

## **SDSLHA Public Relations Resources**

Increased public awareness of speech, language, hearing and swallowing disorders and treatment benefits both the clients who deal with these disorders and the professionals who serve them. Here are some suggestions for increasing public awareness of communication and swallowing disorders and speech/language and hearing professions.

### **Contact the Media**

Submit an article to your local newspaper(s). The South Dakota Newspaper Association has a list of 138 daily and weekly member newspapers, including contact information, and publication schedules. Go to <http://www.sdna.com/directory.php>. You can also find a listing of radio and television stations in South Dakota at <http://www.mondotimes.com/1/world/us/41>

The Associated Press (AP) serves serving thousands of daily newspaper, radio, television and online customers with coverage in all media and news in all formats. It is the largest and oldest news organization in the world, serving as a source of news, photos, graphics, audio and video. Two AP bureaus are located in SD. One in Pierre and the other in Sioux Falls.

The South Dakota Associated Press bureau in Sioux Falls is staffed 6 a.m.-11:30 p.m. Monday through Friday, 6:30 a.m.-11:30 p.m. Saturdays, and 9:30 a.m.-6 p.m. Sundays. To request a repeat or contribute a news story, call 800-952-9911 or 605-332-3111. You may also e-mail stories to [apsiouxfalls@ap.org](mailto:apsiouxfalls@ap.org) or fax contributions to 605-332-3931. To reach the Pierre capital bureau, call 605-224-7811, or fax information to 605-224-8513. For more information about the AP in SD, visit their website at <http://www.ap.org/southdakota/>.

News outlets are looking for stories that tell about something new or different. Stories about controversial topics, stories that tell about trends and stories that affect the local community are more likely to be published or aired. It is also helpful to have a human interest, such as an interview with a person or family affected by a communication disorder or treatment.

Even if you don't have an exciting story to offer right now, it can still be helpful to contact local media outlets to begin building a relationship with them. Consider doing the following:

- Introduce yourself to local reporters and/or news agencies and offer to send them information about your work. Offer to be available as a resource in future stories.
- Let local reporters and news agencies know that you are available to consult with them as an expert in your field when they are researching stories related to communication disorders.
- Provide them with your contact information so that they can reach you quickly.

- Keep an eye/ear on the national news. If a story appears that is related to your field, call and offer to provide information to the local news media that can give them a local angle on a national story.
- Watch and listen to local TV and radio programs that feature live guests or have talk shows. Contact the program producer to inform him or her of topics related to your field that may be of interest to his/her audience.

ASHA members have access to tools for members to use for local public relations. Visit the ASHA website at <http://www.asha.org/members/issues/marketing/> for press releases, a public relations guide, features and tip sheets, better hearing and speech month information and more!

### **Special Observances**

Make use of awareness campaigns to inform the public about your services as a speech/language pathologist or audiologist. Here is the start of a list of national observances. If you have any additions please contact the webmaster Brittany Schmidt at [Brittany.Schmidt@usd.edu](mailto:Brittany.Schmidt@usd.edu).

- March is Developmental Disabilities Month
- April is Autism Awareness Month
- May is Better Speech and Hearing Month

This website offers a month by month listing of public health observances:  
<http://www.healthfinder.gov/library/nho/nho.asp>