

Open Your Mouth for Oral Health



A CPTV Connecting Our Communities Initiative
in partnership with the
Connecticut State Dental Association





Open Your Mouth for Oral Health.



CPTV's Open Your Mouth for Oral Health

- **A Connecting Our Communities initiative**
- Oral healthcare throughout the life span
- Oral health = overall health



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Connecting Our Communities' Mission

*Provide a powerful voice for Connecticut's diverse communities through the creation of multimedia program initiatives and outreach services that **foster collaboration, inspire understanding and effect change***



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What is Connecting Our Communities?

- A content **partnership** between CPTV and local non-profits
 - CSDA's content expertise coupled with CPTV's media experience
- A rich stream of community-based programming
- **Not** a commercial advertising campaign
 - Lays out the facts in long form through storytelling techniques



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*“Tell me and I’ll forget; show me and I may remember;
involve me and I’ll understand”*

-Chinese proverb



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CPTV & CSDA: A Content Partnership

- CPTV and CSDA will collaborate on content
 - Pre-production to broadcast
 - Via regular production meetings, communication, script fact checking, rough cut reviews, and more.
- Must be informational and objective
- Episode topics will focus on one topic
- CSDA will help promote initiative among its partners



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**More than a television series...
...*a comprehensive initiative***

CSDA's critical issues and messages will be:

- constantly reinforced
- reach target audiences **each & every day for 6 months to a year and beyond...**



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CPTV's Open Your Mouth for Oral Health

- 3-5 part television documentary series
- Multimedia awareness campaign
 - Television
 - Radio
 - Web
 - Community outreach
 - Special events



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CPTV's Open Your Mouth for Oral Health

•Target audiences

- Citizens
- Policymakers
- Parents, caregivers and children
- Oral healthcare providers

•Goals

- Educate consumers
- Empower citizens
- Build models for success
- Provide access to resources



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CPTV's Open Your Mouth for Oral Health

•Sample episode topics*

- Oral Health is Integral to Overall Health
- Wiping out Oral Disease: Early Childhood Education & Intervention
- The Importance of Oral Health for Pregnant Women
- Our Aging Population: Special Oral Healthcare Needs
- The Economics of Oral Health: Impacting the Bottom Line

**CPTV will work with CSDA to identify and define topics*



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Multimedia – What Does it Include?

- Television
- Radio
- Print
- Web
- Special Event
- Community Outreach



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Television

Broadcast: minimum 5 airings per episode

Promotional spots: minimum 25 tune-in promotional spots before each premiere broadcast

Vignettes: (1) one-minute vignette featuring a critical piece of information from each episode will air in CPTV programming. Each vignette will air 75 times

Time Bank: CSDA will have a time bank of marketing spots that will air on CPTV (includes production)



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Radio

Promotional spots: tune-in promotional spots will air on WNPR prior to each premiere broadcast

Vignettes: (1) 30-second vignette featuring a critical piece of information from each episode will air on WNPR

Time Bank: CSDA will have a time bank of marketing spots that will air on WNPR



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Print

Full-page, full-color ad in the CPTV Guide in *Connecticut Magazine* promoting **Open Your Mouth for Oral Health**

One 2/5 page ad will be printed for each subsequent episode

Prominent recognition for CSDA on all other print materials
(press releases, invitations, external print)



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Web

Program companion site will be developed on cptv.org and feature:

- Downloadable forms and tools
- Resource materials
- Episode transcripts
- Television vignettes
- Link to CSDA



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Special Event

CPTV will host a premiere screening event prior to the first episode of **Open Your Mouth for Oral Health**

First public unveiling of the initiative – designed to engage key CSDA stakeholders

A representative from CSDA will be invited to speak about its involvement in the Initiative

CSDA may also display signage and distribute materials at the event



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Why CPBI?

- Connecticut's sole public broadcasting institution
- Serves all ages: newborn to elderly
- Diverse mix of programming and services
 - News
 - Public affairs
 - Children
 - Educational
 - Entertainment
- Delivered via multimedia platforms
 - TV (CPTV)
 - Radio (WNPR)
 - Print (*Connecticut Magazine*)
 - Web (cptv.org and wnpr.org)
 - Special events/Community Outreach



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Why CPBI?

- Member of the community we serve
- Dedicated to thought provoking, objective programming
- Build comprehensive educational campaigns
 - Health
 - Education
 - Civic engagement
 - Education
 - Diversity
 - Environment
- Examine issues on deeper level than any other news organization



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Connecting Our Communities – Reach

- Multiple broadcasts and cross-platform promotion yields wide reach
- Example: *Able Lives* television media
 - 5 episodes (each broadcast 5 times)
 - Promos
 - Vignettes
- Total gross impressions, Adults 18+: **5,404,230**
- Cross-promotional Platforms
 - Radio 2.2 M
 - Print 450K
 - Web 9M site visits



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Connecting Our Communities – Sample Partnerships

- Dept. of Social Services – *Understanding Medicare Rx*
- Connecticut Council on Developmental Disabilities – *Able Lives*
- Office for Workforce Competitiveness – *work. learn. live. (Connecticut)*
- Village for Families and Children – *a child. a family. a future.*
- Dept. of Emergency Management & Homeland Security – *Hurricane: Direct Hit & CT on Alert*
- DPUC – *CT Energy: On the Line*



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Media/Creative – Actual Value*

TV

15	Broadcast airings (5 airings per episode)
75	Promotional spots (25 per episode)
225	Vignette airings (75 per vignette)
50	CSDA marketing messages (30-seconds)

RADIO

75	Radio promotional spots (25 per episode)
150	Vignette airings (50 airings per vignette)
75	CSDA marketing messages (15-seconds)

PRINT

1	Full-page, full-color ad
2	2/5 page ads

WEB:

Program companion site on CPTV.org

EVENT

1	Premiere screening event prior
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Total value: \$497,125

**Based on 3 episodes*



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Connecting Our Communities Partner

Investment:

\$150,000 - \$250,000/Net*

*3-5 episodes