



PSA Media Instruction Sheet and Talking Points

What You'll Bring to the Stations:

SDSMA has produced a television public service announcement (PSA) and two radio spots. You will be bringing a CD with the two radio spots to your local stations. The instructions on what to do when you get there are below.

The television PSA will be distributed by Paulsen Marketing to the commercial television stations and cable television companies in South Dakota, with a letter asking for their inclusion in the station or cable network's schedule. Paulsen will also follow up with telephone calls to make sure the media outlets received the spots and asking for them to be run in their schedule.

Who To Talk To:

When you deliver the radio spots to your local station, ask for the person in charge of placing public service announcements (PSA's). They may ask if you'd like to just leave the spots for the person, but tell them you prefer to take just a couple of minutes to meet with the person and talk about the SDSMA program, and that you have a donut spot that you would like to personalize with your voice.

What To Ask For:

When you meet with the person in charge of placing PSA's, ask them to place these spots in their rotation as public service messages. Explain there are two :30 spots, one is self-contained and can be run as is. The other spot is a donut that can include your voice as a local doctor and member of the SDSMA and your district medical society, and you would like to record your part at the station's convenience. If you choose not to do the localized spot, you can simply ask the person to run the self-contained spot and not use the donut spot.

Finally, inform the person they can get more information about the SDSMA by going to the Web site at www.sdsma.org. Then thank them for their cooperation and offer them your card if they have any questions, and also leave behind the packet of SDSMA information (available on the SDSMA Web site) that includes general information about the SDSMA, information on the campaign, and contact numbers for the SDSMA and other key members.

The Message:

"Hands" Image TV and Radio

This spot introduces the SDSMA to the broadcast audience. We focus on a doctor's hands because it ties the personal relationship doctors have with their patients and allows us to talk about how these hands join together to advocate for better health care for South Dakota.

Key points within the message:

- There are over 1,600 members of the state medical association throughout South Dakota. That represents over 95% of all doctors in the state.
- SDSMA is dedicated to improving health care for all South Dakotans.
- The organization stands for values, ethics and advocacy.
- SDSMA has produced a :30 television and two :30 radio spots introducing themselves. The television spot is self-contained and can be used immediately. One of the :30 radio spots is self-contained, with a second spot that can be localized with donut copy, leaving room for a local doctor from the immediate listening area to add his or her voice to the spots for local use.