

## 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 Service Announcements for Radio Broadcast

Date	Contact:	Contact Person Organization/Program/Event Name Address City, State Zip Telephone Number Email Address
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#### Public Service Announcements

**To Air: Through February 2018**

#### **: 15 Seconds**

February is National Children's Dental Health Month. The \_

- 1) (*organization/program/event name*) reminds parents that their children can avoid cavities. Brushing your teeth twice a day with a fluoride toothpaste, cleaning between your teeth daily, eating a healthy diet that limits sugary beverage and snacks, and seeing your dentist regularly for prevention and treatment of oral disease are the keys to a lifetime of healthy teeth and gums.

#### **: 15 Seconds**

February is National Children's Dental Health Month. The \_ (*program/event name*)

invites parents to bring their children ages \_\_\_\_\_ to \_\_\_\_\_ for a free dental screening from \_\_\_\_\_ to \_\_\_\_\_ at the \_\_\_\_\_ located at \_\_\_\_\_. For more information call the \_\_\_\_\_ (*organization/program/event name*) at \_\_\_\_\_.

**: 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.