

HELLO

*Instructions
for use...*

Oral Healthcare Can't Wait™

PSA

Review this script 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 displayed. Double check that your practice name and all other practice information is spelled correctly; you may ask a colleague to review.

Pull up a local radio or television station on the Internet to obtain the name of the appropriate contact. In this case, a producer or assistant producer will be most appropriate. This is typically indicated in a "contact us" or "staff" section of the site.

NOTE: While there may be an email address, personally contacting a producer is advised, as often the email address shown on a website is generic (e.g., producer@xyz.com), with messages often ending up in the hands of an intern or wrong department. Also know that some stations refer to these announcements as PSAs (Public Service Announcements), so if you see contacts under that heading, that is appropriate as well. 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 receive favorable reactions. As such, make sure you tell them that you have a timely public service announcement 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. Make sure you tell them that you already have a fully prepared script, HOW LONG, with all of the relevant details ready to go. 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: If you aren't already, you may want to familiarize yourself with a particular segment that is broadcast at a certain time. Browsing through a station's website can provide these details. If you feel it's appropriate to be read, say, after their "Talking with Dr. Smith" or "Your Health Now" health segment that is always on the air at 2:00 in the afternoon, then mention that to them. Making it as relevant as possible to their format helps them, and ultimately helps you get this message out.

Once you have generated interest, obtain their email address and send the PSA to them.

Follow-up:

Call within two days to see if they are interested in using the PSA. Continue to email or call to nail down a particular date they think the announcement may appear. NOTE: Producers use information at their discretion, often extracting elements of it to meet time requirements or for content reasons. Therefore, the entire content of the announcement may not be read in full, but so long as your practice's name and the Oral Healthcare Can't Wait message appear, that's what matters most!