



Children See  
Children Learn

Les enfants voient  
Les enfants apprennent

### **PSA TIPS FOR SERVICE PROVIDERS**

The Best Start Resource Centre, on behalf of Health Nexus, has produced a 30-second Public Service Announcement (PSA) in French and English for radio entitled:

**“Children See. Children Learn. Rewind ” /  
« Les Enfants Voient. Les Enfants Apprennent. Rembobinage »**

These have been sent to all stations in Ontario with a request that they broadcast it as of October 1<sup>st</sup> and for the next year (until September 2016).

#### **What you need to do:**

**We ask that you contact your local radio station as soon as possible by phone or in person to request that they broadcast this PSA.**

- ✓ Please check the “Ontario Radio Stations” pdf list.
- ✓ If you do not have any existing relationships with the stations or if the Contact person on the list is no longer there, you can ask to speak to the “Program Director” (Radio) to make your request. If the Contact person makes decisions for more than one station within a network, it will be reflected on the list.
- ✓ When you call, you may be asked how the commercials were sent to the stations: ***They were sent via a distributor called Extreme Reach.***
- ✓ Should you have any questions regarding the lists, or if your local station is missing or has not received the commercial(s) in the correct format, please contact Jane Rowan at MJM Productions (905) 529 9901 ext. 29 ([mjprojane@gmail.com](mailto:mjprojane@gmail.com)). She can arrange for the spots to be sent out in various formats.
- ✓ If they have any questions about the *Children See. Children Learn.* initiative, they can contact: Louise Choquette, Bilingual Health Promotion Consultant, at 1-800-397-9567, ext. 2276 ([l.choquette@healthnexus.ca](mailto:l.choquette@healthnexus.ca)).