

Next Month...  
Kids & Family Issue!

Healthcare Marketer's

# Exchange

"Where Healthcare Marketers Connect"

Vol. 27, No. 7  
AUGUST 2018

## Yummy Summer Recipes From

John Maillard • Paulette McCarron • Melissa L. Bogen  
Stef Stendardo • Elise Daly Parker • Katie Alexo Gerner  
Kelli Bishop • Lee Ann Qualls

## Awe-Inspiring Utah with Stephanie Hanaway

## Lisa Ingersoll – Where Is She Now?

## Personal Exchange with Michele Sirkin



Nominations Open for the  
2018 Humanitarian Awards

See Page 3

**Plus...**

**See our Digital Edition for  
August & September Events!**

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## Dear Healthcare Marketer,

Hope you are enjoying your summer! In this recent heat wave, I have been dreaming of having my feet in the sand and listening to the ocean waves down the Jersey Shore. It's my goal to sneak in as many beach days as I can, and this past weekend, my hectic schedule finally allowed me to get away.

My daughter, Maddie, just got her permit, and she wanted to drive us down to Avon-by-the-Sea...a not-too-far-south classic shore town with clean sandy beaches and a nice boardwalk. I told Maddie absolutely not! The amount of stress I would have driving with her on the Garden State Parkway on the weekend after July 4th would have given me a heart attack.

On our drive down to Avon, I was reminiscing about going down the shore as a kid, and what a big deal it was when we got stuck in traffic fearing that the car was going to overheat! Back in those days, everyone kept a jug of water in their car just in case. You always saw at least a few cars pulled over with their hoods up! Going to the shore was an adventure, even if we only made it there once or twice a summer. Now when I go with my daughters or friends, it is a much easier experience. Our favorite beaches are Avon-by-the-Sea and Sea Girt, both of which Maddie and I were able to enjoy this past weekend. I have noticed the beaches have become much cleaner over the years, but the crowds have grown! We have been going down there for so many summers, we've established our favorite spots.

First stop: The Scone Pony in Spring Lake! If you haven't been there, I highly recommend it. Their scones are beyond amazing, but also be sure to check out their cheese sticks, which are to die for! The Columns in Avon-By-The-Sea and The Parker House in Sea Girt are favorite haunts of mine from the past. I need to plan a stop there on my next day trip for a bite and a beer, now that my daughter, Katie, just turned 21. Yes, can you believe she is 21? Many of you have watched her grow through the pages of THE EXCHANGE. Now she is all grown up! My girls always request a stop at Surf Taco in Point Pleasant too. Then, of course, we love to end our day with some ice cream from Hoffman's in Spring Lake.

There are so many great restaurants in the area, and taking the burden off of me to cook a meal for my family is worth the money! Cooking has never really been my forte, but apparently many of you in the industry enjoy preparing meals for summer barbecues and picnics. So we thought we'd share a few recipes. **John Maillard**, BBQ aficionado, is serving up a low-and-slow-cooked Bacon Explosion. You'll find lots of ways to prepare one of summer's seasonal treats – fresh corn – from **Katie Alexo Gerner**, **Kelli Bishop**, **Lee Ann Qualls**, and **Melissa L. Bogen**. **Stef Stendardo** gives us an Asian Slaw recipe that's perfect for a summer potluck. **Elise Daly Parker** dishes on the ultimate grilled cheese hot off the grill. And **Paulette McCarron** offers up her Rice Krispies treats with a twist – so many of us have enjoyed them over the years. Thanks also to **Michele Sirkin** for sharing her life in this month's *Personal Exchange*.

Not necessarily a beach person? Well there are all kinds of scenic State and National Parks throughout every region of our country. **Stephanie Hanaway** shares a few unique parks she's explored in Utah that just might inspire you to head for the hills for some nature and scenic summer sunshine. And when it's just too darn hot, well it can be really fun to spend an afternoon or evening chillin' in a movie theater. Former industry member **Lisa Ingersoll** shares how she's found her second career as Marketing Director of Montclair Film that not only hosts an annual film festival, but also a summer film series, conversations, story slams, and adult and kids education offerings. Check it out at [MontclairFilm.org](http://MontclairFilm.org).

There are so many possibilities for summer fun. Hope you're getting a few opportunities to enjoy this season your way.

Happy August,

*Nancy*



Me and my BFF Lisa toasting summer at The Columns.

WIN A \$50 AMAZON GIFT CARD!

### JOIN OUR OCTOBER ISSUE

Send us your:

- Best Halloween Costume photos of you, your children, family, pets
- Favorite Halloween Traditions and Memories
- Fun Fall Activities
- Yummy Fall Recipes
- Festivals, Fairs, Craft Shows, Winery Tours
- Fall Weekend Getaways
- Autumn Foliage Excursions



Congratulations to **Lisa Gower** from CMI Media, our August winner of an Open Table \$50 Gift Certificate. Send in your October submission and you could win our \$50 Amazon Gift Card!

Contact Assistant to our Publisher Nan McArdle at [nmcardle@HMEExchange.com](mailto:nmcardle@HMEExchange.com) for more information or to send in your submission.

### Let's Celebrate Giving!

## Announcing the 4th Annual Healthcare Marketer's Exchange Humanitarian Awards

We're celebrating our 26th year and continue to be amazed by the many ways the people and companies in our industry give back. As a way to acknowledge this giving spirit, we share these inspiring stories through our annual Charity Issue and present the Annual Humanitarian Awards, now in our 4th year. Go to [hmexchange.com/humanitarian.html](http://hmexchange.com/humanitarian.html) or contact Assistant to our Publisher Nan McArdle at [nmcardle@HMEExchange.com](mailto:nmcardle@HMEExchange.com) for more information or to participate.



# ANNOUNCEMENTS

Send press releases to: [news@hmexchange.com](mailto:news@hmexchange.com)

onward&upward

promotions  
additions

**AbelsonTaylor** has announced the promotion of **Amer Ghafari** to Director of Information Technology. He can be reached at 312-894-5500.

**Aclaris Therapeutics, Inc.**, has announced the appointment of **David Gordon, MB ChB**, as Chief Medical Officer. He can be reached at 484-324-7933.

**CMI/Compas** has announced the appointment of **Meagan Dollard** as Associate Analyst, Social Media; **Hailey Kohler** as Associate Analyst, Search Engine Marketing; **Richard Frisoli** as Associate Analyst, Data Analytics; **Brian Weiss** as Analyst, Data Analytics; **Alyssa Battaglia**, **Marissa Bisacquino**, **Susannah Foos**, and **Martin Cordova** as Associate Media Planner; **Monika Goldstein** as Supervisor, Social Media; **Alicia Green** as Corporate Trainer; **Karen Ramon** as Associate Analyst, Search Engine Optimization; and **Joseph Giannetti** as Senior Digital Ad Operations Specialist. They can be reached at 215-568-5944. **Samantha Pearl** has been appointed Media Planner; **Christina Vasquez** as Associate Media Planner; and **Josie Swenson** as Associate Analyst, Data Analytics. They can be reached at 484-322-0880. **Katherine Gallagher**, **Theresa Vargo**, and **Alexa Lobosco** have been appointed Associate Media Planner and **Florina Florea** as Senior Media Planner. They can be reached at 646-840-0717. **Meghan Krause** has been appointed Account Coordinator, Buying Services. She can be reached at 856-667-8577.

**Evoke Health** has announced the appointment of **Marci Piasecki** as Managing Director of the company's New York and Los Angeles offices. She can be reached at 646-561-4003.

**GlaxoSmithKline** has announced that **Luc Debruyne**, President of the company's Vaccines Division, will depart at the end of the year. **Roger Connor**, who currently serves as President of the Global Manufacturing and Supply Division, will replace **Debruyne** effective September 1.

**Johnson & Johnson** has announced that Group Worldwide Chairman **Sandra Peterson** plans to retire effective October 1, prompting the company to implement a number of changes at the senior executive level in a bid to ensure a seamless transition. **Peterson's** role as Deputy Chairman is currently being shared between **Joaquin Duato**, who was leading the company's global pharmaceuticals business, and Chief Scientific Officer **Paul Stoffel**. They can be reached at 732-524-0400.

**Ogilvy CommonHealth Worldwide** has announced the promotions of **Karen Campbell** to Senior Vice President, Account Management; **Craig Gelband, Ph.D.**, and **Danielle Sidawi, Ph.D.**, to Senior Vice President, Group Medical Director; **Cristina Mayer, Ph.D.**, to Vice President, Medical Director; **Jocelyn Masin** as Vice President, Account Management; **Tom Gregory** to Senior Account Supervisor; **Chaitna Kuchinsky, M.D.**, and **Melissa Wang, Ph.D.**, to Associate Medical Director; and **Angela Chrisomalis, Ph.D.**, **Ashley DeNegre, Ph.D.**, **Jillian Dietzold, Ph.D.**, and **Cindy Puente, Ph.D.**, to Senior Scientific Associate. **Beth Brenner-Russo** joined the company as Vice President, Account Director; **Marshall B. Rovner, M.D.**, as Medical Director; and **Hannah Reed** as Program Coordinator. They can be reached at 973-352-1000.

**Oncova Therapeutics, Inc.**, has announced the promotion of **Steven M. Fruchtmann, M.D.**, to President. He will continue to maintain the responsibilities of Chief Medical Officer until a replacement is hired. He can be reached at 267-759-3680.

new&noteworthy

awards, mergers  
approvals

**AbbVie** and **Roche** have announced the FDA approval of Venclexta (venetoclax) in combination with **Roche** and **Biogen's** Rituxan (rituximab) for use in patients with chronic lymphocytic leukemia (CLL) or small lymphocytic lymphoma, with or without 17p deletion, who have received at least one prior therapy. For more information, visit [www.abbvie.com](http://www.abbvie.com).

**Frontline Medical Communications**, publishers of *Federal Practitioner*®, part of the **MDedge™ Network**, has announced that its full-text, peer-reviewed articles, editorials, columns, and special issues content from January 2015 to the present are available through the **National Library of Medicine (NLM) PubMed Central® Index**. For more information, visit [www.ncbi.nlm.nih.gov/pmc/](http://www.ncbi.nlm.nih.gov/pmc/).

**GW Pharma** has announced the FDA approval of Epidiolex to treat Lennox-Gastaut Syndrome and Dravet Syndrome in patients age two and older. The seizure drug, derived from cannabis, gives children with two rare and serious forms of epilepsy a new treatment, and companies looking to develop marijuana-based drugs a model for their own path to market. For more information, visit [www.gwpharm.com](http://www.gwpharm.com).

**Merck & Co.** has announced the FDA approval of Keytruda (pembrolizumab) for the treatment of patients with recurrent or metastatic cervical cancer with disease progression on or after chemotherapy whose tumors express PD-L1. For more information, visit [www.merck.com](http://www.merck.com).

**Mylan** and **Biocon** have announced the FDA approval of Fulphila (pegfilgrastim-jmdb) for the treatment of febrile neutropaenia, marking the first authorization of a biosimilar version of **Amgen's** Neulasta (pegfilgrastim) in the U.S. For more information, visit [www.mylan.com](http://www.mylan.com).

**Sanofi's** vaccine unit, **Sanofi Pasteur**, has announced a partnership with **Translate Bio** to develop mRNA vaccines for up to five undisclosed infectious disease pathogens. Under the agreement, the companies will jointly conduct R&D activities to advance mRNA vaccines during an initial three-year research term. For more information, visit [www.sanofi.com](http://www.sanofi.com).



## Registration is Open!

Tuesday, October 23, 2018

Frames Bowling Lounge  
NYC

**AMM** Association of  
Medical Media

[www.ammonline.org/bfbc2018](http://www.ammonline.org/bfbc2018)

# 1



## The JAMA Network® published 14 of 100 papers with the highest Altmetric scores of 2016, including the #1 overall article, penned by President Barack Obama.

Altmetric tracks and collates online mentions of individual papers from sources such as the mainstream and social media, blogs, and other scholarly and nonscholarly channels. Below are the JAMA Network papers that inspired the most discussion in 2016, according to Altmetric.

- 1 United States Health Care Reform: Progress to Date and Next Steps by President Barack Obama (*JAMA*)
- 5 Sugar Industry and Coronary Heart Disease Research: A Historical Analysis of Internal Industry Documents (*JAMA Internal Medicine*)
- 7 The Association Between Income and Life Expectancy in the United States, 2001-2014 (*JAMA*)
- 8 Effect of Wearable Technology Combined With a Lifestyle Intervention on Long-term Weight Loss: The IDEA Randomized Clinical Trial (*JAMA*)
- 19 The Third International Consensus Definitions for Sepsis and Septic Shock (Sepsis-3) (*JAMA*)
- 39 Association of Hormonal Contraception With Depression (*JAMA Psychiatry*)
- 41 The High Cost of Prescription Drugs in the United States: Origins and Prospects for Reform (*JAMA*)
- 57 Association of Animal and Plant Protein Intake With All-Cause and Cause-Specific Mortality (*JAMA Internal Medicine*)
- 61 Association Between Portable Screen-Based Media Device Access or Use and Sleep Outcomes: A Systematic Review and Meta-analysis (*JAMA Pediatrics*)
- 68 Prevalence of Inappropriate Antibiotic Prescriptions Among US Ambulatory Care Visits, 2010-2011 (*JAMA*)
- 81 Association of Leisure-Time Physical Activity With Risk of 26 Types of Cancer in 1.44 Million Adults (*JAMA Internal Medicine*)
- 87 Pharmaceutical Industry-Sponsored Meals and Physician Prescribing Patterns for Medicare Beneficiaries (*JAMA Internal Medicine*)
- 88 National Trends in Hospitalizations for Opioid Poisonings Among Children and Adolescents, 1997 to 2012 (*JAMA Pediatrics*)
- 98 Screening for Colorectal Cancer: US Preventive Services Task Force Recommendation Statement (*JAMA*)

See the full top 100 list at [altmetric.com/top100](http://altmetric.com/top100).

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Altmetric 657

# Two Awe-Inspiring Days in MOAB

BY STEPHANIE HANAWAY

Just like we do every year during the first weekend in April, my husband Ken and I journeyed to Telluride, Colorado, to ski during the resort's closing weekend. Yes, we'd been warned that the snow had been scarce all season. We didn't know just how bad it was until we arrived in town and the locals told us about the black ice, rocks, and slush, with some limited machine-made snow. At \$150 per day for a lift ticket? No, thank you.

## PLAN B: MOAB, UTAH!

Moab is only three hours away by car, so, with the weather forecast predicting three days of glorious 70-degree sunshine, we quickly cashed in some Marriott points for a room at the brand-new Moab Fairfield Inn. With our suitcases packed, we left Telluride Friday afternoon to drive to another planet.

Moab has become a booming tourist destination due to its proximity to two fabulous national parks - Arches National Park and Canyonlands National Park. Getting there can be a challenge (although you'd never know it by the growing Moab crowds). The Moab airport, Canyonlands Field, now offers limited flights on United Express, but most people fly into Grand Junction, CO - about a two-hour drive. The closest major airport is Salt Lake City International Airport - about four hours away by car.

Arriving on Friday evening, the first thing we were struck by was the incredible scenery. The second thing that struck us was the *crowds!* There were people everywhere. Every decent Yelp-rated restaurant we tried to get near had one- to two-hour waits. Just two years ago on our last visit, it wasn't like this at all. But I guess the secret is out!

## SATURDAY MORNING: ARCHES NATIONAL PARK

Oh wait, scratch that. The slow-moving line of cars to get in the park stretches at least a half a mile! We'll try this park tomorrow.

## SATURDAY MORNING (PLAN B): GOBLIN VALLEY STATE PARK

The Lonely Planet ([lonelyplanet.com](http://lonelyplanet.com)) names Goblin Valley State Park as the #1 top sight to see in Utah. "A Salvador Dalí-esque melted-rock fantasy, a valley of giant stone mushrooms, an otherworldly alien landscape or the results of a cosmological acid trip? No matter what you think the sta-

dium-like valley of stunted hoodoos resembles, one thing's for sure - the 3654-acre Goblin Valley State Park is just plain fun."

It was absolutely worth the one-hour and 40-minute drive from Moab. This landscape was like nothing I've ever seen - except in the movie *The Martian*. After a day of hiking and ooh-ing and ah-ing, we had to head back to civilization for dinner. The next time I go, however, I'll pack a meal and stay late to experience what is reportedly one of the darkest night skies on earth, with crystal-clear views of the Milky Way.

## DAY 2: ARCHES NATIONAL PARK

It's no wonder that Arches National Park is one of the top national parks in America. As the Utah Office of Tourism ([visitutah.com](http://visitutah.com)) proclaims, it's a "73,234-acre wonderland of eroded sandstone fins, towers, ribs, gargoyles, hoodoos,

balanced rocks, and, of course, arches." Much if it can be experienced from the comfort of your car, but there are many easy (and often paved) hikes to some of the most spectacular scenery in the country. It was a long day and we saw only a fraction of the sights. I'm glad we brought plenty of water!

## WHAT WE MISSED: CANYONLANDS NATIONAL PARK

We'd been to Canyonlands a few years before, and we will definitely go back. "Vast serpentine canyons tipped with white cliffs loom high over the Colorado and Green Rivers, their waters 1000 ft. below the rim rock. Skyward-jutting needles and spires, deep craters, blue-hued mesas and majestic buttes dot the landscape." ([lonelyplanet.com](http://lonelyplanet.com)) Remember when James Franco cut his own arm off to escape from a hiking ordeal in the true-story film, *127 Hours*? That was in Canyonlands.

Back in Moab, attractions abound. In addition to the parks - and I didn't even mention the glorious Dead Horse Point State Park! - there are ancient petroglyphs, dinosaur remains, four-wheeling, rafting and canoeing, scenic flights, art galleries, the Colorado River Scenic Byway, and more.

Two days and three nights wasn't enough for Moab. But those sure were two awe-inspiring days!



**Stephanie Hanaway** is Director of Journal Media, American Academy of Family Physicians, 11400 Tomahawk Creek Parkway, Leawood, KS 66211. She can be reached at [shanaway@aafp.org](mailto:shanaway@aafp.org) or 913-906-6000.



Arches National Park.



Arches National Park.



Goblin Valley State Park.



# Where Is She Now? MY SECOND ACT

BY LISA INGERSOLL

## FROM VOLUNTEER TO DIRECTOR

Over several years, I went from volunteer to Board Member - all the while donating my time to handle the marketing of the organization. Then, three years ago, we reached the point where we needed a real paid staff, with real expertise. I was lucky enough to be tapped for my current role as Director of Marketing. I found that my Media background provided me with more than enough experience to take on this new challenge. I poured myself into helping to bring the festival to the next level, which happened last year. We officially rebranded the organization as Montclair Film, and became a year-round organization with a permanent home at 505 Bloomfield Avenue in the heart of Montclair.

Thanks to the efforts of a group of talented and dedicated people, we now offer an excellent year-round education program for teens as well as adults, conversations, Story Slams, and screenings at our own 65-seat theater Cinema505. It's an exciting and gratifying thing to see the seeds of an idea flower into something truly great. I am proud to be a part of it. You can see for yourself by visiting [montclairfilm.org](http://montclairfilm.org).

## LIFE LESSONS

So what have I learned? For one thing, I've discovered that we all have more to offer. The corporate world, for all its pluses, tends to place people in boxes - Media Director, Account Executive, Creative Director, etc. However, we all have skills and potential that we may not know exists within us. Plus, we all possess a broader range of knowledge than we ever could have imagined. Second, and most important for me, if you follow your passions, remain curious, and open to learning, there's really no limit to what you can do.

I am blessed to have enjoyed not one but two incredibly satisfying professional careers. Which leaves me with only one question left to answer: What's next?



**Lisa Ingersoll** is Director, Marketing and Promotion, Montclair Film, 505 Bloomfield Avenue, Montclair, NJ 07042. She can be reached at [Lisa@MontclairFilm.org](mailto:Lisa@MontclairFilm.org), 917-693-0357 (c), or 973-435-0843 (o).

I lucked into my first career in healthcare advertising. I lucked into my second as well, I suppose, as Marketing Director for Montclair Film.

## ACT ONE

When I walked into the doors of Botto, Roessner, Horne, and Messinger (don't bother looking, it no longer exists), I had no idea that I would get into Media. To be honest, I thought I'd taken a job at a law firm! I quickly realized that I'd entered the strange and quirky field of healthcare advertising. I also knew nothing about Media, though I was more than willing to work hard. Fortunately, that was all my first boss and mentor, Elaine Gaffney (she was Traversone back in those days), needed to offer me an entry level position as Media Assistant.

I learned and grew, eventually becoming the Media Director at Lally, McFarland & Pantello (what is now Havas Life). I was there for two decades and, along the way, I got married, moved to Montclair, New Jersey, and had three beautiful children. After juggling work and kids for several years, I decided I wanted to spend more time with the latter. I made the decision to leave and become a full-time mom. I missed the agency, but had no regrets whatsoever. What I found, though, was that I still had the desire to work. So began my second act.

## ACT TWO

Shortly after I left the agency, I read an article about a few people in Montclair who had decided to start a Film Festival and were looking for volunteers. I jumped at the chance to participate in something I'd always loved - film. It was exciting to be part of something new and growing. It was a truly grassroots organization, which meant we made it up as we went along in the beginning. From 2010 till the spring of 2012, we had fundraisers, free outdoor screenings in the summers to raise awareness and money, and we hired experienced festival directors.

The first annual Montclair Film Festival launched in April 2012. The festival grew every year, with more films, more days, and more interest from the community. Of course, it didn't hurt that the town of Montclair was and is chock-full of people in the entertainment and media fields - many of whom give generously of their time and talents.



Lisa Ingersoll with Ice-T.



Stephen Colbert with Ethan Hawke.



Stephen Colbert with Samantha Bee.



# Favorite Summertime Recipes

## Corn and Black Bean Salad

BY KATIE ALEXO GERNERD

**M**y favorite summer recipe – Corn and Black Bean Salad – is so easy to make. You can eat it on its own, have it as a side, or top off some tacos with the mix. It's light and delicious. Perfect for outdoor dining!

### INGREDIENTS

#### SALAD

- 1 can (15 ¼ oz) whole kernel corn, drained
- 1 can (15 oz) black beans, rinsed and drained
- 2 large tomatoes, finely chopped
- 1 large red onion, finely chopped
- ¼ c fresh cilantro, minced
- 2 garlic cloves, minced

### DRESSING

- 2 tbsp sugar
- 2 tbsp white vinegar
- 2 tbsp canola oil
- 1½ tsp lime juice
- ¼ tsp salt
- ¼ tsp ground cumin
- ¼ tsp pepper



### DIRECTIONS

1. Mix all salad ingredients together in a large bowl.
2. Whisk together dressing ingredients.
3. Toss salad with dressing.



*Katie Alexo Gernerd is Senior Media Planner, CMI Media, 3 Executive Campus, Cherry Hill, NJ 08002. She can be reached at 856-479-9916 or [kalexo@cmimedi.com](mailto:kalexo@cmimedi.com).*

## Outdoor Grilled Grilled Cheese with Nectarine Chutney

BY ELISE DALY PARKER

**I** used to own a gourmet cheese shop in Hoboken...and I am a cheese lover. This is one of the most delectable ways to serve cheese you can imagine.

### INGREDIENTS

#### SANDWICH

- 1 loaf ciabatta (about 12" long by 4 ½" wide)
- Olive oil (for brushing)
- Salt and pepper
- 1 large garlic clove
- 3 tbsp Dijon mustard
- 1 c Nectarine Chutney (recipe follows)
- 1 4 oz piece Gruyere cheese (rind trimmed; cheese grated; about 1 cup)
- 1 4 oz wedge St. Andre cheese (rind trimmed)
- 1 4 oz piece sharp white cheddar cheese, grated
- 1 c baby arugula

#### NECTARINE CHUTNEY

- 2 tsp canola oil
- 1 tsp yellow mustard seeds
- 1 small white onion (finely diced)
- ⅔ c sugar
- ⅓ c white wine vinegar
- 1 tsp finely chopped peeled fresh ginger
- ¼ tsp dried red pepper flakes
- 4 whole firm but ripe nectarines (about 1 ½ lbs. total; pitted and cut into about 1" pieces)
- ½ teaspoon salt



### DIRECTIONS

#### FOR THE SANDWICH

1. Preheat the barbecue grill to medium.
2. Using large serrated knife, cut ciabatta horizontally in half leaving one long side attached. Lightly brush cut sides of

ciabatta with olive oil and season lightly with salt and pepper. Rub cut sides of ciabatta with garlic clove. Place oiled side down on grill and cook until barely golden brown. Rotate to toast evenly, about 3 minutes. Remove from grill and reduce heat of one burner to low.

3. Spread toasted side of bottom ciabatta piece with mustard. Spoon chutney over other toasted side. Scatter Gruyère evenly over mustard. Tear off pieces of St. Andre and scatter over Gruyère. Then scatter cheddar cheese over that. Cover with the top half of the ciabatta, chutney side down, press firmly to hold the sandwich together.
4. Lightly brush sandwich with oil. Place on grill over burner on low heat. Close hood and grill until cheese melts and bread is golden. Rotate sandwich as needed to brown evenly, about 8 minutes per side. Transfer to a cutting board. Open sandwich and scatter arugula over cheese. Close the sandwich. Cut sandwich into 8 pieces with serrated knife and serve.

#### FOR THE NECTARINE CHUTNEY

1. Heat oil in a heavy large saucepan over medium heat.
2. Add mustard seeds and sauté until they begin to pop. Add onion and sauté until tender and translucent, about 4 minutes. Stir in sugar, vinegar, ginger, pepper flakes. Simmer until sugar dissolves.
3. Add the nectarines and cook until tender but still hold their shape and the syrup thickens slightly, stirring occasionally, about 10 minutes. Stir in salt.
4. Remove from heat and store in the fridge up to one week in an airtight container.

Note: Recipe adapted from Curtis Stone – ABC's *The Chew*.



*Elise Daly Parker is Editor, Healthcare Marketer's Exchange, P.O. Box 64, Verona, NJ 07044. She can be reached at [editorial@HMEExchange.com](mailto:editorial@HMEExchange.com) or 973-919-1067.*

# Build Your Media Plan with Essential Tools from NEJM

Crafting your media plan isn't easy. It takes the right tools to make the most of your budget. The *New England Journal of Medicine's* Media Toolbox has all the tools you'll need to help you plan effectively.

For more information on how to tighten up your media plan, contact your regional Sales Director or Chrissy Miller at [cmiller@nejm.org](mailto:cmiller@nejm.org).



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# Favorite Summertime Recipes

## SEA-SALT BROWN BUTTER RICE KRISPIES TREATS (RKT)

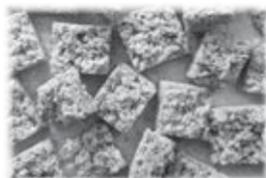
BY PAULETTE MCCARRON

I've (lightly) adapted this recipe from the famous Smitten Kitchen Blog ([smittenkitchen.com](http://smittenkitchen.com)). I've been making these for over six years now, and have brought them to countless client meetings (record number consumed by one client: six), and in-office birthday parties. I've also fattened up many teenagers in my daughter's various school classes. They are naturally gluten-free, and you can also use kosher marshmallows to make them for folks who avoid pork products.

These can be made in less than 15 minutes and are WAY better than any store bought RKT.

### INGREDIENTS

- 1 stick butter (unsalted)
- ½ tsp coarse sea salt
- 1 10-oz bag of miniature marshmallows
- 6 c Rice Krispies



### DIRECTIONS

1. Grease an 8"x 8" pan with cooking spray (not flour or olive oil spray).
2. Use a four-quart pan and melt butter on medium high. It's important you stir and monitor the butter as it cooks. You're looking to brown NOT burn the butter, and there is a small window between the two. As you stir, you'll start to see dark brown butter solids in the butter and

smell an almost nutty smell. At that point, remove pan from heat.

3. Once the butter cools for about 30 seconds, add the sea salt and stir until it dissolves. At this juncture, add the entire bag of marshmallows. You will stir these for about 3-5 minutes until they melt fully. Be sure they're melted before the next step...
4. Add the Rice Krispies one cup at a time, stirring after each cup.
5. After all 6 cups have been added, use a spatula to look "under" the Rice Krispies to be sure all the butter has been absorbed into the cereal. By doing this you will also ensure that the marshmallows are evenly distributed. Turn the mixture into the greased pan, taking care to flatten once in the pan. You will fill the pan and have leftover stuck to the spoon. You may dispose of the sticky stuff on the spoon without counting those calories.
6. Use a piece of parchment paper to press RKTs evenly in the pan. Allow to settle for an hour, before cutting into as many small, medium, or large treats as you'd like. I usually get 20 out of an 8"x 8" square.

If for some reason they're not gone in 15 minutes, place in Tupperware and seal. DO NOT REFRIGERATE!



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## Melissa's Moist Sweet Cornbread Recipe

BY MELISSA L. BOGEN

This moist sweet cornbread is one of my favorite recipes because it makes a great side dish for anything from pulled pork to fish to eggs. You don't need to add butter on top; it's great plain. It also works as a dessert with a glass of milk. Friends like how easy it is to make. I found and adapted this recipe from a Google search of "moist cornbread" because I was looking for a variety that doesn't crumble apart in my hands. I changed the ratio of cornmeal to plain flour so it has more cornmeal, and sometimes add some half-and-half to make it richer tasting.

### INGREDIENTS

- 2 c cornmeal
- 2 c all-purpose white flour
- 1½ c sugar
- 2 tbsp baking powder
- 1 tsp salt
- ¾ c vegetable oil
- ½ c melted butter (I use unsalted)
- 2 tbsp honey
- 4 eggs, beaten
- 2½ c whole milk



### DIRECTIONS

1. Preheat oven to 350° and grease a 9"x13" baking dish.
2. Into a large mixing bowl, sift the cornmeal, flour, sugar, baking powder, and salt.
3. In a separate mixing bowl, add vegetable oil, melted butter, honey, beaten eggs, and milk. Stir until combined.
4. Pour the vegetable oil, melted butter, honey, beaten eggs, and milk into the large mixing bowl. Stir just until the dry ingredients are moistened.
5. Pour the batter into the greased baking dish and bake in 350° oven for 40-45 minutes. Watch the cornbread towards the end. You want it to be turning golden and starting to show some cracks. I often bake for 41-42 minutes.
6. Test for doneness by sticking a toothpick in the center. Should not come out too wet.
7. Remove from oven, serve warm with butter, honey, or simply plain.



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# The Scores Are In!

Internists prefer *Annals of Internal Medicine*.

## Internal Medicine Journal Standings June 2018

Scores	Percent Received <sup>1</sup> (%)	Total Readers <sup>2</sup> (%)	Average Issue Readers <sup>3</sup> (%)	4 out of 4 Readers <sup>4</sup> (%)	High Readers <sup>5</sup> (%)
<b>Annals of Internal Medicine</b>	<b>81</b>	<b>64</b>	<b>48</b>	<b>29</b>	<b>23</b>
Competitor A	77	55	41	25	22
Competitor B	71	55	40	23	21
Competitor C	69	47	33	16	12
Competitor D	64	49	34	18	13

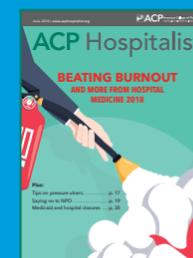
Play on the **WINNING TEAM**.

*Annals of Internal Medicine* is the #1 read medical journal for Internal Medicine physicians according to Kantar's June 2018 Medical/Surgical Readership Study.

Check out *Annals* first place standings:

- *Annals* reaches more internists than any other medical journal.<sup>1</sup>
- More internists are likely to read *Annals* than any other medical journal.<sup>2</sup>
- More internists are likely to see an issue of *Annals* than any other medical journal.<sup>3</sup>
- More internists read each issue of *Annals* than any other medical journal.<sup>4</sup>
- More internists read *Annals* more frequently and thoroughly than any other medical journal.<sup>5</sup>

Source: Kantar Media, June 2018 Medical/Surgical Readership Study, Internal Medicine Office and Hospital, Tables 110 and 210.



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# Favorite Summertime Recipes

## Asian Slaw

BY STEF STENDARDO

Here's my favorite summer recipe. It's very versatile – can be a side dish or the whole meal, and it travels well!

### INGREDIENTS

#### DRESSING

- ½ c rice vinegar
- ¼ c sugar (you could substitute honey)
- 1 tsp salt
- 1 tsp pepper
- ¼ c sesame oil
- ¾ c vegetable oil



#### SLAW

- 1 head green cabbage, thinly sliced
- ½ head red cabbage, thinly sliced
- 2 bunches scallions, thinly sliced
- ½ c cilantro, chopped
- 2 carrots, shredded or peeled
- 1 medium cucumber, shredded or peeled and cut in matchsticks or thin slices
- ¾ c sliced almonds
- 2 packs ramen noodles, broken up

#### OPTIONAL TOPPINGS

- Sesame seeds
- Mandarin oranges
- Peanuts
- Grilled shrimp or chicken

#### DIRECTIONS

- Mix together rice vinegar, sugar, salt, and pepper.
- Whisk in sesame and vegetable oil. I end up using just a little more than half the dressing, so you might want to make less (or save the rest for next time).
- Mix together all Slaw ingredients.
- Toss with dressing.



*Stef Stendardo is President, Stendardo Communication Services, Inc. (SCS), Eastham, MA 02642. She can be reached at [stef.scs@comcast.net](mailto:stef.scs@comcast.net) or 508-240-1042.*

## Fresh Corn Tomato Salad

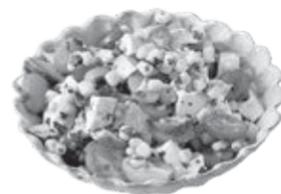
BY KELLI BISHOP

Passed along from a friend, this is one of my favorite summer salad recipes. I love the “lightness” of this salad and the fresh seasonal ingredients.

### INGREDIENTS

#### DRESSING

- 3 tbsp white wine vinegar
- 2 tsp kosher salt
- Freshly ground pepper
- ¼ c EVOO



#### SALAD MIXTURE

- 6 ears fresh corn, husked (about 4 cups corn kernels)
- 2 c red or orange grape tomatoes, halved
- 1 bunch scallions, thinly sliced
- 8 oz fresh mozzarella, cut into small cubes
- 1½ c fresh basil leaves

#### DIRECTIONS

- Whisk together vinegar, salt, and pepper in a small bowl. Gradually whisk in oil starting with a few drops and then adding the rest at a steady stream to make smooth dressing. Set aside.
- Shear off corn kernels with a sharp knife over a bowl.
- Add and toss in to corn, halved tomatoes, sliced scallions, and cubed mozzarella.
- Pour vinaigrette dressing over the salad and gently toss to coat.
- Cover and let set for 15 minutes or up to 2 hours.
- Before serving tear basil leaves over salad and stir.

ENJOY!!!



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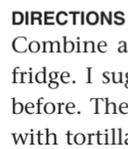
## CRACK CORN DIP

BY LEE ANN QUALLS

This is one of my favorites, and so easy!

### INGREDIENTS

- 2 11 oz cans Mexicorn, drained
- ½ c real mayonnaise
- 1 c real sour cream
- Tops of 3 bunches of green onions, sliced
- 1 4.5 oz can green chilies, diced
- ½ c jalapeños from a jar, chopped
- 8 oz package of shredded Mexican blend cheese
- Tortilla chips for serving



*Lee Ann Qualls is Media Director, Aloysius Butler & Clark, Wilmington, DE. She can be reached at [LQualls@abccreative.com](mailto:LQualls@abccreative.com) or 302-655-1552.*



# BACON LOVE (Out of Nothing at All)

BY JOHN MAILLARD

First off, a disclaimer: This recipe is not mine! I saw the “ad” on Facebook many years ago and decided that this beautiful creation would become part of my BBQ arsenal every summer.

### GET SMOKIN'

The “Bacon Explosion” recipe is a simple one. Of course, you need some kind of grill/smoker, set up with a firebox,



If loving bacon is wrong, I don't want to be right.

foil packet, or some other contraption that will let you cook this thing between 250-275° for a few hours, perfumed by the olfactory delights of hickory, cherry, or other soft woods.

### BEYOND BACON BITS

You'll also need some bacon. Lots of it. Figure on two pounds to start. Do your best to find the most rectangular, consistent pieces you can, about six or seven inches in length. Cook off one pound of bacon beforehand – please, please NOT in the microwave – and after it cools, use your hands to crush the bacon slices into little bits of heaven. We'll get to this later.

### HERE'S THE RUB

If you don't have one, get a good barbecue rub. Plenty of recipes out there for basic rubs, so find one you like and use it.

### PORK APLENTY

You'll need sausage. Yes, more pork. A pound of it usually works. Get the loose kind, hot or sweet, whatever your preference. If you want to save even more time, buy a four-pack of the pre-made patties. You're welcome.

### CHEESE PLEASE

Everyone loves cheese. Pick out your favorite and go with it. One packet of that shredded stuff works fine. I love me some pepperjack with this.

### PASS THE SAUCE

Your go-to barbecue sauce. This is all a personal preference, so no judging. Get a bottle, make your own, or don't use any at all. This is all up to you.

### MORE

Miscellaneous. Yes, this is an explosion after all, and explosions are unpredictable. Do you want to stuff some pork roll in there? How about kicking it up with some jalapeños? I'll get to all of the stuffing soon, so stop drooling.

### START WEAVING

Now the fun begins. You're going to make a “basket weave” with the remaining bacon, which is why the consistent, rectangular shape is important. Layer the bacon strips

on a sheet of heavy duty aluminum foil, as close to each other as possible. You want this thing tightly packed when all is said and done, so the easiest way to do this is to lay out the bacon from left to right first, then “weave” the other slices in. Use enough bacon slices to create one solid square/somewhat rectangular layer of latticed love.

### FLAVOR FULL

Now it's time to begin adding the layers of flavor for your masterpiece. Sausage first, which is truly the “stuff” of the stuffing. Layer the sausage as thin as possible onto the bacon weave, leaving about a half-inch around the edges. Pack it down. Next, crumble those cooked bacon pieces on top of the sausage, covering as much as possible. Sprinkle your cheese on top of the bacon/sausage/bacon sandwich, then add a few shakes of the rub. Top it off with a little of your BBQ sauce.

### ROLL IT

After admiring your creation for a few minutes and taking pictures for Instagram, take a breath and figure out the best way to “roll up” your Bacon Explosion. Start from the back, grab as much of the weave and sausage as possible, and tightly roll it up, ensuring all of the good stuff is packed into this nice, cylindrical porked perfection. Finish it off with some more rub.

### LOW AND SLOW

When it's time to cook, the Explosion is pretty forgiving except on high heat, which will vaporize the bacon weave in a few minutes so don't do that. Again, slow and low at 250-275°, lots of smoke.



Why make one Bacon Explosion when you can make three?

Check on it in 90 minutes – if the bacon on the outside is done, the inside should be nice and gooey and ready to explode. Give the Bacon Explosion one final layer of BBQ sauce, let it sit for another five minutes or so, pull it off, let your friends and family gawk and take pictures for Instagram, pat yourself on the back, and bring it home.

Cut the roll into thin slices, ensuring the Explosion happens in every bite. Bacon, sausage, and cheese should be plentiful and create a sensory overload. Enjoy the accolades, my friend. You deserve it.



*John Maillard is Oncology Account Director at UBM Medica, a division of UBM Americas, 485F US Highway 1 South, Suite 210, Iselin, NJ 08830. He can be reached at [John.Maillard@ubm.com](mailto:John.Maillard@ubm.com) or 732-397-6271.*

# Michele Sirkin



Visiting Hotel del Coronado while at AAD 2018.

“A goal without a plan is just a wish.”

**Birthplace:** Kingston, Pennsylvania  
**Marital Status:** Married  
**Children:** None  
**Job Title:** Vice President, Media  
**Years in Industry:** 14 years in Media; 9 focused in Healthcare  
**College:** The Pennsylvania State University

**What was your first job?**

I wrote for the Sports Department of my local newspaper in high school, covering everything from Little League Baseball to college basketball. It was a good prep for my career today because it helped me to be creative and improved my writing skills.

**If you could do a guest role on a TV show, which one would it be?**

I would love to judge a Quickfire on *Top Chef*. I am a huge fan of the show and consider myself a foodie.

**What are your hobbies?**

I love trying new restaurants and watching sports (especially Penn State). I also love movies and am a member of the Philadelphia Film Society.

**How did you get started in the industry?**

I went to an advertising job fair in college and met a recruiter from a large agency in New York City that was hiring for entry level media roles. I started in TV buying before eventually transitioning into digital and healthcare planning.

**What three adjectives best describe you?**

Energetic, Reliable, Assertive.

**What is your favorite restaurant?**

My favorite restaurant in the world was Sbraga in Philly, but it unfortunately closed last year. I haven't yet and may never find a replacement for it, but my current favorite is Laurel, also in Philly.

**What is the last good book you've read?**

I recently read *The Nightingale* by Kristin Hannah for a book club and absolutely loved it. It's a very moving historical fiction novel with some great twists.

**What would you like to learn to do?**

I have spent the past 20 years trying to learn to do Magic Eye (books that allow some people to see hidden three-dimensional images within patterns). I have yet to see the 3D image, but I am not going to stop trying!

**What is your favorite website and/or app?**

I am a FreeCell Solitaire addict. It's a great way for me to clear my mind after a long day.

**What would you do or buy if you won the lottery?**

I would drop everything and take time to travel the world. Eventually, I would go back to school with the goal of taking every class offered to expand my knowledge. I was a communications major in college and take some related courses in my current job, so I think it would be fun to branch out.

**How do you stay fit?**

I like variety in my workouts, so I do a mix of classes at Orangetheory, Flywheel, and Unite Fitness.

**Craziest thing you've ever done?**

I am not very adventurous and consider myself "indoorsy," but I once did a 40-foot cliff dive on vacation.

**Have you ever had a brush with fame?**

I used to be around celebrities a lot when I lived in New York City and attended the TV network Upfronts. The only time I ever truly got starstruck was meeting Alex Trebek from *Jeopardy!*

**If you could see anyone in concert, who would it be?**

I would love to have seen Amy Winehouse in concert.

**What is one thing you can't live without?**

Sleep.

**If you could work doing anything in the world, regardless of the income, what would you do?**

If I didn't work in Media, I'd like to lead TV programming for a network and get to make decisions on what shows to pick up or cancel.

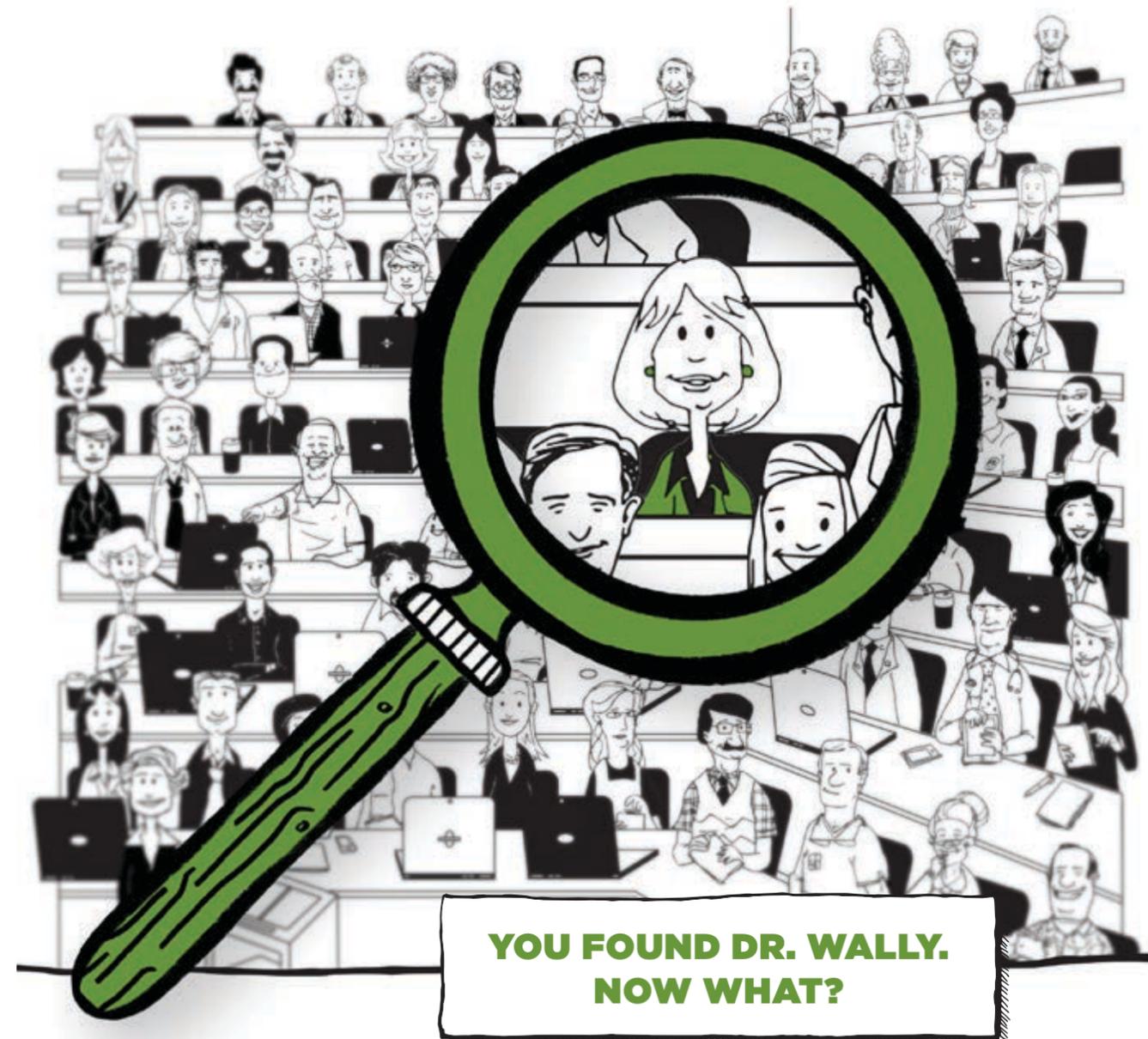
**What are two things on your bucket list?**

I would love to attend the Superbowl and the Cannes Film Festival.

**What is your favorite vacation spot?**

I love visiting France. I studied abroad there in college and love going back to visit and practice my French. I am also a huge fan of Las Vegas and go at least once every year.

*Michele Sirkin is Vice President, Media, CMI, 2000 Market Street, Suite 2975, Philadelphia, PA 19103. She can be reached at 215-971-8725 or [msirkin@cmimedia.com](mailto:msirkin@cmimedia.com).*



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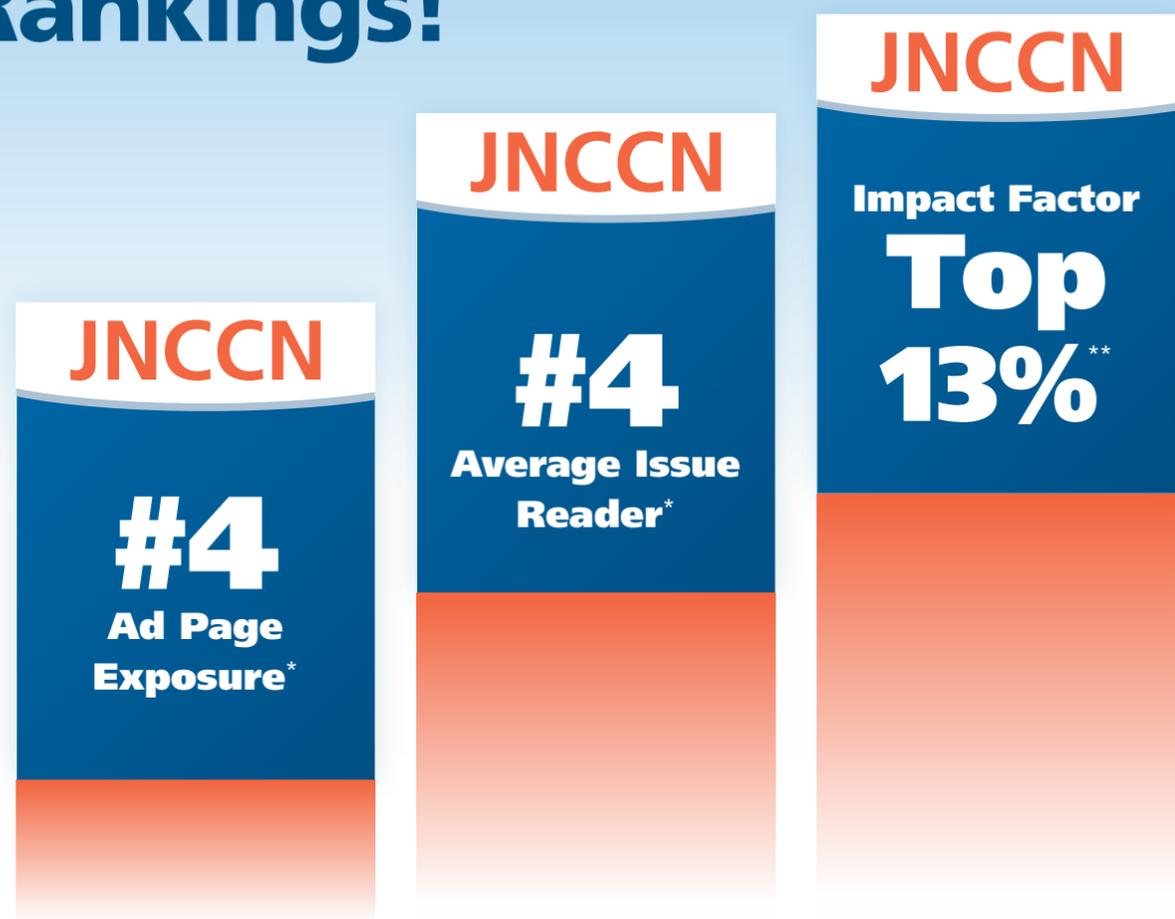
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Source: The Essential Journal Study, Primary Care, The Matalia Group, 2017, an independent survey conducted among office and hospital-based primary care physicians



# JNCCN Jumps Higher in June's Kantar Readership Rankings!



\*Kantar Media-June 2018 Medical/Surgical Readership Study. Onc and Hem Onc Office and Hospital Combined.  
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## Fun Things To Do

### NEW JERSEY

**Atlantic City (various locations)**  
<http://www.casenet.com/concert/atlanticcityconcert.htm>

- August**
- 4 - Rod Stewart at Boardwalk Hall
  - 18 - Blake Shelton at Hard Rock Hotel & Casino
  - 20 - WWE Live at Hard Rock Live at Etes Arena
  - 25 - The Magic of Adam Trent at Caesars

- September**
- 7 - Dane Cook at Hard Rock Live at Etes Arena
  - 8 - Alice Cooper at Tropicana
  - 15,16 - 25th PBR: Unleash the Beast – Rodeo at Boardwalk Hall
  - 28 - Christina Aguilera at Hard Rock Hotel & Casino

**PNC Bank Arts Center**  
 Exit 116 Garden State Parkway, Holmdel, 800-653-8000

- August**
- 4 - Wiz Khalifa & Rae Sremmurd: Dazed & Blazed Tour
  - 8 - The Miseducation of Lauryn Hill 20th Anniversary Tour
  - 10 - Lindsey Stirling + Evanescence
  - 11 - 3 Doors Down & Collective Soul: The Rock & Roll Express Tour
  - 12 - Stars Align Tour: Jeff Beck & Paul Rodgers and Ann Wilson of Heart
  - 14 - Counting Crows with Special Guest +LIVE+: 25 Years and Counting
  - 19 - Kidz Bop Live 2018
  - 22 - 311 & The Offspring: Never-Ending Summer Tour
  - 25 - Breaking Benjamin and Five Finger Death Punch
  - 30 - Braid Paisley Tour 2018
  - 31 - G-EAZY - The Endless Summer Tour

- September**
- 6 - Deep Purple & Judas Priest
  - 10 - Ozzy Osbourne: No More Tours 2
  - 14 - 5 Seconds of Summer: Meet You There Tour
  - 15 - Niall Horan: Flicker World Tour 2018
  - 16 - Willie Nelson's Outlaw Festival
  - 29 - Kevin Hart: The Irresponsible Tour

**Prudential Center**  
 25 Lafayette St., Newark, 973-757-6000

- August**
- 18 - Bad Bunny
  - 23 - Alejandro Fernandez & Los Tigres Del Norte

25 - Nick Cannon's Wild 'N Out Live  
**September**

- 4 - Fall Out Boy & Machine Gun Kelly
- 8 - Sugarland, Frankie Ballard & Lindsay Ell
- 15 - Paul Simon
- 26 - Game of Thrones Live Concert Experience
- 28,29 - BTS - Bangtan Boys

### NEW YORK

**Central Park SummerStage**  
 East 72nd Street & 5th Avenue, New York, 212-360-2777

- August**
- 4 - The Originals: Stretch Armstrong/Clark Kent/D-Nice/Rich Medina/Tony Touch
  - 5 - Baianasystem/Hamilton de Holanda Trio featuring Roberta Sa/Xenia Franca
  - 8 - Voodoo Threaxdown featuring Trombone Shorty & Orleans Avenue/Galactic/Preservation Hall Jazz Band/New Breed Brass Band
  - 9 - Good Vibes with Jason Mraz and Brett Dennen
  - 11 - Korea Gayoje: Tokimonsta/Dumbfoundead/Kero One
  - 12 - Music + Revolution: Greenwich Village in 1960s
  - 13 - O.A.R. Just Like Paradise Tour with Special Guests Matt Nathanson and The New Respects
  - 19 - Mura Masa/Jessy Lanza
  - 22 - "Mr. Gaga" with Gallim
  - 26 - Eddie Palmieri la Perfecta/Tony Vega
  - 28 - Voices of a People's History

- September**
- 8 - Mac DeMarco
  - 26 - Blood Orange
  - 27 - Angelique Kidjo Remain in Light/Resistance Revival Chorus

For a full list of performances, visit [www.centralpark.com](http://www.centralpark.com).

**Jones Beach**  
 895 Bay Parkway, Wantagh, [www.jonesbeach.com](http://www.jonesbeach.com)

- August**
- 4 - Lady Antebellum & Darius Rucker Summer Plays on Tour
  - 7 - Rob Zombie & Marilyn Manson: Twins of Evil
  - 10 - Brad Paisley Tour 2018
  - 11 - Evanescence + Lindsey Stirling
  - 12 - Kidz Bop Live 2018

- 14 - Stars Align Tour: Jeff Beck & Paul Rodgers and Ann Wilson of Heart
- 15 - Pentatonix
- 18,19 - Billboard Hot 100 Music Festival
- 22 - Counting Crows with Special Guest +LIVE+: 25 Years and Counting
- 25 - 311 & The Offspring: Never-Ending Summer Tour
- 28 - G-EAZY - The Endless Summer Tour

- September**
- 6 - Breaking Benjamin and Five Finger Death Punch
  - 8 - Ozzy Osbourne: No More Tours 2
  - 12 - Niall Horan: Flicker World Tour 2018

**Madison Square Garden**  
 4 Pennsylvania Plaza, New York, 212-465-6741

- August**
- 1 - Smashing Pumpkins
  - 7 - Rod Stewart & Cyndi Lauper
  - 10 - Shakira
  - 11 - Jason Aldean, Luke Combs & Lauren Alaina
  - 21,22 - Jeff Lynne's Electric Light Orchestra
  - 23 - Billy Joel
  - 24,25,27,28 - Drake & Migos

- September**
- 8 - Dierks Bentley, Brothers Osborne & LANCO
  - 14,15 - Childish Gambino & Rae Sremmurd
  - 20,21 - Paul Simon
  - 22 - Ozuna
  - 23 - Phillipp Kirkorov
  - 27 - Kevin Hart
  - 30 - Billy Joel

**Radio City Music Hall**  
 1260 Avenue of the Americas, New York, [www.msg.com](http://www.msg.com)

- September**
- 13 - Ringo Starr and His All-Starr Band
  - 22 - Carlos Vives: 'Vives Tour'
  - 27 - Borns

### PENNSYLVANIA

**Wells Fargo Center**  
 3601 South Broad Street, Philadelphia, [www.wellsfargocenterphilly.com](http://www.wellsfargocenterphilly.com)

- September**
- 11,12 - Elton John
  - 13 - Sebastian Maniscalco: Stay Hungry Tour
  - 15,16 - Aubrey & The Three Migos Tour
  - 18 - Childish Gambino
  - 19,20 - Bruno Mars: 24K Magic World Tour
  - 21 - Andre Rieu