September 2011

Rett Syndrome Representative:

It is with excitement that we announce the availability of the IRSF TV & Radio PSA and this accompanying guide.

Responding to grassroots input, IRSF Board of Directors heralded Making Rett syndrome a Household Name as a key initiative in meeting the plan’s goals.

We recognize that it is the grassroots leadership who are in the position of most intimacy with people who need IRSF. Many of you are engaging in activities to promote the fine work and services IRSF provides your communities. It is our goal to provide you with the tools you need to be successful. The TV and RADIO PSAs are some of the tools that we offer to assist in your efforts. Please contact us if you are interested in PRINT PSA’s.

The documents that have been prepared here for download have been created as guidelines for you to customize to make this as easy and successful a process as possible, including:

- An exportable list of stations (radio and TV) to use as tracking to see who has received and played the PSA;
- A link to order PSA’s to send to additional stations beyond;
- A Readiness Check List to help those of you getting involved with this campaign;
- A “How to Overcome Objections” and follow up email/phone script to help you successfully gain air time for Rett syndrome;
- A letter to use as follow-up to send to station directors who have received the PSA;
- A letter to use as a thank you to send to station directors who have aired the PSA.

Remember that in addition to the 1,200 TV and 9,327 radio stations who have received the PSA through our IRSF distribution efforts, additional copies of the PSA are available upon request for your own distribution efforts. To order please go to this link: http://tvaccessreports.com/rett then click the tab to order and follow the instructions.

Thanks for your interest and for all you do to ensure that IRSF continues to grow and reach the thousands of individuals and families who need us.

Sincerely,

Stephen Bajardi
Executive Director
International Rett Syndrome Foundation

For questions or further information, please contact Lisa Hayden, Family Support Communications Program Manager at lhayden@rettsyndrome.org
IRSF is the world’s leading private funder of basic, translational and clinical Rett syndrome research, funding over $24M in high-quality, peer-reviewed research grants and programs to date. Annually, IRSF hosts the world’s largest gathering of global Rett researchers and clinicians to establish research direction and priorities while exchanging ideas and the most recent information. IRSF is the most comprehensive non-profit organization dedicated to providing thorough and accurate information about Rett syndrome, offering informational and emotional family support, and stimulating research aimed at accelerating treatments and a cure for Rett syndrome and related disorders. IRSF has earned Charity Navigator’s most prestigious 4 star rating. To learn more about IRSF and Rett syndrome, visit www.rettsyndrome.org or call IRSF at 1-800-818-RETT (7388).
PSA FACT SHEET
IRSF’s TV and RADIO Public Service Announcement Initiative

What is this PSA?

“This TV and radio public service announcement (PSA) initiative consists of :15, :30 and :60 second TV and radio PSAs featuring Clint Black as well as families impacted by Rett syndrome. Please contact the Lisa Hayden (lhayden@rettsyndrome.org; 513-870-4375) if you are interested in print PSA’s.

What is the purpose of the PSA?

The purpose is to define IRSF as a place people can turn to for support and education about Rett syndrome. We believe they present a message of hope and recovery for IRSF’s grassroot efforts. These PSA’s support the brand of the IRSF name.

This will begin to lay the groundwork to make Rett syndrome a known disorder, a goal articulated by the IRSF Board of Directors and IRSF’s grassroots leadership.

Who will be affected?

The PSA’s are available to all IRSF supporters, upon request. Representatives that would like to order copies of the PSA may do so by following this link; (link) and clicking the order tab.

As an IRSF supporter, how can I best use the PSA?

We encourage local supporters and representatives to discuss with your IRSF staff and prepare a short outreach plan. A small amount of planning and a commitment to follow through are necessary to ensure best results for your efforts. If you need assistance, please contact us. We are here to help!