

# **TREATMENT WORKSHEET**

## **For Radio Ad (Public Service Announcements Campaign)**

TITLE:

TOPIC:

LENGTH:

TARGET AUDIENCE:

POSITIONING STATEMENT:

What Hawai'i Radio station would this air on?

TAG LINE:

CALL TO ACTION:

EXPLAIN THE PITCH:

What's the CONTEXT?

What's the CONTENT?

What's the CONCLUSION?

Is your radio spot a "pitch," "situation," "song," or combo?

Is your radio spot a "bed," "donut," or "vignette?"