



MISSISSIPPI **OPTOMETRIC** ASSOC.

How to do your own public relations for third grader eye exams in 2024

- 1. Become knowledgeable about the no-cost eye exams for third graders program.**
 - a. Go over the talking points provided by MOA.
 - b. Make sure any office staff making and receiving calls on your behalf has the same information.
 - c. Coordinate with other participating, local optometrists. It is important to have a united front when contacting local officials and the media.

- 2. Make a list of local officials who need or would like to know about the program.**

You can contact them personally or assign someone in your office that handles publicity or is a good representation for your practice to make the phone calls and email the MOA blurb.

 - a. Local educators (principals, superintendents, teachers, and school nurses need to know so they can contact parents of affected students).
 - b. Mayors, legislators, city aldermen/councilmen, etc. need to know.
 - c. Local Lions Club officers.

- 3. Make a list of local media – newspapers, radio stations, & TV stations.**
 - a. Call your local media and explain the program; ask who might handle educational issues or a story such as this for the paper station.
 - b. Send follow-up email with press release to media.
 - c. Make a follow-up phone call to see if they have received the information and need more information.
 - d. When contacting TV and radio stations, ask if there is a public service program you can talk on to share the program.

- 4. Be proactive about contacting those on your list**
 - a. Call local officials and offer to send them the blurb provided by MOA.
 - b. Call local media and explain program and ask for their email address.
 - c. Send email to media with a copy of the MOA press release.
 - d. Make follow-up calls.

- 5. Follow up with those you have contacted to see if they have questions, need more information, or would like to speak with you.**