

HELLO

*Instructions
for use...*

Oral Healthcare Can't Wait™

Letter to Editor

Review this letter to the editor carefully to note indicated areas that require your practice's unique information. Type in this information where noted, so that any instructional copy is omitted and only relevant practice details are included. Double check that your practice name and all other info is spelled correctly; you may ask a colleague to review. Once you have filled in these details, determine the local newspaper you wish to have this letter to the editor appear in.

Choose a newspaper(s):

Usually, the most widely-read newspaper that covers happenings in your area is an ideal choice. It will get your message out to area residents that fall within your geographic range.

Pull up that newspaper on the Internet to obtain information about where to send letters to the editor. This is typically indicated prominently in a "letters to the editor" section. Otherwise, you can find this in a "contact us" or "staff" section of a newspaper's site. NOTE: While there may be an email address, personally contacting an editor is advised, as often the email address shown on a website is generic, with messages often ending up in the hands of an intern or wrong department. Only your one-on-one, direct conversation can establish a personal rapport and allow you to explain the importance of getting the Oral Healthcare Can't Wait message to the community.

Make contact:

Email the letter to the editor to the email address provided. You may also call the contact and let them know you've just sent a letter that hits home in today's economy, while also providing an important health-related message to the surrounding community.

Follow-up:

Call within two days to see if they are interested in using the letter to the editor. Continue to email or call to nail down a particular date they think it may appear. NOTE: Editors may choose to extract specific elements of it for space or content reasons. Therefore, the entire content of the letter may not run in full or verbatim, but they always conclude with the sign-off details (your name and practice), and that's what matters when it comes to promoting your practice!