

"20/20" Sparks Chiropractic Advertising Campaign

THE SEARCH FOR 140 COMMITTED DCS

Editorial Staff

In response to the impending "20/20" segment on chiropractic pediatrics, a group of DCs took the initiative to raise the money needed for a full page advertisement in USA Today. Asking for \$500 per person, the group raised the necessary \$70,000 in only three days. The ad appeared on page 7A of the February 4, 1994 issue, the morning before the "20/20" segment was televised.

"The Truth About Children and Chiropractic," read the ad's headline, featured information regarding chiropractic education, references to research, and some very direct statements concerning competition between health care providers. The ad was sponsored by the International Chiropractic Association, the International Chiropractic Pediatric Association, and the World Chiropractic Alliance.

"The purpose of the ad was to make a positive statement on chiropractic pediatrics," said Bill Esteb of Back Talk Systems, the ad's primary author. He added: "This made DCs feel that something had been done to counteract the charges made by '20/20.' I think this expanded the public's awareness of chiropractic pediatrics."

Claudia Anrig-Howe, another of the ads organizers, said: "The response has been very positive. Hundreds of chiropractors have called to ask how they can get more involved."

In an effort to represent all aspects of the chiropractic profession, the text of the ad was reviewed by 15 people. Two other principal organizers were Larry Webster, DC, founder and president of the International Chiropractic Pediatric Association (who was featured on "20/20"), and Terry Rondberg, DC, president of the World Chiropractic Alliance.

Encouraged by the ability of the profession to support this type of campaign, Guy Riekman, DC, is planning to schedule a similar ad every three months. He states: "It was great to see a positive reaction to '20/20.' It would be even better to see a pro-active campaign for the future of chiropractic."

The proposed ads would be oriented towards public education and awareness, with an emphasis on how chiropractic fits into national health care reform.

Dr. Riekman is looking for 140 committed DCs who would like to pledge \$500 per quarter to see this campaign become a reality. If you would like to see this type of advertising continue, please write on the back of your business card:

"I am committed to the future of chiropractic"

Send it to:

Guy Riekman, DC
16 E. Kiowa
Colorado Springs, CO 80903-1502

Think of the difference this could make in the public's opinion of chiropractic.

FEBRUARY 1994

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