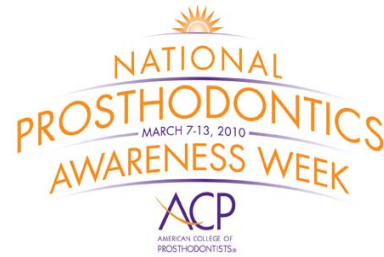


## Tips for Working with Local News Media

Use your local media to increase awareness and involve the community in your National Prosthodontics Awareness Week activities.

### Public Service Announcements

Public Service Announcements are messages designed to cause listeners to change their behavior, their attitude or to take action and are usually directed in the interest of the public good. Radio and television stations must reserve time for these types of messages, and may play them free of charge. A public service announcement (PSA) is a non commercial advertisement broadcast on radio or television, for public interest. Radio stations reserve time for issues of public interest and run PSAs free of charge.



To increase the likelihood of your PSA airing, focus on the public good of National Prosthodontics Awareness Week. Submit your PSA to the public service announcement director of your local radio station.

### Press Releases

Use the ACP sample press release to notify local media outlets of your National Prosthodontics Awareness Week event. Highlight activities and successes in your practice in the past year; suggest tips for maintaining mouth health/options for replacing missing teeth provide background information about your planned activity. Include quotes from prosthodontists in your practice who have been active in oral health promotion in the community regarding their experiences. If one of your patients is willing to speak publicly about his or her prosthodontic experience, feature a quote in your release. The samples provided contain a brief paragraph about the ACP. Please add a text paragraph about your practice, department or facility.

### Letters to the Editor

Most newspapers accept letters to the editor. This provides you with an excellent opportunity to present your perspective on important issues related to prosthodontics. Suggestions for content include the health benefits of replacing missing teeth, misconceptions regarding prosthodontic treatment, technological advances, oral cancer screening, and the link between a healthy mouth and overall health.

### Calendar Listings

An effective tool to promote a weeklong event like National Prosthodontics Awareness Week is through a calendar listing in your local newspaper. Calendar listings are designed to promote events in a "community calendar" without the full press release.