

Rett Syndrome Public Service Campaign

Your Low-Effort Outreach Can Secure Airtime for PSAs

300 million audience impressions already on TV, cable and radio!

Families have been found, and diagnoses have been made because of this PSA

It's time to renew the momentum of airplay in your community!

IRSF formally launched the Rett Syndrome Public Service Campaign featuring Clint Black in October 2011, thanks to a generous gift from the Pioneer Fund of Colorado*. This PSA campaign targets major national media markets. PSA kits were mailed to 1,200 TV stations and 9,327 radio stations nationwide. Visit this webpage to see where they were mailed, who played them, and find easy to use call scripts so you can contact your stations for new (and renewed!) airplay: tvaccessreports.com/rett

The PSA has already received 203 million audience impressions on TV and cable, and 91 million on radio. But it's not enough. Continuous airtime will help make Rett syndrome a recognized disorder. With your help we can continue this critical awareness effort. Please access the reports, identify your local stations or locations where you have contacts, and follow the simple "How To Outreach" scripts to tell them:

- They have received a kit, or can download the PSA from the website
- Why it's important to you that they play it (your personal story), and
- Request air time especially in October or during your fundraising activity

If you are participating in a Rett event, it is a wonderful way to link the event to the PSA. Many stations will want to interview you, play the PSA, and post your event to their community calendar. Contact IRSF if you want additional talking points!

Also of note, country music legend Clint Black and Jeffrey L. Neul, M.D., Ph.D., Baylor College of Medicine, and Paige Nues, International Rett Syndrome Foundation, conducted satellite interviews during October 2011 Rett Syndrome Awareness month that reached an additional 3 million people!

- [Click here to order a PSA as well as to access PSA Online Reports and Support Materials](#)
- [Download the Clint Black Flyer](#)
- [Watch the PSA now](#)

{wmv}RET01-60{/wmv}

Please let us know about your success so we can inspire others in the IRSFlash! Simply send us an email at admin@rettsyndrome.org, attention Lisa Hayden, with "PSA" in the subject line.

Thanks for your help with this effort - together we can help connect more families living without IRSF support, and reach new friends to support the Research to Reality Campaign! For more information please contact lhayden@rettsyndrome.org

* The Pioneer Fund of Colorado also made a generous \$1 million matching gift challenge to IRSF towards the Research to Reality campaign, which was successfully met in 2010 thanks to IRSF supporters everywhere.