

# HELLO

*Instructions  
for use...*

# Oral Healthcare Can't Wait™

## Press Release

Review this release 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 press release sent to.

### 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 the name of the appropriate editorial contact. In this case, a business editor or assistant editor will be most appropriate, as this is news relevant to your business. This is typically indicated in the "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 provided on a website is generic, with messages often ending up in the hands of an intern or the 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:

Call the contact and give them your pitch (pique their interest in the topic of your release so that they are encouraged to print it). Typically, socially relevant, timely topics are sought-after content that editors will react favorably to. As such, make sure you tell them that you have a timely release that hits home in today's economy, while also extending an important health-related message. Explain that while most people are serious about saving, the one area they need to make sure they really save is their mouths. As a practice that has embraced the Oral Healthcare Can't Wait message/campaign, you have information that provides this important message to the public, urging the community to not put off dental appointments in an effort to keep the economy off their minds.

NOTE: Be friendly, yet aggressive! Editors are extremely busy, with tight deadlines on a daily, sometimes hourly, basis. Their pace is often fast and abrupt. They prefer the "10-second pitch" that immediately tells them you've got important, relevant news that's worth their time to read and print. Do not become discouraged if their tone is somewhat curt or if you are passed to different departments. This is normal.

Once you have generated interest, obtain the email address of the editor and send the document to them.

### Follow-up:

Call within two days to see if they are interested in using the press release. Continue to email or call to nail down a particular date they think the press release may appear. NOTE: Editors use press releases at their discretion, often extracting specific elements of it for space or content reasons. Therefore, the entire content of the release may not run in full or verbatim, but so long as your practice's name and the Oral Healthcare Can't Wait message appear, that's what matters most!