

AMERICAN CHIROPRACTIC ASSOCIATION

EXECUTIVE OFFICES

2200 Grand Avenue

Des Moines, Iowa 50312



Dear Doctor:

Theme for Phase I -- '72 of ACA's National Public Relations Campaign is "Don't Be a Pill Popper". This program is most timely and will render a genuine public service by making Americans more aware of the dangers of drug abuse -- and at the same time urge people to seek natural health methods.

A most important feature of Phase I -- '72 is emphasis on public service in the form of radio transcriptions and television films. All materials for this feature are supplied to you by ACA entirely free of charge.

Supplying radio and TV stations with public service materials has been a continuing ACA program through the years. The important difference this year is in the method of distribution of these materials. In past years ACA has made mailings to the broadcast media to solicit use of our films and transcriptions. This year we have planned for solicitation of radio and TV stations by doctors of chiropractic in your state -- at the local level.

Therefore, it is imperative that you reach your membership as soon as possible, following the detailed instructions in your Planning Guide, and enlist the aid of doctors of chiropractic in every city in which there is a radio or television station.

IMPORTANT: IF YOU CANNOT CARRY OUT THE FILM AND TRANSCRIPTION DISTRIBUTION PROJECT, PLEASE NOTIFY ACA!

This PR Phase also gives you a plan to organize a Speakers Bureau in your state. This is an important project, not only for this PR Phase, but for long-range implementation. We hope you will organize a Speakers Bureau now -- and continue the program indefinitely, as a regular part of your state's activities.

To assist in your Speakers Bureau Program we have included two prepared speeches in this PR Phase. You may draw on speeches sent to you in past PR Phases -- and ACA has a series of additional speeches planned for you which will be included in future PR phases. To help make your Speakers Bureau a success, please keep a file for all the prepared talks!

We hope the projects and materials included in this PR Phase meet with your approval. We invite your comments.

Sincerely,


Paul Mendy

Public Affairs Director

Public Relations Organization Plan
and Guide for Use of Materials

Phase I

ACA National Public Relations Program

1972

Phase Theme: "Don't Be A Pill Popper"

Planning Period: December 1, 1971 through January 20, 1972

Implementation Period: January 20 through March 31, 1972

PURPOSE

Contained in this package is public information material for a special phase devoted to drug abuse. The theme and program give your state an opportunity to gain wide media coverage and build a positive chiropractic image.

- 1) The campaign ties in to a timely subject that is of national concern, and receiving daily coverage on radio, television, in newspapers and magazines.
- 2) Up to now, there have been little or no really good public service spots done on drug abuse. Broadcast stations are not only ripe and ready for them -- they are looking for them.
- 3) An anti-drug approach is more beneficial and meaningful to chiropractic than any other health profession, because doctors of chiropractic do not prescribe drugs.
- 4) The results of drug negligence and abuse is making the public more receptive to, and understanding of, natural health methods.

- 5) It enables the chiropractic profession to convince the public of the logic behind a health approach that "cures the cause, not the symptom."
- 6) It indicates that the spine controls health functions far beyond mechanical problems of the back.
- 7) Without stating a position or attacking organized medicine, it ridicules that profession for using human beings as guinea pigs and allowing a situation of this magnitude to develop through negligence.
- 8) It dramatizes chiropractic's knowledge -- in terms of the benefits of natural health care, its warnings about the dangers of drugs and medications, and health matters in general.
- 9) It gives credence to chiropractic's authority on matters governed by the spine, which includes all functions of the body.
- 10) It re-emphasizes the need for periodic spinal examinations.

CONTENTS OF PLANNING PACKAGE

Display Material --

- Bulletin board poster: "Don't Be A Pill Popper"
- Billboard: "Don't Be A Pill Popper" (descriptive sheet)
- Bumper-strip: "Don't Be A Pill Popper"

Radio & Television Material --

- Script for transcribed 60-second and 30-second public service radio announcements.
- Request card for radio public service transcription
- Storyboard for filmed 60-second and 20-second public service television spots
- Request card for television public service film
- Station identification radio public service spots
- Station identification television public service spots

General Literature --

- Folder, "Beware of Overuse of Drugs"
- Pamphlet, "Health, Drugs and Chiropractic Values in American Society"

Newspaper Material --

- Five Press Releases
- Two display ads (7" x 9" -- 5 1/4" x 7")
- Drop-in ad (1 7/8" x 3 1/4")

Other Material --

- Two prepared speeches
- Order blank for materials

PROJECTS

AND SUGGESTED USE OF MATERIALS

Project #1 -- Public Service Radio & Television

Featured in this phase is ACA's new public service radio transcription and animated film for television public service time.

Included are: (a) scripts of three 60-second radio spots and four 30-second radio spots (available from ACA on transcription); (b) radio request card; (c) a storyboard on a film containing a 60-second and a 20-second animated TV spot in color; (d) TV request card; and (e) complete instructions and sample letters to initiate and follow up this project.

For the first time, ACA is involving doctors of chiropractic at the grass roots level in this tremendous public service project. All details are outlined herein to obtain free radio and television coverage on all stations in your state -- and all necessary materials, including the transcriptions and films, will be supplied by ACA entirely free of cost.

The following is the procedure to be used in placing radio and television material:

1. Order from ACA (free) a sufficient number of radio spot announcement sheets to cover all the radio stations in your state. Also order a sufficient number of return radio request cards (free).
2. Order from ACA (free) a sufficient number of TV storyboards to cover all the television stations in your state. Also order a sufficient number of return TV request cards (free).
3. Reproduce Form Letter A on your association letterhead and mail it to all doctors in your association. Enclose a radio public service script and a transcription request card, and TV storyboard and a TV film request card. Also enclose a Radio and TV Report Form available free from ACA).

4. The letter instructs the doctors to contact their local TV and Radio Stations, make them aware of the availability of public service radio and TV spots, show them the material, take the order for film or tapes, or instruct the station to fill in the return card and mail it directly to ACA.

5. Whether the doctor personally fills in the return cards for the station or the station returns the card showing its requirements, the order will be received and filled by ACA Headquarters.

NOTE: ACA absorbs the cost of public service films and tapes, and there will be no charge whatsoever to your association, regardless of the number ordered or used by the radio and TV stations in your state.

This is an excellent way of getting mass exposure, without paying for time, production or materials. It is a program totally subsidized by ACA!

6. Since more public service time is available after the first of the year, aim for January placement by sending out your request as soon as possible!

7. Most stations will accept these spots on a public service (free) basis. Therefore, if your membership does a good job of personal contact, the chiropractic message should get excellent free exposure in your state. However, after determining the free exposure, some states have found it advantageous to "fill-in" (if their budget allows it) on a paid basis with additional stations. Because of the theme of this particular campaign, it is anticipated that there will be better reception on the part of stations in offering free time than ever before.

8. The above is the recommended method for securing free public service time in your state. Embark on this campaign immediately, utilizing the local doctor as described above. Local doctor participation is important.

Project #2 -- Follow-up on Public Service Radio and TV Campaign

Four weeks after your mailings have been made to doctors in your association, follow up the doctor's efforts by mail contact with the stations not covered in the report sheets you receive from your

membership. This will enable you to cover those stations overlooked by local doctors.

Handle your follow-up campaign as follows:

1. Reproduce Form Letter B for mailing to radio stations. Order from ACA (free) a sufficient number of radio spot announcement sheets to be used as enclosures to indicate what is contained on the radio transcriptions. Also enclose a radio request card (order from ACA).
2. Reproduce Form Letter C for mailing to television stations. Use the TV storyboard as an enclosure, as well as a TV request card.
3. All covering letters above should be reproduced on your association letterhead in sufficient quantity to cover your entire state.
4. Address your envelopes to "Program Director" at radio and TV stations.

Project #3 -- Live Radio and TV Public Service Station Break Spots

This kit contains scripts for 10 public service station break spot announcements (live) for radio and 10 similar spots for television (for use with a video slide).

1. Based on the number of stations on your mailing list, mimeograph or otherwise reproduce a sufficient number of radio and TV spot announcement sheets for a state-wide mailing. Your association name may be substituted for the ACA line in the copy, if you wish.
2. Order from ACA a sufficient number of TV slides to attach to the TV scripts.
3. On your association letterhead, reproduce a sufficient number of cover letters, using Form Letter D as your sample.
4. Address your envelopes to "Program Director" at the radio and TV stations.
5. Mail your radio and TV spot announcements early in January. Use First Class mail!

If you wish to supplement the free public service use of these spots on radio and TV with paid time, these spots are suitable for that purpose. Purchases of radio and TV time should be negotiated with the station's sales department.

Project #4 -- General News Releases

Five (5) news releases are included in this kit, all of which relate to the Pill Popper campaign. These should be mailed to all newspapers, radio and TV stations in your state.

1. Mimeograph or otherwise reproduce sufficient quantities of each release, filling in the blanks with the appropriate names. The name and phone number of your PR director or spokesman should be listed at the top of each release as the contact, should the editor require additional information.
2. When addressing your envelopes to daily newspapers, send the news release to the "City Editor" (either by name or title). Releases sent to weeklies and trade publications should be addressed to the "Editor."
3. News releases sent to radio and TV stations should be addressed to "News Director."

IMPORTANT: ALL NEWS RELEASES SHOULD BE HAND-DELIVERED OR MAILED FIRST CLASS.

4. The following is a suggested schedule for your news releases (dates may be changed to suit your own schedule).

TWO BILLION USELESS PILLS TAKEN IN THE HOME LAST YEAR, CHARGES DOCTOR OF CHIROPRACTIC	-- January 21
BODY POLLUTION IS MORE SEVERE THAN AIR OR WATER POLLUTION	-- February 3
CHILDREN'S LEARNING PROCESSES DULLED BY MEDICATIONS, SAYS DC	-- February 16
OVER 7,000 HARMFUL DRUGS AND MEDICATIONS ON THE MARKET	-- February 28
DRUG ABUSE: A MAJOR INDUSTRIAL PROBLEM	-- March 10

Project #5 -- Contact Newspapers, Magazines & Publications

1. A letter should be sent -- or a personal visit made -- to all area (state) publications during December to stimulate publishers' interest in the "Pill Popper" campaign.
2. Discuss the significance of the drug abuse problem. Tell them about your public service campaign. Suggest stories. Offer your cooperation.
3. When submitting your press releases, be certain they are retyped, incorporating local names and information, with sender's name, address and telephone number at the top. (Do not submit mimeo sheets with hand-written fill-ins.) These should be sent to all publications in your state, including weekly newspapers, club publications and company publications. (Important Note: Keep your list up-to-date with changes in editors' names and addresses as they occur.)
4. Don't forget to advise editors about events in which doctors of chiropractic will participate during the Pill Popper campaign. Editors may want to cover these with reporters and/or photographers. However, also make arrangements on your own to have photographs taken for submission to publications.
5. Send reprints of the Pill Popper display ads and drop-in ads to publications, along with a letter requesting they use the ads as a "public service."
6. If budget permits, you may want to broaden your exposure by purchasing additional ad space. If you are purchasing advertising space, try to get the lowest rates possible by bargaining. If you have used previous paid advertising, you may qualify for discounts based on lineage use and/or frequency.
7. It is permissible to replace the ACA signature at the bottom of the ads with your association name. The publication can make the change.
8. You may want to offer free pamphlets to anyone who writes in. If so, have the newspaper set the information in the ad -- giving an address and/or phone number. It is suggested you use the Health, Drugs and Chiropractic Values in American Society reprint and/or the Beware of the Overuse of Drugs pamphlet for this purpose.

Project #6 -- Place Billboards

A provocative, contemporary billboard has been designed for the "Don't Be A Pill Popper" Campaign. A descriptive sheet with a photograph of the new 24-sheet billboard is included in this package.

Attempt to obtain public service (free) billboard space. Because the billboard carries out the theme in a dramatic visual medium, you may also want to budget paid billboard space during Phase I of this campaign.

1. Use personal contact wherever possible for obtaining public service (free) billboard space. Enlist the aid of volunteers if the job is too complex for your PR director to handle.
2. Whether you make your contacts in person or by mail, be sure to show the outdoor advertising firm the descriptive sheet containing a photo of the billboard. These sheets may be obtained in quantities at no charge from ACA, upon request.
3. If you wish to have your association name appear on the bottom of the poster in place of the ACA name, this is permissible and may be accomplished by ordering a sufficient quantity of snipes (narrow strips with your association name on them, to be pasted over the ACA line) from ACA at a minimal cost. Allow about 4-5 weeks for delivery.
4. If you decide to purchase billboard space, it is advisable to "ride the showing" -- that is, examine the locations before contracting to make certain your message will get good exposure.
5. When purchasing, try to negotiate on the basis of the public service nature of the campaign. Special concessions might include lower rates, special discounts, bonus boards, or a lengthened period of showing at the price of a shorter period.

Project #7 -- Place Bulletin Board Posters

The theme of this campaign, the nature of the subject and the increased awareness to the problem of drug abuse makes everyone a prospect for cooperation. Even passive cooperation will enable you

to display the poster on bulletin boards. Contact schools, libraries, banks, department stores, offices, public buildings, associations, industrial plants, retail stores, senior citizens homes, hotels and apartment buildings. Arrange to have the posters displayed anywhere they will be exposed to public attention.

1. Develop a list of suitable places of display, with the name of the person in charge or the person who has the authority to approve displays (i.e.: company owner, supervisor, personnel or safety director, president, manager, director, department head). If in doubt, go to the top. Let the person in charge direct you to the proper individual in his organization.

2. As an aid in compiling your list, you might make a mailing to one of your association members in each city, asking him to supply you with a suitable list in his area.

3. Order a sufficient supply of posters from ACA (keep in mind that you will be able to display more than one poster in many places).

4. The most effective way to distribute and place these posters is through cooperation of your state membership. Use volunteers for personal contact.

5. Don't overlook distribution by mail. The poster fits easily in a 9 x 12 envelope.

6. Follow up. Whether by mail or personal call, a second contact will often give a positive response.

7. Find out if the company or organization would like you to handle distribution and placement of posters. If so, get the locations and number required. If not, learn how many posters will be required. Supply an additional 19% for waste or loss.

8. Try to get all your posters up during the early part of the campaign. Furnish a "put-up" and "take-down" date to cooperating companies and organizations.

9. Ask if you can supply the Beware of the Overuse of Drugs pamphlet in conjunction with the bulletin board poster. Suggest that they distribute it on a counter or in a "take-one" box near the poster.

10. Contact your newspaper city editor to get a photograph of one or several of your volunteers putting up a poster at a prominent public place. Include a community leader, prominent business executive or city official in the photo. Don't forget to notify televisions, also.

11. A good source of volunteer help for poster distribution is from school children and various organizations. Prior to your campaign, contact as many groups as possible to solicit their help -- and don't forget the ladies' auxiliary of your own society.

Project #8-- Distribute the "Beware of the Overuse of Drugs" Pamphlet and "Don't Be A Pill Popper" Bumper Strip

The pamphlet and bumper strip is useful in just about every project -- from mailings to personal hand-outs. In addition, there are some projects particularly applicable to the use of these materials.

1. Contact managers and personnel directors of companies in your area. Suggest use of the Beware of the Overuse of Drugs pamphlet as an envelope stuffer, mailing piece, or insert with their monthly statements. Stress the public service aspects of this cooperation.
2. Contact banks, savings and loan associations, libraries and utility companies to determine if they will use the pamphlet in their literature racks or on their counters (along with posters) as giveaways.
3. Contact supermarkets and urge them to use the pamphlet as a bag drop-in at their check-out counters.
4. Make a mailing to teachers and principals in your area. Suggest to educators that they order a supply of pamphlets for distribution to their classes.
5. Contact company and union officials. Suggest they make mailings for you and/or distribute selected pieces of literature from their offices.
6. Contact radio and TV stations and suggest that they offer the pamphlet or bumper strip to their audiences.

Be sure to order an adequate supply of these materials from ACA early!

Project #9 -- Set up "Pill Stopper" Line

Several states have embarked on pilot programs in which a telephone "hotline" was established for the purpose of communicating chiropractic's message to the local public.

The "Don't Be A Pill Popper" theme lends itself to such a program.

1. Contact the telephone company and establish a local phone number for your state or local group.
2. Advertise the phone number as the "Pill Stopper" number. This can be done in public service radio, television, newspaper and even billboard ads.
3. Offer an incentive, such as the drug pamphlet or bumper strip.
4. Have volunteer attendants (doctors) available to take the calls and advise the callers conscientiously about their "pill popping" problems.
5. This is the type of promotion that appeals to a radio station -- especially one that programs for the young adult. Contact the stations in your state or area, and try to gain their cooperation. If they are willing to give you enough broadcast support, let them be the co-sponsor and gain some of the honors.

Project #10 -- Set Up a Speakers Bureau

It has been recommended in previous phases that speeches be used before groups of all kinds, including meetings of service clubs, associations, PTAs, church groups, labor organizations, etc.

Perhaps you have done this on a more less informal basis. However, to be most successful, it is recommended that a Chiropractic Speakers Bureau be organized and utilized.

A good speech reaches more people than is possible to reach with personal contact. Yet, a speech retains the same personal, direct power for shaping public opinion. The same basic rules apply to speeches as do to other media:

- 1) Make sure your speaker knows the audience and subject thoroughly.
- 2) Projects sincerity, professional interest and community spirit.

Speaking engagements are an excellent means of building a good public image. By participating in a speakers bureau and giving a planned schedule of speeches, the speaker can gain great personal satisfaction. In addition, this can improve the speaker's practice and open the way to new associations and friendships. It is suggested that the speaker cooperate with the local society, state or national association by offering his services.

1. Select several of your best speakers and assign them to a committee with the task of forming a Speakers Bureau. Keep your group small, but active.
2. Build a file of subjects, materials and speeches to be used on various subjects. Maintain active files.
3. Have them take a course in public speaking. There are numerous good ones, including Dale Carnegie, Earl Nightingale, Success Motivation, and George Jessel's Course in Speaking Dynamics.
4. Set up seminars and work sessions in which you practice and subject each other to criticism and suggestion.
5. Assign certain people to certain subjects. Try to give them subjects which they know best and are best equipped to handle. Any one doctor need not have more than one or two speeches -- but he should be an expert at them.
6. Get mailing lists of groups who use speakers

- Parents of School Children and PTA Groups
- Outdoor and Sport Enthusiasts
- Athletes and Athletic Clubs
- Industrial and Labor Groups
- Senior Citizens Groups
- Prospective Students
- Safety Groups
- Community and Welfare Agencies
- Gardening Clubs
- Health Care Groups
- Service Clubs and Organizations
- Business Groups

7. Solicit an audience in an organized manner. Send out solicitation letters to prospective audiences, along with a postcard for response.
8. Contact prospects by mail, and include a return postcard. (See Sample Letter E).
9. Call respondents and confirm dates and information (See Work Form F).
10. Follow up on groups that did not respond.

Included in this package are two speeches, each of which can be used before almost any audience -- regardless of age, sex, education, occupation or special interest classification.

The Drug Abuse campaign would be an excellent "starter" for your Speakers Bureau. Once organized, it will prove effective 52 weeks out of the year, speaking and building a favorable image for chiropractic on many subjects:

- Posture and How It Affects the Growing Years
- How To Avoid Outdoor Accidents
- Athletic Injuries -- Their Treatment and Prevention
- Proper Method of Lifting and Treatment of Lifting Injuries
- Chiropractic Treatment for the Senior Citizen
- Advancements by the Chiropractic Profession
- Professional Opportunities in Chiropractic
- Farm and Garden Injuries -- and Their Treatment
- Answers to Questions About Chiropractic
- Auto Accidents, Whiplash, and Chiropractic Treatment
- Weight Reduction
- Industrial Health Problems

NOTE: Reproduce this letter
on your letterhead!

FORM LETTER A

(To be sent to all DCs in your state)

Dear Doctor:

Chiropractic is taking the lead in fighting drug abuse and bringing the public's attention to natural health methods through its new "DON'T BE A PILL POPPER" public service radio and television campaign.

The campaign ties in to a timely subject, and an anti-drug approach is more beneficial and meaningful to chiropractic than any other health care profession.

The American Chiropractic Association has gone to considerable expense in the production of excellent transcriptions containing 60-second and 30-second radio spots, as well as the production of 60-second and 20-second animated films, in color, for TV use. In addition, the ACA is underwriting the entire public service campaign in making these transcriptions and films available to all radio and television stations throughout the country at no charge.

We urge you to cooperate in our campaign by securing local exposure for this important message. Here's how you can do it:

1. Enclosed is a storyboard showing TV material available, a script showing what is contained on the new radio transcription, radio and TV order cards, and a report form.
2. Get together with other DCs in your area to decide who will visit each radio and TV station. You may decide to visit the stations in teams of two doctors each.
3. Hand carry the material to your radio and TV stations. Contact the "Program Director" of each and show him the material.
4. Tell him the "Don't Be A Pill Popper" spots have been produced to fill a station's need. They are well-written and well-produced and fill public service requirements. Note that they are timely in view of the mounting drug-abuse problem, and their broadcast would be a service to the community. Try to get him to indicate his intention to use them and order his radio transcription or TV film from you at no charge.

NOTE: Reproduce this letter
on your letterhead!

FORM LETTER B

(To be sent to Program Directors of all RADIO stations in your state)

Dear Program Director:

We have available for you a transcription containing three 60-second and four 30-second public service messages, which are available to you free of charge. The spots have been produced for the purpose of bringing listeners' attention to the drug abuse problem.

The theme of the campaign is "Don't Be A Pill Popper."

Each public service message is well-written and dramatically produced, using excellent talent and musical effects. The messages center around the harmful effects of careless drug use.

We believe these messages are timely in view of the mounting drug abuse problem. They could be an important adjunct to your regular spot programming, as they would enable your station to provide highly informative and motivating material of a true public service nature.

Your cooperation in using these messages as public service material will be appreciated. Kindly return the enclosed postcard for a free copy of the transcription.

Sincerely yours,

(State Association Representative)

Enclosures

P.S. I am enclosing representative scripts of the messages contained in the free transcription, so that you may evaluate their public service content.

NOTE: Reproduce this letter
on your association letterhead

FORM LETTER C

(For follow-up use on Public Service
transcriptions and films--Project #2)

Dear Program Director:

Enclosed is a storyboard of a new television film available
for public service use.

It has been prepared to bring attention of the viewers to the
problem of drug abuse.

"Don't Be A Pill Popper" is a cleverly animated, well written
television film which points out the harmful effects of
careless drug use, without "preaching." It is available in
60-second and 20-second sound-on-film versions in color for
telecasting in color or black and white.

These messages are both informative and entertaining. Most
important, they provide a message that is timely in view of the
mounting drug abuse problem, and which can serve to motivate
the listener to rehabilitative measures.

Films are available to your station free of charge. Kindly
order your copies on the Request Card enclosed.

Your cooperation in presenting these messages as a public
service is appreciated.

Sincerely yours,

(Association Representative)

Enclosures

NOTE: Reproduce this letter
on your association letterhead

FORM LETTER D

(For use with live radio and TV station break spots: Project #3)

Dear Program Director:

The chiropractic profession is taking the lead in bringing the public's attention to natural health methods -- and also in fighting drug abuse.

As part of this campaign, we are happy to make available to you now the enclosed scripts for live station break spots.

These meet all the requirements for public service, and bring to your audience a most timely message relating to their good health and well-being.

Your cooperation in using these messages as public service material will be appreciated. Please let us know if we can be of further service to you.

Sincerely yours,

(State Association Representative)

Enclosure

RADIO -- TV
REPORT

"Don't Be A Pill Popper" Campaign

I have contacted the following radio and TV stations and have the following information to report

Station	Address	Program Director	Will Use	Will Not Use	Considering Using

Doctor's Name _____

Address _____

City & State _____

SCHEDULED SPEAKING ENGAGEMENT

Date of Meeting _____ Time _____

Address of Meeting _____

Sponsoring Group _____

Occasion _____

Size of Audience _____

Length of Program Needed _____

Your position on program _____

Contact:

Name _____

Address _____

City _____ State _____ Zip _____

Phone No. _____

Full Description and Details --

SAMPLE POSTCARD TO ENCLOSE WITH FORM LETTER E

BACK SIDE OF CARD

Yes, we are interested in a program on _____
_____ for our _____ meeting at _____.
(date) (time)

Kindly phone me to make arrangements.

Yes, we are interested, but do not have a
specific date.

No, we are not interested.

Name _____ Title _____
Organization _____
Address _____
City _____ State _____ Zip _____
Telephone _____

FRONT SIDE OF CARD

Association Name
Address
City, State, Zip

NOTE: Reproduce this letter
on your association letterhead

FORM LETTER E

(For use with Speakers Bureau Project #10)

Dear Mr. _____:

Would you be interested in a good speaker or program for one of the coming meetings of your Kiwanis Club?

We can make available an excellent program titled "Don't Be A Pill Popper," geared to your needs and time limitations.

The program is being offered as a public service by members of the (Chiropractic Association). Its purpose is solely to educate the public and make it aware of drug abuse and careless drug use, which has caused health problems to thousands of unsuspecting people in this area each year.

The program is highly interesting, and presented in the interest of better public health.

If you would like to set up a program date, kindly fill in the enclosed postcard and return it to me.

Sincerely yours,

(Chiropractic Association Representative)

Enclosure

5. If the Program Director gives you his O.K., fill in and return the order card to ACA's Public Affairs Department immediately. The films or transcriptions will be sent directly to the stations.
6. If the Program Director is unsure or must take it up for consideration with others, leave the material with him and ask him to please fill in the return order card when he determines his needs and mail it directly to ACA.
7. When making personal contact with the Program Director at stations, use the occasion to become friends. Learn if there are opportunities for doctors of chiropractic to participate in regular or special programs. Offer your services and cooperation for special programs. Suggest the possibility of a show on drug abuse.
8. DO NOT be pesty or aggressive. Do not become angry if a station is unable to offer you free time. Do Not use the station as a sounding board for your opinions -- or to attack critics of the profession. DON'T expect them to keep records for you and schedules of when they run the spots (although they may furnish it as a matter of policy.)
9. DO be well groomed when you call on stations. Do let the professionals assist you if they can. Do be sincere in your approach to them. Do recognize their programming problems -- if they have any.
10. Fill in the enclosed report and return to this office as soon as all your contacts are made.

We urge you to give chiropractic your personal help and support in this important campaign. I am certain you will find most stations both receptive and interested.

Sincerely yours,

(State Association Pres.)

Enclosures