



## Sharing Your Philanthropy With Local Media

It can often be hard to catch the attention of your local media, even when you have great news to share, like your support of GBAS! Here are some tips on how to get your story published:

1. Request your customizable press release from the AACDCF by emailing [givebackasmile@aacd.com](mailto:givebackasmile@aacd.com). **Please include the dentist's name and indicate which press release you are requesting:**
  - **Announcing your treatment of a GBAS patient**
  - **Announcing your participation in the GBAS Whitening Challenge**
  - **Announcing a fundraiser in support to GBAS**
2. Be sure to customize the release to include your practice and contact information. If you have an office manager or team member who deals with media inquiries, include their contact information as well
3. Send the release (e-mail is usually the most effective) to local media outlets, including newspapers, TV, and radio stations. Copy the press release into the body of the e-mail **and** attach a copy in a Word doc if possible. If you can, contact the media outlets ahead of time to find the name of the person you should address the e-mail too. Usually, these releases are handled by the local news desks.
4. A few days after you've sent the release, follow up with the news outlet with a quick phone call to ask if they received the release. If they have, tell them you'd be happy to answer any additional questions they might have.
5. If your press release is announcing an event, be sure to send it to local organizations (such as a chamber of commerce) who can announce the events in community calendars. Local newspapers may also have calendars of events on their websites.

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