriented approach that his clients need to achieve their communications objectives in a cost-effective manner. Tartaglia draws on his 25 years of experience and extensive network of contacts to deliver customized programs that help clients reach their business, policy and educational objectives. Please visit www.TartagliaCommunications.com, or contact us at info@TartagliaCommunications.com or (732) 545-1848.

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