



PSA TIPS FOR SERVICE PROVIDERS:

The Best Start Resource Centre, on behalf of Health Nexus, has produced a 30-second Public Service Announcement (PSA) in French and English for Radio & Television entitled:

“Healthy Baby Healthy Brain” / « Bébé En Santé Cerveau En Santé »

These will be sent to all stations in Ontario with a request that they broadcast it as soon as possible and for the next year (until September 2013).

What you need to do:

We ask that you contact your local radio and television stations as soon as possible by phone or in person to request that they broadcast this PSA.

- ✓ Please download the “[Ontario Radio Stations](#)” and “[Ontario TV Stations](#)” pdf lists.
- ✓ If you do not have any existing relationships with the stations or if the Contact person on the list is no longer there, you can ask to speak to the “Program Director” (Radio) or “Traffic Manager” (TV) to make your request. If the Contact person makes decisions for more than one station within a network, it will be reflected on the list.
- ✓ When you call, you may be asked how the commercials were sent to the stations: ***They are being sent via a distributor called DMDS Yangaroo.*** Stations will receive either a digital file (Online) or a tape (TV Offline).
- ✓ Should you have any questions regarding the lists, or if your local station is missing or has not received the commercial(s) in the correct format, please contact Jane Rowan at MJM Productions (905) 529 9901 ext 29. She can arrange for the spots to be sent out in broadcast quality.
- ✓ If they have any questions about the Healthy Baby Healthy Brain initiative, they can contact: Louise Choquette, Bilingual Health Promotion Consultant, at 1-800-397-9567, ext. 2276.