



This year the Tom Joyner Morning Show will be taking our annual health awareness campaign to new levels! Over the past four years the response to the “Take a Loved One to the Doctor Day” has impacted the African American community in ways that are beyond measure. Thousands of lives have been positively impacted by the call to action to take care of our health and to look out for those we love.

This topic is important to your listeners. Based on a research study REACH conducted with TJMS listeners, Tom Joyner listeners are also actively interested in a healthy lifestyle. A majority say they have made some effort in the past month to change their diet to be healthier (74 %) and 69% take vitamins or health supplements. One third worked out in a gym in the past month. (Note: Based on Harris Brand Equity Study 2005)

In addition to a healthy lifestyle, early diagnosis and detection, followed by treatment is the key to living longer and healthier lives. However, everyone knows someone who is too busy, too stubborn or not able to seek health care. The mission of “Take a Loved One to the Doctor Day” is to remind our community of the importance of health care and to issue a call to action for them to take time on the third Tuesday in September to make an appointment for themselves and someone they love to go to a health care provider.

We will be devoting on-air programming for this topic during September. On September 19th the Tom Joyner Morning Show will conduct a special broadcast to raise awareness to health issues facing the African American community and encouraging them to take someone they love to seek health care.

In addition to the national broadcast elements, this campaign has tremendous opportunities to extend your radio station’s presence into the community and develop non-traditional revenue streams. Here are some ideas that can be executed on a local level in your local community:

Street Campaign

Incorporate a health angle into your existing van hits and street promotions this fall

- Work with your promotions department to sell scheduled van hits during morning drive. Listeners will be invited to come by the designated location to receive a health related item or register to win a health related grand prize
- Invite local hospital to participate in your summer/fall events by providing health screenings
- Distribute health related information at remotes
- Tie-in clients that promote diet products, pharmaceuticals, fitness and healthy lifestyle awareness

- Involve local chapters of organizations and community groups that are supporting the Health Gap campaign (refer to attached list of committed national organizations)

On-Air Features

Give our listeners valuable and entertaining information relating to health through on-air programming

- Community Programming...invite doctors and health officials to be guests on your Sunday Morning programs
- Public service or commercial messages brought to you by....participating sponsors. These spots can be :20 and :50 and can be tagged with a sponsor closing billboard announcement
- On-air quiz to drive traffic to web-site...health information is a great section to add to your website
- Local health officials and national celebrities to record public service announcements

Media Challenge

Develop media exposure with your local newspaper or television station by creating a joint campaign

- Ask a local anchor/personality or newspapers writer to serve as a local advocate for the Dr. Day campaign...then, exchange on air exposure with public service announcements, events, etc.
- Encourage media outlets to join the effort with “Health Gap” editorial and public service announcements promoting station events
- Create awareness and come for your station with a “Watch and Listen” promotion with local television station where listeners are asked a health related question on-air then told to watch the evening news for the answer

Health Fair

Create an event or a series of events for your listeners with a healthy living emphasis. You can incorporate your local and national advertisers, media and listeners. Here are some suggestions for activities to include:

- Healthy cook-off or recipe contest
- Create or sponsor an already existing Walk-a-thon/5K run
- Health screenings
- Dance and fitness classes
- Healthy lifestyle speakers and seminars
- Weight loss and fitness programs

Traffic Building Promotions

These ideas can be developed to create store traffic for retailers, or on-line traffic for the station's website

- Encourage listeners to fill out and submit a pledge card (either in-store or on line) to take someone to the doctor during the month of September. Each weekday morning a listener is selected and escorted to the doctor in the station van by an on-air personality.

- Fill out a pledge card and be eligible to win a “Wellness Weekend” or other grand prize