

Radio Public Service Announcements (PSA's)

Choose the PSA(s) you would like to send to local radio stations and personalize them where indicated. Send the PSAs with a cover letter at least two to three weeks prior to when you'd like the PSAs to be aired. A week after you send the mailing, follow up with the radio stations to see if they will use the PSAs or if they need additional information from you.

For Immediate Release: (Date you want PSAs to begin airing)

Contact: (name/phone number)

:30 RADIO GIVE KIDS A SMILE PUBLIC SERVICE ANNOUNCEMENTS

[General PSA about Give Kids A Smile®]

MORE THAN 16 MILLION AMERICAN CHILDREN HAVE UNTREATED TOOTH DECAY. AND MORE THAN 80 PERCENT OF TOOTH DECAY CAN BE FOUND IN 25 PERCENT OF CHILDREN, MANY OF WHOM ARE FROM UNDERSERVED COMMUNITIES. THE AMERICAN DENTAL ASSOCIATION AND LOCAL DENTISTS WANT TO HELP. FEB 3 IS GIVE KIDS A SMILE® DAY. DENTISTS ACROSS THE COUNTRY WILL PROVIDE FREE ORAL HEALTH SERVICES TO QUALIFYING CHILDREN. IT'S A START...BUT WE NEED PARENTS, POLITICIANS AND PEOPLE WHO CARE TO GET INVOLVED. FOR MORE INFORMATION ON GIVE KIDS A SMILE, CONTACT THE (NAME OF YOUR PROGRAM/ORGRANIZATION) AT (PHONE NUMBER OR WEB SITE).

TOGETHER, WE CAN GIVE KIDS A SMILE!

[If children need to be pre-registered for your Give Kids A Smile event]

EVER HAVE A TOOTHACHE SO PAINFUL IT WAS HARD TO SLEEP? NOW IMAGINE YOU HAVE A MOUTHFUL OF TOOTHACHES—AND YOU'RE ONLY A CHILD. MANY UNDERSERVED CHILDREN IN (NAME OF STATE) CAN'T SMILE, PAY ATTENTION IN SCHOOL OR EVEN SLEEP BECAUSE OF TOOTH DECAY. DENTISTS WANT TO BE PART OF THE SOLUTION. FEB. 3 IS NATIONAL GIVE KIDS A SMILE® DAY. DENTISTS ACROSS THE COUNTRY WILL PROVIDE FREE ORAL HEALTH SERVICES TO QUALIFYING CHILDREN FROM LOW-INCOME FAMILIES. TO REGISTER A CHILD FOR GIVE KIDS A SMILE, CONTACT THE (NAME OF YOUR PROGRAM/ORGANIZATION) AT (PHONE NUMBER OR WEB SITE). TOGETHER, WE CAN GIVE KIDS A SMILE!

[If children need to be pre-registered for your Give Kids A Smile event]

SEVERE TOOTH DECAY IS NOTHING TO SMILE ABOUT. IT'S PAINFUL. MANY CHILDREN WHO HAVE IT CAN'T EAT OR SLEEP PROPERLY OR EVEN PAY ATTENTION IN SCHOOL. DENTISTS WANT TO BE PART OF THE SOLUTION. FEB. 3 IS NATIONAL GIVE KIDS A SMILE® DAY. DENTISTS ACROSS THE COUNTRY AND HERE IN (NAME OF CITY OR COUNTY) WILL PROVIDE FREE DENTAL SERVICES TO QUALIFYING CHILDREN. TO REGISTER A CHILD, CONTACT THE (NAME OF YOUR PROGRAM/ORGANIZATION) AT (PHONE NUMBER OR WEB SITE). TOGETHER, WE CAN GIVE KIDS A SMILE!

[If walk-ins are welcomed at your Give Kids A Smile event]

MANY CHILDREN IN (NAME OF STATE) AREN'T SMILING BECAUSE OF UNTREATED TOOTH DECAY. IT'S PAINFUL, UNSIGHTLY AND MAKES IT HARD FOR KIDS TO EAT, SLEEP AND PAY ATTENTION IN SCHOOL. DENTISTS WANT TO BE PART OF THE SOLUTION. ON FEB. 3, NATIONAL GIVE KIDS A SMILE® DAY, DENTISTS IN (NAME OF CITY OR COUNTY) WILL PROVIDE FREE ORAL HEALTH SERVICES FROM (STATE TIME FRAME FOR THE EVENT) TO QUALIFYING CHILDREN AT (GIVE LOCATION OF YOUR GIVE KIDS A SMILE EVENT AND SAY IF SERVICES ARE LIMITED TO A CERTAIN NUMBER OF CHILDREN). FOR MORE INFORMATION, CONTACT THE (NAME OF YOUR PROGRAM/ORGANIZATION) AT (PHONE NUMBER OR WEB SITE). TOGETHER, WE CAN GIVE KIDS A SMILE