

RADIO PSA CHECKLIST
QUESTIONS TO BE ANSWERED BY CLIENT:

Note: before doing anything you should read the story entitled: "Planning Your Radio PSA - From Production To Packaging - A Producer's Checklist" (Click on the following link. It shows samples of the different packaging concepts we use for radio.)

http://www.goodwillcommunications.com/gc_support_client_cornerframeset.asp?page=gc_support_client_corner-radiopack.asp

Note: If client is producing all the packaging artwork, you do not need to provide the materials described below to us, but you will need to send it to our production vendor camera ready and we will need your logo for the evaluation reply card. The standard radio package and CD are produced in four-color.

Who is producing the radio package artwork? Client Goodwill?

If we are producing the radio package, we will need:

- Purchase order to Goodwill Communications for amount of approved estimate.
- Master audio tape (either DAT tape or CD)
- Logo for envelope, script booklet and bounce-back card
- Copy for letter to public service director (250 words or so, Word Format)
- Signature of person who will sign letter **in black or blue ink**
- Brief copy (250 words maximum) describing the organization and/or issue (Word Format)

Do you need internal copies and if so, how many: _____

Any special shipping instructions: _____

Notes: Please do not send materials to us piecemeal as they must all be put into production simultaneously and this will not save time. Also, please make sure all your art files are labeled clearly as to contents and formats.

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