**PSA Pitch sheet**

**Ad Agency\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Client**:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**PSA Campaign**:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



 

**Target audience**

**Radio Station Format**

**Length:** :30 or :60

**Type**: Straight \_\_ Dramatized X Dialogue \_\_ Comedy \_\_ Punch \_\_ Soft Sell \_\_ Musical\_\_ Jingle\_\_

*Unless approved all scripts will be dramatized, you may add additional elements as well.*

Worksheet

What is the behavior you’re looking to change or affect?

Why doesn’t the audience already engage in this behavior?

What emotional appeal can you make? Belonging \_\_ Power/Control\_\_ Fun \_\_ Safety \_\_

What is a situation where this issue would come up in your target audience lives?

 Where are they? (setting)

 Who is there? (Talent)

 What’s going on around them? (sfx / ambient noise)

 What are they saying? (Dialogue)

 What is the emotional feel of the situation? (music)