



# FINDING OUR WAY

## Living with Dying in America

### How Newspapers Can Capitalize on an Important New Series

Finding Our Way:  
Living with Dying  
in America



#### coordinated by

Partnership for Caring—  
America's Voices  
for the Dying

Last Acts

The Center for  
Advanced Illness  
Coordinated Care/  
VA Healthcare Network,

Upstate New York at Albany

The Center for Death  
Education & Bioethics at the  
University of Wisconsin



### Your newspaper will find community organizations able to help:

promote this series

gather local resources

provide leads for local  
newspaper stories

encourage coordinated  
TV coverage

suggest sponsors  
and advertisers

create local activities

**Finding Our Way: Living with Dying in America** is an exciting four-part project that will explore the complex issues that face seriously ill Americans, their caregivers and your communities. The project is designed to provide information, insights and tools needed to create better ways of caring for dying people and their loved ones. The project offers compelling personal stories and state-of-the-art information from national leaders in the medical, social, spiritual and cultural aspects of death and dying.

**Part 1:** A 15-week series of articles written especially for newspapers. The series will be distributed nationwide starting in September by Knight Ridder/Tribune Information Services. Included with the series will be photos and graphics and resource information and “how-to’s” for readers. The series will also be available to every newspaper as full-color paginated pages. The text, art and pages will be available on KRT’s Web site, [www.krtdirect.com/dying](http://www.krtdirect.com/dying).

**Part 2:** Extensive series promotion . . . A network of almost 700 national and local organizations and community coalitions will help promote the newspaper series . . . Many worked on local promotions of *On Our Own Terms: Moyers on Dying*, which had an audience nearly 60% larger than the PBS primetime average.

**Part 3:** Aid in developing local stories and resources . . . These same organizations can identify sources, including patients, for local tie-in stories . . . provide localized lists of resources for readers . . . suggest potential advertisers . . . In many communities, they will be developing community networks, events and discussions around the series that, in themselves, could create good local follow-up stories and, in which, your newspaper could be an important community partner.

**Part 4:** In September 2002, a noncredit web-based course tentatively titled “The American Course on Living with Dying” is planned and a trade book will be published that expands on the series topics.

Coordinators of the series are Partnership for Caring, a national organization whose mission is to support consumers and to “give voice to the dying,” Last Acts, a national coalition to improve care and caring near the end of life, The Center for Advanced Illness Coordinated Care/VA Healthcare Network, Upstate New York at Albany, and The Center for Death Education and Bioethics at the University of Wisconsin.

**Use this series to make a positive  
difference in your community!**



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