



MARKETING PLAN FOR:

EARLY ON[®] MICHIGAN

SEPTEMBER 30, 2002

BACKGROUND

Early On Michigan is a system available in all 57 of Michigan's Intermediate School Districts (ISD's), and is designed to coordinate early intervention and other services for families with children ages 0–3 that may need services due to a child's developmental delay, disability, or special needs.

Early On Michigan (EOM) can help address developmental issues for these children by providing numerous services including (but not limited to) developmental assessments, individual family service planning, home visits and therapy, playgroups to help build socialization skills, parent education and support, and service coordination with other local, state, and federal agencies.

EOM follows a principle of family-centered care, which recognizes that a developmentally challenged child's family is the one constant in the child's life. Thus, an equal partnership between the family and the professionals providing care for the child is the environment that gives the child and family the best opportunity for success. Family-centered care honors the priorities, choices, and resources of the individual family when a plan for care is developed.

SITUATION

In Michigan, the families of numerous children who experience developmental delays or have disabilities or special needs are not receiving the counseling and special services they require. The federal government has determined that 2.2% of families may need child early development counseling and services. In Michigan, many children and families eligible for services from EOM do not receive them due to lack of awareness of availability of and eligibility for these services. EOM's primary goal is to increase the awareness and usage of EOM services by those children and families in need. This is important because the earlier a child/family takes advantage of EOM's services, the more likely it is that a positive outcome will occur.

EOM was launched in 1992 with significant funding, but due to changes in budget priorities at the state level, it has seen its marketing and promotion budget scaled back. Additionally, the marketing/promotion materials that have been developed for the EOM system seem to have a divergent and inconsistent design style, which hampers the group's ability to define a

consistent public image. Due to new funding, EOM has significant opportunities to raise awareness of the system with its primary target audiences. These include the families that most need the services, and also primary care physicians, nurses, other caregivers (daycare professionals, dentists, optometrists, preschool teachers, etc.), and state and local agency workers who may be able to identify children and families that could benefit from EOM's services. Adding to the complexity, children/families who could utilize these services cross all demographic and socioeconomic strata.

The new funding will allow EOM to reinvigorate its marketing and communications efforts. With this funding, the organization has an opportunity to significantly increase the public's awareness of its services. EOM will be facing a number of strategic decisions regarding the marketing mix most effective to reach the different target audiences. Numerous forms of media, from the traditional (television, radio, print, outdoor) to the grassroots (pamphlets, flyers, posters placed in strategic locations, volunteer efforts, public relations activities), will provide the comprehensive strategy necessary to reach the divergent families and affiliated audiences.

OVERALL CAMPAIGN OBJECTIVE

To increase the number of infants and toddlers (and their families) referred to early intervention services.

TARGET AUDIENCES

The marketing plan covers three primary target audiences:

- 1. Urban/rural/suburban families of infants and toddlers with special needs**
- 2. Primary Referral Sources**
- 3. General Population**

The next section provides significant additional information on each of the audiences, a discussion of preferred plan tactics, and a list of deliverables from Pace & Partners for each tactic.

A note on tactics: A variety of tactics must be employed to reach EOM's wide target audiences. Constraints on both time and budgets will require prioritization of these tactics. This plan identifies those strategies that can

most successfully be implemented to reach the target audiences across the state and should result in a successful campaign.

TARGET AUDIENCE #1—URBAN/RURAL/SUBURBAN FAMILIES OF INFANTS AND TODDLERS WITH SPECIAL NEEDS

Background information on this target audience:

- In 2000, 136,048 babies were born in the state of Michigan.
- There are approximately 416,000 children aged 0–3 in the state of Michigan (approximately 4.1% of the total state population).
 - Of the approximately 4 million households in the state of Michigan, nearly 6% (approximately 240,000 total households) have children aged 0–3 living in them.
 - 70% of children are living in a household headed by a married couple.
 - 30% of children are living in a household headed by a single parent or other relative.
 - Approximately 20% of children live below the poverty line
 - In 1999, 14.7% of families with children under age 5 lived below the poverty line.
 - 44.2% of families with children under age 5 headed by a female householder with no husband present lived below the poverty line.
- 14.2% of the state population is African American and 3.3% is Hispanic/Latino. Due to higher birth rates for these populations, the percentage of children aged 0–3 in each of these categories is higher.
- In 1999, 6.4% of all children born (8,455) were born with a reported birth defect. By age 20, nearly 10% of the population reports a disability.

Barriers to reaching this audience:

- Children with disabilities or developmental delays (and their families) cross all demographic and socioeconomic strata.
- Children and families facing these issues live in all geographic areas of the state.
- Often families are in denial to the severity and complexity of the situation they and their child are in, and thus are averse to receiving the EOM message.

CAMPAIGN TACTICS—PARENTS/FAMILIES

In order to increase receptivity to the EOM message, we recommend reaching this audience at different times during the very early stages of their child's development, utilizing the following materials to educate the parents. To have the message effectively attract the audience's attention, multiple media and tactics are recommended. This will increase the repetition of the message through multiple exposures. Due to the geographic spread of this target audience, the different media suggested will also increase the reach of the message.

1. *Early On Portfolio for Parents*

There are two key times when there's an opportunity to provide parents with information: during prenatal education, and immediately following delivery (in the hospital). Many expectant and new parents are ready to absorb all kinds of information in anticipation of the birth of their child. This information should be given to all relevant prenatal organizations and classes, and hospitals to distribute to new parents.

Deliverables—Portfolio Elements (in printer-ready files):

- A. **Introductory letter**—A draft version of a letter from the Governor (three versions—English, Spanish, Arabic).
- B. **Developmental Calendar** —Describes how a baby develops through the first three years of life, addresses issues that parents may want to discuss with a healthcare provider, offers different activities for parents to engage in with their children, and includes safety tips, etc. (three versions—English, Spanish, Arabic).
- C. **Helpful phone numbers list (baby-sitter refrigerator magnet)**—includes a list of emergency services, and possibly agencies and programs with phone numbers.
- D. **Childhood Immunization Schedule Card**—list of vaccines and the age they are recommended (with translations). This would be done in collaboration with the Michigan Department of Community Health.

Note: We also recommend including a copy of the “Wonder Years” newsletter that is written by the Michigan Department of Education.

2. *Early On Postcard Series*

EOM assists new parents by educating them about key issues to discuss with their healthcare provider. The postcard series will not overwhelm parents by giving them reasonable, digestible amounts of information at specific intervals. A simple checklist of issues and a statement about EOM as a referral source will elevate recognition and awareness. A database of new parents can be developed based on birth records. Mailings can then be timed to reach parents at key developmental stages during the first three years of life.

Deliverables:

- A. Sources for names of new parents/parents with newborns—**
Due to privacy concerns, these names are not publicly available. To obtain lists of parents with newborn children, EOM or its designated distribution agency will have to work with one or more list brokers. These lists will likely not be comprehensive, but include the majority of new parents in Michigan. *We have identified list brokers that offer lists of parents with newborns (and possibly parents with children aged 0–3 and expectant mothers/parents) as well as brokers that specialize in ethnic group lists. Their contact information is included in the **Resources** section of this plan.* These lists typically cost between \$150 and \$300 per thousand names.
 - B. A series of 12 postcards** (four each in English, Spanish, and Arabic) timed to reach parents at 3 months, 6 months, 12 months, and 2 years after birth, with appropriate information to increase the likelihood that parents will make an inquiry to *Early On* if warranted.
- 3. Milk Carton or Other Packaging Opportunities**
There may be an opportunity to collaborate with a local dairy producer, pizza franchise, video rental franchise, or a similar company, to promote *Early On* Michigan. This tactic has proven successful for early intervention programs in other states.

Deliverables:

- A. A list of possible organizations for *Early On* to contact/make arrangements with that may be interested in distributing *Early On* information with their products.** *In the **Resources** section of this plan we have attached a list of organizations to contact regarding possible placement of an EOM message.*

B. Printer-ready artwork that can be given to organizations EOM is collaborating with for placement on milk cartons, pizza boxes, with video rentals, etc.

4. Targeted Print Advertising

Print advertising is an excellent medium for giving detailed information and telling a complete “story”. We recommend running ads in Michigan publications or in Michigan-zoned distribution of national publications likely to reach parents with small children.

Deliverables:

- A. **A comprehensive list of publications** to consider for advertising. *We have attached a list of publications to contact for advertising placement in the **Resources** section of this plan, with additional information on editorial style, demographics, and geographic coverage.*
- B. **Four completed print advertisements**, designed for easy placement/resizing, and developed for the following target audiences:
 - 1. One ad for Caucasian families
 - 2. One ad for African American families
 - 3. One newspaper ad for Hispanic/Latino families
 - 4. One newspaper ad for Arabic families

5. Web Links

EOM can create additional awareness by creating alliances and relationships with organizations whose Web sites may have frequent visits from parents of newborn/young children. EOM should aggressively pursue relationships with these organizations and contact the communications managers/directors/webmasters of appropriate organizations to request the addition of a link to the *Early On* Michigan Web site, and also discuss possibilities of mentioning the EOM system within the content of the Web site. Many of these sites already have “Additional Resources” or “Relevant Links” pages on the site, so getting EOM added to the list should be possible.

Deliverables:

- A. **A list of relevant organization Web sites** to possibly link to the *Early On* Web site. *We have attached a list of Web sites to contact in the **Resources** section of this plan.*
- B. **A completed banner advertisement** for placement on Web sites (in English).

TARGET AUDIENCE #2 – PRIMARY REFERRAL SOURCES

Early On Michigan identified physicians and other human services personnel as primary referral sources. The target audiences is defined in greater detail:

Physicians/Healthcare Professionals

- In 1999 (the last year data was reported), there were 212,000 healthcare practitioners and technicians and 115,000 healthcare support workers in the state of Michigan.
- Of those, the following target audiences may have access to families/children with disabilities/developmental delay:
 - 6,620 family and general practitioners, 1,320 general internists, and 770 general pediatricians.
 - 82,200 registered nurses, 19,510 licensed practical/vocational nurses, and 39,440 nursing aides/orderlies/attendants
 - Relevant specialists including 1,020 optometrists, 310 audiologists, 5,650 physical therapists, 2,700 physical therapist aides/assistants, and 4,590 speech/language pathologists.

Healthcare Facilities

- There are more than 150 recognized hospitals in the state of Michigan. All may have relationships with healthcare professionals who may come into contact or refer families with children with special needs. The majority of hospitals provide emergency care and/or birthing services for their communities.
- We located nearly 45 urgent care systems in the state, most affiliated with local/community health systems and possibly having numerous local branches. Most larger health systems operate clinics to provide urgent care and specific clinical care.

Health Maintenance Organizations

- There are nearly 30 state-recognized Health Maintenance Organizations operating in the state of Michigan. Each of these organizations provides care and services for expectant mothers and families with young children.

Prenatal Organizations

- There are many organizations/associations operating in the state of Michigan that are dedicated to prenatal/young child services.

Social Workers/Family Therapists/Clergy

- There were 12,590 child/family/school social workers, 3,060 medical/public health social workers, and 260 marriage and family therapists in the state of Michigan in 1999.
- 1,200 members of the clergy and another 600 religious activity/education directors work in Michigan.

Childcare/Daycare Professionals

- 18,360 childcare workers provide care to children in Michigan (this includes daycare professionals).

Preschool/Special Education Teachers

- There are 5,630 special education teachers for preschool/kindergarten/elementary school, and another 6,410 preschool teachers.

Issues communicating with these audiences:

- Physicians are overwhelmed with information on new pharmaceutical products and treatment strategies, making it difficult to gain an appropriate share of voice.
- Problems with children may not become apparent to primary-care physicians and assistants, so specialists also need to be aware of services provided by *Early On* Michigan.
- Hospitals/urgent care centers treat patients of all ages and with all conditions, making it challenging to locate and educate the specific care providers and professionals who should be informed of EOM.
- Healthcare assistants, daycare professionals, special education teachers, and preschool teachers may not have the formal training to determine whether a child/family may benefit from EOM's services. Paradoxically, these are audiences with a very high likelihood of having exposure to children/families that can benefit from EOM.

CAMPAIGN TACTICS— PRIMARY REFERRAL SOURCES

The host of potential referral sources for *Early On* Michigan crosses public and private organizations and individuals. Many strategies need to be employed to increase the awareness and likelihood of referral from these sources. These organizations and individuals are also excellent points for distribution of information to new parents.

*A large list of associations and organizations is included in the **Resources** section of this plan that will provide an excellent starting place for building awareness of EOM among primary referral sources. We recommend that EOM or its agency contact them about whether they have a state-distributed newsletter or publication, mailing list, or annual meeting/conference. Often, these organizations will eagerly work with an organization like EOM, and*

provide free or discounted coverage of EOM in their publications, access to their mailing list, distribution of materials to their membership, or attendance at their annual meetings. By developing these relationships with the organizations/ associations, EOM can significantly increase the awareness and number of referrals, often at a low cost.

Pace & Partners recommends the following tactics to reach the diverse audiences likely to provide a family/child referral to EOM.

- **Early On Portfolio/Packet for Primary Referral Sources** Pace & Partners will develop a packet of materials for distribution to primary referral sources to make them aware of the EOM program and to enlist them in the distribution and display of materials for families who need them. The communications pieces listed below can be displayed at ethnic community centers, churches, physicians' offices, daycare centers, family therapy offices, and other locations. We recommend multiple pieces be included in the packets to allow the providers to use what best works in their setting. Multiple pieces may also allow the opportunity for multiple communications with the providers over time. (*Note: in addition to the associations/ organizations previously mentioned, EOM may also find success in gathering mailing lists for distribution of these materials by working with the list brokers that are listed in the **Resources** section of this plan.*)

Deliverables—in printer-ready file format:

- A. Posters**—Four posters that build awareness of *Early On* Michigan, for display at many different points of contact. The posters will be executed for Caucasian, African American, Hispanic/Latino (in Spanish), and Arab (in Arabic) audiences.
- B. Brochure**—Brochure that highlights key stages of learning development from 0–3, general playing and interaction tips, key phone numbers of services and a general statement about *Early On* Michigan. Brochure will be executed in English, Spanish, and Arabic (three brochures total).
- C. Rack/Counter Card**—Simple counter cards that can be prominently displayed on the check-in counter of a physician's office, emergency room, urgent care clinic, or other points of contact. These pieces could highlight the key changes at each phase of development—3 months, 6 months, 9 months, etc., promoting *Early On* Michigan services. Pace & Partners will develop three multilingual and multicultural counter cards.
- D. Rolodex Card**—A simple Rolodex card for all segments and types of referral sources with a brief description of EOM and contact numbers.

E. Stickers—A template for simple *Early On* Michigan stickers with the *Early On* logo, 800 number, and Web site.

F. Nametags—A template that can be used as a base for the development of nametags for EOM or other organizations.

2. Trade and Association Advertising

There are opportunities to reach referral sources through print advertising in association and trade publications.

Deliverables:

A. List of association/trade publications to consider for advertising. *A list of possible publications to consider is included in the **Resources** section of this plan.* (Note: these publications may also be a good source for direct mailing lists.)

B. Four completed association/trade advertisements targeted to different audiences (physicians and nurses, educators, public health workers, childcare workers).

3. Trade/Professional Association Attendance

Early On Michigan should have a presence at relevant association, professional, or group meetings to call attention to the system. Many of the materials already developed would be distributed at these meetings.

Deliverables:

A. List of associations/trade shows to consider for attending. *A list of associations/trade shows to consider has been included in the **Resources** section of this plan.* We anticipate further appropriate meetings/shows will be discovered by the EOM staff through relationship development with the numerous relevant state associations, as mentioned in the previous sections.

B. Association Meeting Display. Pace & Partners will design printer-ready files for a tabletop display for use at these meetings.

TARGETED AUDIENCE #3—THE GENERAL PUBLIC

General awareness of *Early On* Michigan needs to be further developed in the population at large since a relative, colleague, co-worker, or friend may be the first person who provides impetus to a family to seek assistance.

CAMPAIGN TACTICS—GENERAL PUBLIC

The general public is an important audience to the extent that it overlaps with both the referral and the parent audiences (referral sources and parents will inherently be reached through general public messages). This audience also includes others who have contact with parents and families.

1. Radio Ads/PSAs

Radio is an ideal reach and frequency medium to educate and promote awareness of *Early On* Michigan. We recommend developing radio spots that could be run as paid media or as public service announcements. Our experience suggests that integrating paid buys with requests for public service support better serves the advertiser in placement and frequency.

Deliverables:

Five radio spots developed so they can run as paid media or public service announcements. These ads will be designed for the following target audiences in the general public:

- A. Two ads for Causasian families
- B. One ad for African American families
- C. One ad for Hispanic/Latino families
- D. One ad for Arabic families

2. Television Advertisements/PSAs

Television is an excellent medium for the EOM message because, as a visual medium, it adds a stronger emotional component to the messages contained in other media (print, radio, outdoor, etc.). Highly targeted cable television buys may make sense for EOM and should be explored.

Deliverables:

Four television advertisements for possible paid or donated placement, with the same target audiences as the radio ads above.

3. **Billboard Advertising**

Outdoor is an excellent awareness-building medium and provides great synergy with radio. Another advantage of outdoor is that it can be bought in a highly targeted way, reaching specific geographic targets. *A list of outdoor advertising vendors in Michigan is provided in the **Resources** section of this plan.*

Deliverables:

Three outdoor billboard designs in printer-ready format.

4. **Cinema Advertising**

Outdoor/billboard advertising can be easily adapted for use in cinema advertising. We recommend that cinema advertising be explored, as it is an excellent awareness-building medium that reaches high volumes of people who are a captive audience at the time. *We have provided a contact for cinema advertising in the **Resources** section at the end of this report.*

Deliverables:

Pace & Partners will modify the **three outdoor designs for use as cinema advertising.**

5. **Press Kit/Media Relations**

We believe earned media will be very important to carrying the message of EOM. Pace & Partners will design a press kit to support earned media activities, including templates to be used by the implementing grantee.

Deliverables—Media Kit:

- A. A cover folder** to hold the relevant media kit contents
- B. Development of a talking points/story ideas list** for interviewees
- C. Template for contact sheet** with information on EOM and local *Early On/ISD* resources
- D. Scripts for Public Service Announcements**

Note: *A list of daily newspapers operating in the state of Michigan is provided in the **Resources** section of this plan.*

CONCLUSION

This marketing plan lays out the methods and vehicles that Pace & Partners believes will provide the best opportunity to meet *Early On* Michigan's primary goal of increasing the number of inquiries/referrals to the *Early On* system. If needed, Pace would be happy to work with EOM and its designated marketing distribution agency on a revised contractual basis after the initial contract has expired and all work is completed. We could provide additional research, guidance, and expertise on the best methods to achieve EOM's stated goals once the distribution agency and promotion/media budgets have been finalized.

RESOURCE LIST

1. List Brokers

- MalDunn Associates – 845-278-1311 (Ask for Donna); donnav@dunndirect.com
- Leads International, Inc. – 800-733-LIST (Ask for Gary)
- InfoUSA.com – 877-599-3641 (Ask for Dennis)
- Infinite Media – 914-949-1547; mail@infinite-media.com
- A. Caldwell List Company – 800-241-7425

LIST BROKERS SPECIALIZING IN ETHNIC LISTS

- Ethnic Technologies -- 609-865-4290 or 201-440-8923
- List Service Direct – 201-585-1447 or e-mail at info@listservicedirect.com
- Cheskin – 650-802-2100 or e-mail at fkorzenny@cheskin.com
- Focus Latino – 512-328-6844 or e-mail at gcafocuslatino@austin.rr.com
- Strategy Research Corporation – 305-649-5400 or e-mail at vjijon@marketfacts.com

2. Organizations to Contact for Placement of EOM Messaging

Dairies:

- United Dairy Industry of Michigan (state dairy industry council)
- Michigan Milk Producers Association
- McDonald Dairy
- Quality Dairy
- Country Fresh

Groceries/Shopping Centers

- Kroger
- Meijers
- Spartan Stores
- Wal-Mart
- Target

Restaurants/Pizza:

- McDonald's
- Burger King
- Wendy's
- Taco Bell
- Arby's
- Old Country Buffet
- Big Boy
- Little Caesars
- Dominoes
- Pizza Hut
- Papa Johns
- Chuck E. Cheese's

Ice Cream Stores

- Dairy Queen
- Baskin Robbins
- Tasty Twist

Video Stores

- Blockbuster Video
- Hollywood Video
- Family Video

3. Parent/Family Print Advertising Opportunities

NATIONAL PARENT PUBLICATIONS

Parents Magazine

- Monthly publication provides critical information parents need to nurture the physical and emotional needs of their children
- 82,022 Michigan circulation, 31% have children under 2 years old
- Michigan-only placement available
- Contact: Gerald Golinske at 248-288-7566

Child Magazine

- Contemporary lifestyle monthly magazine reporting on new trends, research, breakthroughs, and savvy, stylish choices for families
- 40,705 Michigan circulation
- Contact: Joann Froh at 248-816-6999

REGIONAL PARENT PUBLICATIONS

Grand Rapids Magazine

- Resource for west Michigan families addressing issues from child care and education to where to find kid-friendly weekend fun
- Readership/Circulation area includes Grand Rapids, Holland, Zeeland, Muskegon, Grand Haven, Spring Lake, Belding, Ionia, Cedar Springs, Greenville, Rockford and Hudsonville
- Contact: Denise Hughes at 616-459-3046

Great Lakes Family

- Resource for southwest Michigan families dedicated to providing families with information vital to raising healthy, well-adjusted children
- Bi-monthly publication distributed to numerous locations in Kalamazoo, Portage, Battle Creek and outlying areas. Distribution locations include hospitals, medical offices, retail outlets, schools
- Contact: Cindy Schauben at 269-382-4530

Livingston Parent Journal

- Bi-monthly publication written for parents in Livingston County
- 7,500 circulation
- Contact: 517-223-3306

Metro Baby Pregnancy Resource Magazine

- Pregnancy resource magazine for new and expectant parents in southeast Michigan

- Publishes twice a year, delivered to every OB/GYN and pediatric office in southeast Michigan. Also to retail outlets selling baby goods: bookstores, supermarkets and libraries.
- Contact: Carolyn Bonifas at 248-352-0990 x 28

Metro Parent and Ann Arbor Parent

- Provides readers with in-depth coverage of local issues, resources and activities for families. Advice on health, nutrition and child development
- Delivers 90,000 copies each month to 2,000 high-traffic locations in Oakland, Wayne, Macomb, Washtenaw and Livingston counties. Locations include major hospitals, bookstores, museums, daycare centers and preschools, libraries, pediatrician and OB/GYN offices, corporate headquarters, activity centers, learning centers, and children's clothing, shoe and toy stores.
- Special issues include childbirth guide in January
- Professional services directory listing 3" x 2"
- Contact: Carolyn Bonifas at 248-352-0990 x 28

4. Web Sites to Consider Contacting for Link Share Agreements

Michigan Department of Community Health Web Site:

<http://www.michigan.gov/mdch>

Recommended specific pages on this site:

- Mental Health & Substance Abuse/Mental Health/ Developmental Disability: http://www.michigan.gov/mdch/1,1607,7-132-2941_4868_4897-14614--,00.html
- Mental Health & Substance Abuse/Mental Health/Children & Families: http://www.michigan.gov/mdch/0,1607,7-132-2941_4868_7145---,00.html
- Pregnant Women, Children, & Families: <http://www.michigan.gov/mdch/0,1607,7-132-2942---,00.html>
- Women, Infants, & Children: http://www.michigan.gov/mdch/0,1607,7-132-2942_4910---,00.html
- Children & Families: http://www.michigan.gov/mdch/0,1607,7-132-2942_4911---,00.html
- Michigan Assistance & Referral Service: <http://www.michigan.gov/mdch/0,1607,7-132-2946-37520--,00.html>
- Early Hearing Detection & Intervention

Michigan Family Independence Agency Web Site:

<http://www.michigan.gov/fia>

Recommended specific pages on this site:

- Individual & Family Services: <http://www.michigan.gov/fia/0,1607,7-124-5452---,00.html>
- Individual & Family Services/Special Services: http://www.michigan.gov/fia/0,1607,7-124-5452_7124---,00.html
- Individual & Family Services/Special Services/Community Support: http://www.michigan.gov/fia/0,1607,7-124-5452_7124_7210---,00.html
- Individual & Family Services/Day Care/Day Care Links of Interest: http://www.michigan.gov/fia/0,1607,7-124-5453_5529-22366--,00.html
- Assistance Programs: <http://www.michigan.gov/fia/0,1607,7-124-5453---,00.html>
- Assistance Programs/Child Support: http://www.michigan.gov/fia/0,1607,7-124-5453_5528---,00.html

Michigan Department of Education: <http://www.michigan.gov/mde>

- About MDE/Programs & Offices/Special Education & Early Intervention Services: http://www.michigan.gov/mde/0,1607,7-140-6525_6530_6598---,00.html
- Parents & Families: <http://www.michigan.gov/mde/0,1607,7-140-5233---,00.html>

- Parents & Families/Raising a Healthy Child:
<http://www.michigan.gov/mde/0,1607,7-140-5233-36972--,00.html>
- Parents & Families/Children with Special Learning Needs:
http://www.michigan.gov/mde/0,1607,7-140-5233_5988---,00.html
- Parents & Families/Award-winning R.E.A.D.Y. Program:
<http://www.michigan.gov/mde/0,1607,7-140-5233-33559--,00.html>

All Local Intermediate School District Web Sites

Michigan State University Extension: Children, Youth, & Family Programs: <http://www.msue.msu.edu/msue/cyf/cyfindex.html>

Mental Health Association in Michigan: <http://www.mha-mi.org>

Michigan Association for Children with Emotional Disorders:
<http://www.comnet.org/local/orgs/uwsc/maced.htm>

Michigan Chapter of the National Association of Pediatric Nurse Associates and Practitioners: <http://www.minapnap.org>

Michigan Head Start Association: <http://www.mhsa.ws>

Michigan Speech-Language-Hearing Association:
<http://www.michiganspeechhearing.org>

Michigan Coalition for Deaf and Hard of Hearing People:
<http://madhs.us.net/infant/resouce.shtml>

Michigan Physical Therapy Association: <http://www.mpta.com>

Michigan Psychological Association: <http://www.michpsych.org>

Michigan Nurses Association: <http://www.minurses.org>

Michigan Optometric Association: <http://www.mioptassn.org>

Michigan Assistive Technology Resource: <http://www.matr.org>

Michigan Transition Services Project: <http://www.mitsp.org/>

Michigan's Children/Links: <http://www.michiganschildren.org/page.cfm/42/>

WSU Developmental Disabilities Institute: <http://www.wayne.edu/DDI>

The Autism Society of Michigan: <http://www.autism-mi.org>

Brain Injury Association of Michigan: <http://www.biausa.org/michigan>

Epilepsy Foundation of Michigan: <http://www.epilepsymichigan.org>

Michigan Association for the Education of Young Children:
<http://www.miaeyc.org>

Michigan 4C Association: <http://www.mi4c.org>

Michigan Federation of Private Child and Family Agencies:
<http://michfed.org>

Michigan Association for Local Public Health: <http://www.malph.org>

Michigan Provider's Alliance: <http://www.mpamich.com/>

Michigan State Medical Society: <http://www.msms.org>

Zero to Three: <http://www.zerotothree.org/>

National Network for Child Care/Information Station/State by
State/Michigan: <http://www.nncc.org/states/mi.html>

Child & Family Web Guide: <http://www.cfw.tufts.edu/>

ERIC Clearinghouse on Disabilities and Gifted Education: <http://ericec.org/>

The ARC of the United States: <http://www.thearc.org/>

ARC Michigan: <http://www.arcmi.org>

First Signs: <http://www.firstsigns.org/>

National Early Childhood Technical Assistance Center:
<http://www.nectac.org/default.asp>

The Division for Early Childhood Council for Exceptional Children:
<http://www.dec-sped.org/>

Circle of Inclusion: <http://circleofinclusion.org/>

Great Lakes Family Magazine/Links: <http://www.glfamily.com/html/links.html>

5. Professional Associations/Organizations

American Board of Emergency Medicine

- Phone: 517-332-4800
- Fax: 517-332-2234

Association for Children's Mental Health

- Contact: Sara Way
- Phone: 517-336-7222

Brain Injury Association of Michigan

- Contact: Michael Dabs
- Phone: 800-772-4323
- E-mail: biaofmi@cac.net
- <http://www.biausa.org/michigan>

Easter Seals – Southeastern Michigan

- Phone: 248-386-9600
- Fax: 248-559-2447

Easter Seals of Michigan

- Contact: Robert Dean
- Phone: 800-292-2729
- E-mail: ESSofMich@aol.com

Genesee County Medical Society

- Phone: 810-733-6260
- Fax: 810-733-8654

Health Care Association of Michigan

- Phone: 517-627-1561
- Fax: 517-627-3016

Institute for Children, Youth, & Families

- Michigan State University
- Phone: 517-353-6617
- Fax: 517-432-2022
- <http://www.icyf.msu.edu>

Mental Health Association in Michigan

- Contact: Tom Sevine
- Phone: 800-482-9534
- E-mail: mhamich@aol.com
- <http://www.mha-mi.org>

Michigan Academy of Family Physicians

- Phone: 517-347-0098
- Fax: 517-347-1289

Michigan Association for Children with Emotional Disorders

- Contact: Susan McParland
- Phone: 248-552-0044
- E-mail: michildren11@aol.com
- <http://www.comnet.org/local/orgs/uwsc/maced.htm>

Michigan Association for Local Public Health

- Phone: 517-485-0660
- Fax: 517-485-6412

Michigan Association for the Education of Young Children

- Contact: Keith Myers
- Phone: 517-336-9700
- E-mail: kmyers@miaeyc.org
- <http://www.miaeyc.org>

Michigan Association of Health Plans

- Phone: 517-371-3181
- Fax: 517-482-8866

Michigan Association of United Ways

- Phone: 517-371-4360
- Fax: 517-371-1801
- <http://www.uwmich.org>

Michigan Catholic Conference

- Phone: 517-372-9310
- Fax: 517-372-3940

Michigan Chapter of the National Association of Pediatric Nurse Associates and Practitioners

- Contact: Ann Sheehan
- Phone: 231-719-9125

Michigan's Children

- Phone: 800-330-8674 or 517-485-3500
- Fax: 517-485-3650
- E-mail: info@michiganschildren.org
- <http://www.michiganschildren.org>

Michigan College of Emergency Physicians

- Phone: 517-327-5700
- Fax: 517-327-7530

Michigan Community Action Agency Association

- Phone: 517-321-7500
- Fax: 517-321-7504
- <http://www.mcaaa.org>

Michigan Council of Cooperative Nursery Schools

- 2302 Cranbrook
- Midland, MI 48642
- E-mail: sherpulley@aol.com

Michigan County Social Services Association

- Phone: 517-371-5303
- Fax: 517-371-5310

Michigan Dental Association

- Phone: 517-346-9415
- Fax: 517-372-0008
- <http://www.smilemichigan.com>

Michigan Disability Rights Coalition

- Phone: 517-333-2477
- Fax: 517-333-2677

Michigan Education Special Services Association

- Phone: 517-332-2581
- Fax: 517-333-6252

Michigan Elementary/Middle School Principals Association

- Phone: 517-694-8955
- Fax: 517-694-8945

Michigan Federation of Private Child and Family Agencies

- Phone: 517-485-8552
- Fax: 517-485-6680
- <http://www.michfed.org>

Michigan Head Start Association

- Phone: 517-374-6472
- Fax: 517-374-6478
- E-Mail: kristen@mhsa.ws
- <http://www.mhsa.ws/>

Michigan Health & Hospital Association

- Phone: 517-323-3443
- Fax: 517-323-0946
- <http://www.mha.org>

Michigan Health Council

- Phone: 517-347-3332
- Fax: 517-347-4096

Michigan Home Health Association

- Phone: 517-349-8089
- Fax: 517-349-8090

Michigan League for Human Services

- Phone: 517-487-5436
- Fax: 517-371-4546

Michigan Nurses Association

- Phone: 517-349-5680
- E-mail: minurses@minurses.org
- <http://www.minurses.org>

Michigan Ophthalmological Society

- Phone: 517-333-6739
- Fax: 517-337-2590

Michigan Optometric Association

- Phone: 517-482-0616
- Fax: 517-482-1611

Michigan Osteopathic Association

- Phone: 517-347-1555
- Fax: 517-347-1566
- <http://moa-do.com>

Michigan Physical Therapy Association

- Phone: 517-347-0880
- Fax: 517-347-4720
- <http://www.mpta.com>

Michigan Primary Care Association

- Phone: 517-381-8000
- Fax: 517-381-8008
- <http://www.mpca.net>

Michigan Protection & Advocacy Service

- Phone: 517-487-1755
- Fax: 517-487-0827

Michigan Psychiatric Society

- Phone: 517-333-0838
- Fax: 517-333-0220

Michigan Psychological Association

- Contact: Dennis Hicks
- Phone: 517-347-1885
- E-mail: mimpa@aol.com
- <http://www.michpsych.org>

Michigan Public Health Institute

- Phone: 517-324-8313
- Fax: 517-324-6097

Michigan Rural Health Association

- Phone: 800-487-8556
- Fax: 517-381-8008
- <http://www.miruralhealth.org>

Michigan Speech-Language-Hearing Association

- Contact: Dawn Kutney
- Phone: 517-332-5691
- E-mail: mainoffice@michiganspeechhearing.org
- <http://www.michiganspeechhearing.org>

Michigan State Medical Society

- Phone: 517-337-1351
- Fax: 517-337-2490
- <http://www.msms.org>

National Association of Social Workers—Michigan

- Phone: 517-487-1548
- Fax: 517-487-0675

Oakland County Medical Society

- Phone: 248-646-8300
- Fax: 248-646-9467
- <http://www.ocms-mi.org>

Spina Bifida Association of Southeast Michigan

- Phone: 248-359-1545
- E-mail: kirtb@berthiaume.com

Statewide Services for the Hearing Impaired

- Phone: 810-239-3112
- Fax: 810-239-1606

Wayne County Medical Society

- Phone: 313-567-1640
- Fax: 313-567-2065

6. Primary Referral/Professional Association Publications

HEALTHCARE PROVIDER PUBLICATIONS

Health Care Weekly Review

- Weekly publication dedicated to Michigan physicians, nurses, hospital executives and the allied healthcare community
- 10,000 circulation
- Contact: 248-352-3322

Journal of the Michigan Dental Association

- Monthly publication written for Michigan dentists
- 6,500 circulation
- Contact: 517-372-9070

Michigan Magazine

- Bi-monthly publication of the Michigan State Medical Society includes information about medicine, healthcare policy and healthcare insurance for physicians,
- 14,400 circulation
- Contact: 6517-337-1351

Michigan Nurse

- Official publication of the Michigan Nurses Association
- 9,950 circulation
- Contact: Ann Sinox 517-349-5640

The Michigan Optometrist

- Monthly publication created for members of the Michigan Optometric Association
- 900 circulation
- Contact: 517-482-0616

Nursing Profile

- Monthly publication covers all the latest developments in nursing
- 77,000 circulation
- Contact: 313-222-6793

TRIAD

- Quarterly journal of the Michigan Osteopathic Association
- Distributed to all members
- Contact: 517-347-1555

CLERGY PUBLICATIONS

Centerpiece

- Published 9x yearly and distributed to all United Methodist Churches in Michigan
- Contact: Dave Wiltsie 888-217-1905

United Methodist Church Newspaper

- Reaches 10,000 clergy and lay people in Michigan
- Contact: Ann Whiting 517-265-2075

7. Professional Association Meetings/Conferences in Michigan

Early Childhood Education in Northern Michigan: The Power of Play, an Early Care and Education Conference

- October 4–5
- North Central Michigan College, Petoskey
- 1515 Howard Street Petoskey, MI 49770

8th Annual Making a Difference for Children Conference For Early Childhood Professionals, Parents and Students

- October 12
- Baker College of Flint
- 1050 W. Bristol Rd. Flint, Michigan
- Contact: 4CHILD CARE UNLIMITED – Phone: 810-232-0145 or Fax: 810-232-6261

An Early Childhood Conference: Beyond Stickers, Stars and Praise – Realistic Alternatives to Controlling Children's Behavior

- October 19
- University of Michigan Union Ballroom
- Contact: Child Care Network/Washtenaw Regional 4C. Cheryl Chaves—734-975-1840 Ext. 21

Thirteenth Annual Southwestern Michigan Early Childhood Conference

- October 26
- Kalamazoo Valley Community College, Texas Township Campus
- 6767 West O Avenue, Kalamazoo
- Contact: 800- 343-3470

Annual Early Childhood Conference

- November 2
- The Reformed Bible College in Grand Rapids
- Contact: Kent Regional 4C—616-451-8281 Ext. 216 or 616-451-8281 Ext. 250

The 12th Annual Community Sharing for Healthy Caring, Regional Early Childhood Conference

- October 9
- Howell High School Campus, Howell, MI 48843
- Contact: Livingston 4C Council—517-548-9112 or e-mail Linda Herbert at: childcareL@aol.com

MCAAA/MHSA Joint Quarterly Meeting

- October 14–16, 2002
- Pontchartrain Hotel, Detroit
- Contact: Michigan Head Start Association -- Phone: 517-374-6472
- *Note: it appears that MHSA hosts numerous regional meetings throughout the year – recommend making a strong connection with them to gain information on all of these conferences/meetings*

MCAAA/MHSA Joint Quarterly Meeting

- January 14–16, 2003
- Battle Creek
- Contact: Michigan Head Start Association—Phone: 517-374-6472

Michigan Head Start Association Annual Training Conference

- February 26–28, 2003
- Kellogg Hotel, East Lansing
- Contact: Michigan Head Start Association—Phone: 517-374-6472

MCAAA/MHSA Joint Quarterly Meeting

- April 29–30 & May 1, 2003
- Lansing Radisson
- Contact: Michigan Head Start Association—Phone: 517-374-6472

MCAAA/MHSA Joint Quarterly Meeting

- July 21–23, 2003
- Boyne Highland Resort, Harbor Springs
- Contact: Michigan Head Start Association—Phone: 517-374-6472

MCAAA/MHSA Joint Quarterly Meeting

- October 14–16, 2003
- Pontchartrain Hotel, Detroit
- Contact: Michigan Head Start Association—Phone: 517-374-6472

Michigan Nurses Association Annual Convention

- October 2–4, 2002
- Soaring Eagle Casino & Resort.
- Contact information: e-mail—moa@moa-do.com

Michigan Osteopathic Association Annual Convention

- May 14–17, 2003
- Hyatt Regency Dearborn.
- Contact information: e-mail—anne.wilson@minurses.org

Michigan Rural Health Clinics Organization Fall Conference

- October 15–16, 2002
- St. Ignace Conference Center
- Contact information – phone: 800-487-8566

National Association of Social Work-Michigan Annual Conference

- Annual conference was held September 12-14, 2002 – recommend contacting for information on the 2003 conference
- Contact information – phone: 517-487-1548
- E-mail: office@nasw-michigan.org

8. General Public/Ethnic Publications

Arab American News

- Weekly newspaper distributed on Saturdays
- 25,000 circulation
- Contact: 313-582-4888

El Central

- Hispanic community newspaper based in Ecorse
- Contact: 313-841-0100

El Vocero

- Tri-monthly newspaper committed to raising awareness in the Hispanic community
- Based in Grand Rapids and distributed to communities in Grand Rapids, Holland, Muskegon, Kalamazoo, Grand Haven, and all Meijer store press boxes in West Michigan, Detroit, Mt. Pleasant and Traverse City
- Contact: 616-246-6023

Mi Gente

- Monthly Hispanic magazine based in Saginaw
- Contact: 517-797-8060

African American Parent Magazine

- Lifestyle magazine for African American families in the Detroit metro area. Serves as a community resource and conduit of vital information to black families and members of the educational, business and religious communities.
- Published 10 times a year with a circulation of 30,000, distributed through Farmer Jack stores, libraries, retailers, churches and schools in Detroit and select suburbs
- Contact: Carolyn Bonifas at 248-352-0990 x 28

Chronicle

- African American community newspaper based in Lansing
- Contact: 517-267-9772

Citizen

- African American community newspaper based in Benton Harbor
- Contact: 616-927-1527

Ecorse Telegram

- African American community newspaper

- Contact: 313-928-2955

Flint Enquirer

- African American community newspaper based in Flint
- Contact: 810-232-2727

Jackson Blazer News

- African American community newspaper based in Jackson
- Contact: 517-788-4600

The Grand Rapids Times

- African American community newspaper
- Contact: 616-245-8737

Michigan Chronicle

- African American community newspaper
- Contact: 313-963-5522

Michigan Citizen

- African American community newspaper
- Contact: 313-869-0033

Pontiac Citizen's Post

- African American community newspaper based in Pontiac
- Contact: 248-338-0256

9. Outdoor Advertising Vendors in Michigan

A T K Outdoor Advertising LLC
24604 Walden Road West, Southfield, MI 48034
(248) 351-1285

Adams Outdoor Advertising
3801 Capitol City Boulevard, Lansing, MI 48906
(517) 321-2121

Adams Outdoor Advertising
407 East Ransom Street, Kalamazoo, MI 49007
(616) 342-9831

Adams Outdoor Advertising
130 South 1st Street, Ann Arbor, MI 48104
(517) 764-1900

Advercarzing
224 East Chicago Boulevard, Tecumseh, MI 49286
(517) 424-9464

American Outdoor Advertising Inc
G4371 Torrey Road, Flint, MI 48502
(810) 767-2598

Bear Advertising
6459 East West Branch Road, Saint Helen, MI 48656
(989) 389-2327

Bell Signs
2019 Luder Road, Caro, MI 48723
(989) 673-7046

Benmark Advertising
3501 Blackington Avenue, Flint, MI 48503
(810) 234-9919

Boss Advertising
4260 Dixie Highway, Waterford, MI 48329
(248) 618-8140

C & S Signs
316 Ellsworth Court, Greenville, MI 48838
(616) 754-0097

Camco Outdoor Advertising

8471 Algoma Avenue Northeast, Rockford, MI 49341
(616) 866-7287

Curtis Outdoor Advertising

648 Monroe Avenue Northwest, Grand Rapids, MI 49503
(616) 774-8793

Curtis Outdoor Advertising

6504 28 Southeast, Cascade, MI 49508
(616) 942-2614

Daves Sign Rental - Serving the Tri Counties

Merrill, MI 48637
(989) 643-5534

Eller Media Company

26877 Northwestern Highway, Southfield, MI 48034
(248) 359-6240

Imlay City Signs

400 East 3rd Street, Imlay City, MI 48444
(810) 724-7446

Infinity Outdoor

6083 Taylor Drive, Flint, MI 48507
(810) 232-8400

Infinity Outdoor Advertising

1355 Century Avenue Southwest, Grand Rapids, MI 49503
(616) 452-3171

Lamar Outdoor Advertising

5410 Lapeer Road, Smiths Creek, MI 48074
(810) 982-2222

Lamar Outdoor Advertising

PO Box 505, Muskegon, MI 49443
(231) 733-7679

Link Advertising Inc

1101 Allendale Drive, Saginaw, MI 48603
(989) 799-0521

Macdonald Advertising

3003 West Pasadena Avenue, Flint, MI 48504
(810) 235-5960

Malloy Sign CO

123 Walnut Street, Manistique, MI 49854
(906) 341-3500

Market Value Outdoor Advertising Inc

858 Pendleton Drive Northeast, Comstock Park, MI 49321
(616) 647-4467

Michigan Outdoor Advertising LLC

Petoskey, MI 49770
(231) 348-0011

Midwest Media

105 East Buffalo Street, New Buffalo, MI 49117
(616) 469-5558

North Shore Outdoors

Petoskey, MI 49770
(231) 347-6424

Northern Lights Sign Rental & Sales

Rapid River, MI 49878
(906) 474-6804

Outdoor Service Inc

24700 Northwestern Highway, Southfield, MI 48075
(248) 357-4030

Skyline Outdoor Advertising

Mason, MI 48854
(517) 337-0404

Vital Signs

PO Box 1598, Sault Sainte Marie, MI 49783
(906) 632-7602

Welker Outdoor Advertising Corporation Traverse City TL N

Grayling, MI 49738
(231) 929-7968

Wolverine Sign Works
923 Bradley Street, Owosso, MI 48867
(989) 725-5670

10. Cinema Advertising Vendor

Unique Screen Ad Productions

P.O. Box 2165, St. Cloud, MN 56302-2165

Telephone: 800-358-1818 or 320-654-6578

Fax: 320-529-4985

E-mail: mediapro@mediaproinc.com

11. Daily Newspapers in Michigan

The Alpena News

- Circulation: 11,440
- Phone: 989-354-3111

The Ann Arbor News

- Circulation: 72,497 Sunday; 57,802 Daily
- Phone: 734-994-6989

The Argus Press (Shiawassee County)

- Circulation: 11,386
- Phone: 989-725-5136

Battle Creek Enquirer

- Circulation: 35,579 Sunday; 26,397 Daily
- Phone: 269-964-7161

Bay City Times

- Circulation: 47,886 Sunday; 36,698 Daily
- Phone: 989-895-8551

Cadillac News

- Circulation: 10,493 Saturday; 9,603 Daily
- Phone: 231-775-6565

Cheboygan Tribune

- Circulation: 6,878
- Phone: 231-627-7144

The Daily Globe (Ironwood, Michigan)

- Circulation: 7,680
- Phone: 906-932-2211

The Daily Mining Gazette (Houghton, Michigan)

- Circulation: 11,020
- Phone: 906-482-1500

The Daily News (Montcalm County)

- Circulation: 9,067
- Phone: 616-754-9301

The Daily News (Iron Mountain, Michigan)

- Circulation: 9,858

- Phone: 906-774-3500

The Daily Press (Escanaba, Michigan)

- Circulation: 10,620
- Phone: 906-786-2021

The Daily Reporter (Coldwater, Michigan)

- Circulation: 5,596
- Phone: 517-278-2318

The Daily Telegram (Adrian, Michigan)

- Circulation: 16,069
- Phone: 517-265-5111

The Daily Tribune (Royal Oak, Michigan)

- Circulation: 19,079 Sunday; 15,891 Daily
- Phone: 248-541-3000

The Detroit Free Press

- Circulation: 749,113 Sunday; 364,853 Daily
- Phone: 313-222-6400

The Detroit News

- Circulation: 749,113 Sunday (note: Free Press and News join on Sundays); 242,855 Daily
- Phone: 313-222-6400

The Evening News (Sault Ste. Marie, Michigan)

- Circulation: 7,554
- Phone: 906-632-2235

Flint Journal

- Circulation: 108,111 Sunday; 91,725 Daily
- Phone: 810-766-6100

Grand Haven Tribune

- Circulation: 10,357 Daily
- Phone: 616-842-6400

Grand Rapids Press

- Circulation: 194,048 Sunday; 141,747 Daily
- Phone: 616-222-5400

The Herald-Palladium (St. Joseph, Michigan)

- Circulation: 31,783 Sunday; 30,202 Daily
- Phone: 269-429-2400

Hillsdale Daily News

- Circulation: 8,100
- Phone: 517-437-7351

The Holland Sentinel

- Circulation: 20,728 Sunday; 20,291 Daily
- Phone: 616-392-2311

Huron Daily Tribune (Huron County, Michigan)

- Circulation: 25,969 Sunday; 24,067 Daily
- Phone: 989-269-6461

Ionia Sentinel Standard

- Circulation: 3,500
- Phone: 616-527-2100

Jackson Citizen Patriot

- Circulation: 40882 Sunday; 35,507 Daily
- Phone: 517-787-2300

Kalamazoo Gazette

- Circulation: 75,135 Sunday; 57,941 Daily
- Phone: 269-345-3511

Lansing State Journal

- Circulation: 93,985 Sunday; 70,226 Daily
- Phone: 517-377-1000

Livingston County Daily Press & Argus

- Circulation: 20,823
- Phone: 517-548-2000

Ludington Daily News

- Circulation: 8,638
- Phone: 231-845-5181

The Macomb Daily (Macomb County, Michigan)

- Circulation: 78,123 Sunday; 53,246 Daily
- Phone: 586-469-4510

Manistee News-Advocate

- Circulation: 5,278
- Phone: 231-723-3593

Midland Daily News

- Circulation: 25,969 Sunday; 24,067 Daily
- Phone: 989-835-7171

The Mining Journal (Marquette, Michigan)

- Circulation: 18,705 Sunday; 16,996 Daily
- Phone: 906-228-2500

The Monroe Evening News

- Circulation: 25,300 Sunday; 22,498 Daily
- Phone: 734-242-1100

The Morning Sun (Mt. Pleasant, Michigan)

- Circulation: 12,831 Sunday; 11,592 Daily
- Phone: 989-772-2971

The Muskegon Chronicle

- Circulation: 52,266 Sunday; 47,578 Daily
- Phone: 231-722-3161

Niles Daily Star

- Circulation: 3,124
- Phone: 269-683-2100

The Oakland Press (Oakland County, Michigan)

- Circulation: 93,682 Sunday; 76,722 Daily
- Phone: 248-332-8181

Petoskey News-Review

- Circulation: 11,199
- Phone: 231-347-2544

Pioneer (Mecosta County, Michigan)

- Circulation: 5,966
- Phone: 231-796-4831

The Saginaw News

- Circulation: 59,703 Sunday; 50,070 Daily
- Phone: 989-752-7171

Sturgis Journal

- Circulation: 7,162
- Phone: 269-651-5407

Three Rivers Commercial-News

- Circulation: 3,555
- Phone: 269-279-7488

Times Herald (Port Huron, Michigan)

- Circulation: 42,692 Sunday; 31,194 Daily
- Phone: 810-985-7171

Traverse City Record-Eagle

- Circulation: 40,838 Sunday; 29,636 Daily
- Phone: 231-946-2000