

## Media Alert 9-2009

SADS on CBS Early Show this Wednesday!

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CBS Early Morning Show covers SADS!

...and we need your help!

Please include these points when talking to the media:

1. Each year in the United States, 350,000 Americans die suddenly and unexpectedly due to cardiac arrhythmias. Almost 4,000 of them are young people under age 35 (CDC 2002).

2. Children and young adults who die from these conditions usually appear healthy, vital and normal.

3. A child should be seen by a doctor if she/he has:

- Family history of young, unexpected, unexplained sudden death, drowning, or one-car accidents
- Fainting or seizure during exercise, excitement or when startled
- Consistent or unusual chest pain and/or shortness of breath during exercise

4. LQTS and other SADS conditions are absolutely treatable and treatment saves lives!

5. For more information:

[www.StopSADS.org](http://www.StopSADS.org)

SADS Foundation mission:

To save the lives and support the families of children and young adults who are genetically predisposed to sudden death due to heart rhythm abnormalities.

Dear Alice,

This Wednesday morning, CBS Early Morning will air a

television piece on genetic testing and Long QT Syndrome. The segment will feature Dr. Michael Ackerman and one or more family stories.

While this coverage will definitely help to educate the public about Long QT Syndrome, a little work on your part will make it even more effective! We know it's short notice (we got short notice), but we need you to:

#1 Please contact your local CBS Affiliate!

Ask them to do a "tie-in" of your story for broadcast on the local news. Ask your local newspaper to run a follow-up piece. This is a great chance to get SADS stories and awareness information out into your community. When national media has stories about a subject, local media likes to follow up with local stories.

Find your local CBS Affiliate here.

#2 Send us an email or call!

If you are scheduled to be interviewed and need some help preparing, just give us a call (1-800-786-7723) and we'll be happy to help.

After the interview, let us know who you spoke with and how it went. Send us the link to your interview or a copy of the story.

Please also let us know if there's anything we can do to follow up.

If you would like information about how to work with local media please contact Joanne. (joanne@sads.org)

When we all work together, we will save lives!

email:  
[alice@sads.org](mailto:alice@sads.org)

phone:  
1-800-STOP SAD

web:  
<http://www.sads.org>

Forward email

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