Broadcasting

Local radio and TV programs often have talk shows, call-in segments or special features, such as consumer interest spots. Contact the show's producer, program director and/or the host regarding your dental topics and to offer a spokesperson.

Many programs participate in "ask the dentist" programs on local radio stations. Begin contacting the media in December to make arrangements.

Announcer-Read Copy

Sample scripts below can be use by local radio stations. Please feel free to edit has you see fit. Type the scripts on organization stationery, inserting the organization name (and spokesperson if there is one). Send the scripts to public service directors at local radio stations. **Public service** announcements are broadcast without charge. Consequently, stations schedule them at their own discretion. Following up with a letter or call to the station may give you an idea of the broadcast date.

Sample 15-Second Public Servi	<u>ce Annound</u>	ement:	<u>s for Radio</u>	<u>Broadcas</u>	<u>t</u>		
Date	Contact:	Organ Addre City, S Teleph	ization/Prog		Name		
Public Service Announcements			To Air: Through February 2010				
: 15 Seconds							
February is National Children's De	ental Health I	Month.	The				
(organization/program/event name	e) reminds pa	arents t	hat their chil	ldren can a	void cavities.	A balanc	ed
diet, limiting snacks, brushing and	flossing eac	h day a	and regular d	dental chec	k-ups are the	keys to a	
lifetime of healthy teeth and gums							
: 15 Seconds							
February is National Children's De	ental Health I	Month.	The		(program/ev	ent name)	
invites parents to bring their childr	en ages	to _	for a fr	ee dental s	creening fror	n to	1
at the	locate	d at		For m	nore informat	ion call the	
(organization/progra	am/event na	me) at $_{\scriptscriptstyle -}$			_•		

: 15 Seconds

February is National Children's Dental Health Month. Dental sealants can help protect your child's
teeth and save money. Sealants form a protective barrier that helps prevent bacteria from causing
tooth decay. Ask your dentist about sealants. A message from the
(organization/program/event name).
: 15 Seconds
February is National Children's Dental Health Month. The
(organization/program/event name) says that mouth guards are an important piece of protective face
gear. They cushion blows that might otherwise cause broken teeth, injuries to the lips and face and
sometimes jaw fractures. Ask your dentist about a mouth guard to protect your child's smile.