

PUBLIC SERVICE ANNOUNCEMENTS: HELPING YOU TO SPREAD THE WORD... PART II • BY TONI BRISTOL

In the last issue of *VISIONS*, I shared with you the exciting news about the new public service announcements and how to use them. This issue, I am pleased to share with you that we have turned the audio PSAs into videos that you can share on Facebook, your blog, website, etc.!

If you have not yet seen the PSAs, you can find them by visiting COVD's website and clicking on the YouTube link at the bottom right hand side of the homepage. You can also find them on the Public Service Announcements page which is accessible through the Media menu on the top menu bar.

The PSAs are designed to address a variety of topics: Reading and Learning, Sports Performance & Vision Disorders, 3D Movies, Autism & Vision Disorders, as well as Head Injuries and Traumatic Brain Injuries. Each PSA has a 30-second version and a 60-second version, except the 3D Movies PSA which has 3 different versions.

These PSAs are designed for you to use liberally. You can rotate through the different PSAs, featuring a different one every week. That's enough to cover 11 weeks. And, you can always rotate through them again.

When patients ask what they can do to help spread the word, you can ask them to share the PSAs on their Facebook pages. And, if you already have them on your Facebook page, or website, etc., simply ask them to link to your page which features the PSAs.

The goal for the PSAs is to make it easy for you and your patients to spread the word about vision therapy through social media.

You can also print the PSA page on the COVD website and have it available as a hand-out. Remember, COVD is a

non-profit 501(c)(3), which means that teachers should feel comfortable sharing this information with parents.

In addition, you can create a special page on your website for the video PSAs, just be sure to link to COVD's website so that everyone can see that we have text and audio files available, too! Even if the radio has not responded to your emails suggesting they air the PSAs, someone else who happens to see the video PSA may have some influence at the local station and be able to get them on the air.

I am sure you can come up with many more ways to utilize these PSAs. If there any other topics you would like to see, please email info@covd.org and we will see if we can fit them into the budget for 2013. In the meantime, here are the links that were available at press time:

<http://goo.gl/vEhmL>

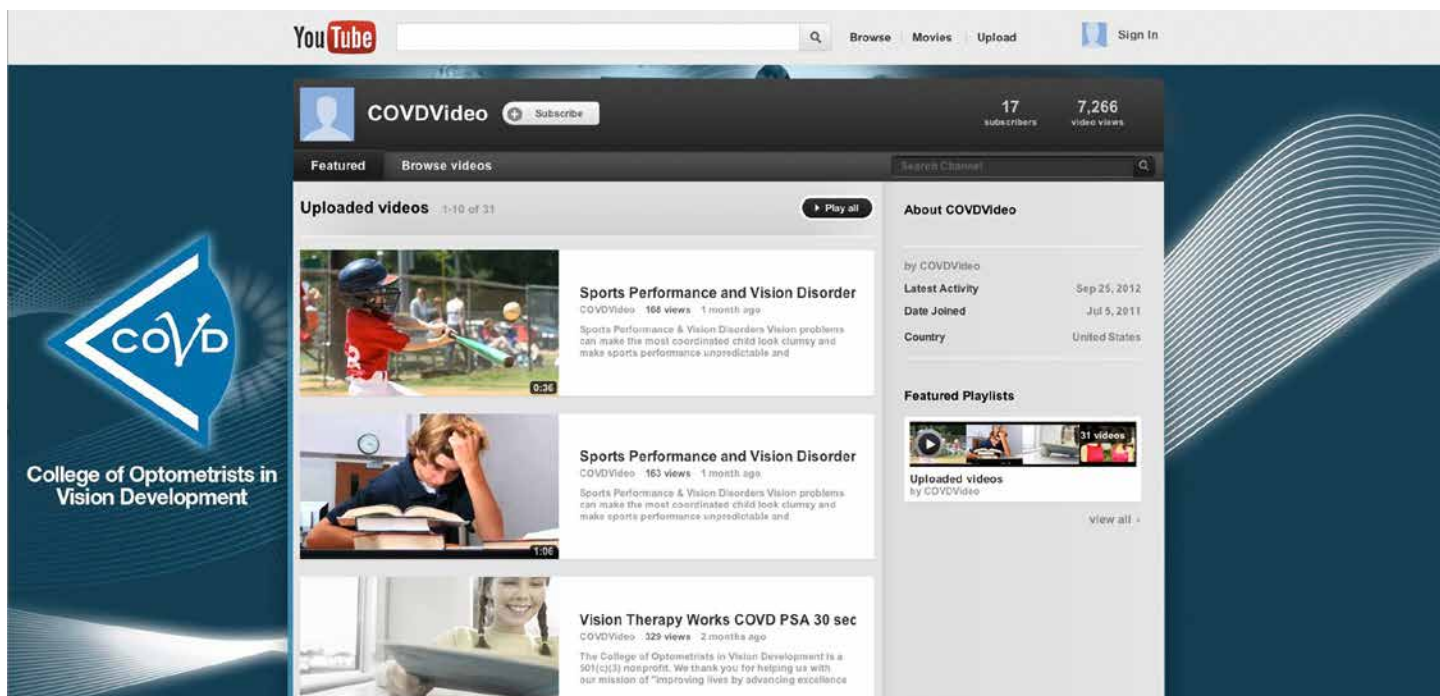
<http://goo.gl/qeFDY>

<http://goo.gl/0cdu4>

<http://goo.gl/PQVUI>

All of the PSAs will have been released by the time you receive this newsletter (or shortly thereafter) and can be found in the Media section of the covd.org website. As always, if you have any questions, please feel free to email me.

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The image is a screenshot of a YouTube channel page for 'COVDVideo'. The channel has 17 subscribers and 7,266 video views. The page displays a list of uploaded videos, including 'Sports Performance and Vision Disorder' (166 views) and 'Vision Therapy Works COVD PSA 30 sec' (329 views). The channel description states: 'The College of Optometrists in Vision Development is a 501(c)(3) non-profit. We thank you for helping us with our mission of "improving lives by advancing excellence".'