



NRT Gum Promotion

Instructions for Using the Communications Toolkit

Thank you for working with the New York State Smokers' Quitline (Quitline) to help promote our time-limited nicotine gum offering. Following are items in this ZIP file and instructions for best use. For assistance, please contact the Quitline's Public Information Specialist, Tony Astran, at 716-982-2088 or via [e-mail](#).

Master Press Release

This is the official statewide communication from the Quitline. It will be distributed during the morning of Thursday, July 16, 2020 and posted to the Quitline's Online News Room at nysmokefree.com/newsroom.

Customized Local Release

This is a press release template designed for you / your organization to promote the news to your local media outlets (e.g., print publications, radio and TV stations, online news outlets).

FAQs

This document helps answer frequently asked questions posed from those within your organization and your constituents/patients.

Media Talking Points

This is quick text designed to keep your messages on-point and succinct when conducting an interview with a news outlet.

Sample E-mail Pitch

This is recommended text to include for directly reaching out to a news outlet for an interview. We recommend following up via phone no more than three business days if you do not receive a response electronically.

Newsletter Text

This is recommended copy to include in your organizational newsletter(s) and/or listserv(s).

Script to Tobacco Users

These are scripts for how healthcare professionals and organizations can explain the promotion to patients and others who use traditional tobacco or vape products.

Public Service Announcements (PSAs)

These are pre-recorded audio messages in 15-, 30-, and 60-second formats and are best suited for local radio stations or as part of podcasts.