

TV PSA CHECKLIST
QUESTIONS TO BE ANSWERED BY CLIENT:

Note: before doing anything you should read the story entitled: "How to Package Your TV PSA" on the Client Corner of our corporate website or click on the following link.

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

What is the anticipated or desired release date for the campaign: _____

Note: You need to allow a minimum of three weeks for replication, packaging and mailing so work backward from the date you need to have PSA distributed to determine the date when master and copy is due to us.

What are the exact titles of the spots; list the spot lengths for each:

Note: the price break on video tape is 5-minutes maximum including bars, slates and tones between each PSA. If your PSA exceeds this length, we must purchase a ten-minute dub which is additional cost.

Are there PSAs other than English? Y N What other language? _____

Are the PSAs already closed captioned? Y N Do they need to be? Y N

Note: If PSAs are to be closed captioned, submit a verbatim script with the master.

Who is designing collateral material (see next page)? Goodwill Client

Note: We will design the evaluation business reply card.

Are there any special packaging or distribution requirements such as:

Additional collateral material to be inserted into packages? Y N

If yes, what is required and who reproduces it: _____

Do you want to use our standard storyboard design with all elements on one page or do you have another style in mind? If you do not use our standard format, describe the format you want to use:

Note: if you have more than two different spot titles on a single tape or are distributing English and Spanish, you may have to use another format to be able to accommodate all the copy and visuals.

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How many tapes do you need for internal use and what are the formats:

VHS BETA SP Other:

Will we be required to send materials to your community partners? Y N

If yes, how many, what format and how/where should internal tapes be sent?

Will we be tagging any of your PSAs and if so, how many and what is the copy to be used on each? *(If numerous tags are required, please submit spreadsheet that shows the tag copy for each category)*

Will you be hand delivering network tapes? Y N

Or are we to send them to networks? Y N

Are you planning any special pre-campaign promotional activities? Y N

If so, describe when and what you are doing and what you need from us in terms of materials and when they are needed.

Will you be participating in our CABLEPAK shared-reel distribution service? Y N

Goodwill Communications will automatically order enough TV storyboards to cover CABLEPAK

ITEMS TO BE PROVIDED BY CLIENT:

Purchase order to Goodwill Communications for the cost of distributing and evaluating the campaign

Master video tape *(BETA SP or Digi-Beta formats with all titles and spot lengths clearly indicated on the master).*

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Artwork (Quark format) for 4/c crack and peel box labels, and individual face labels which get applied to each tape format.

(Ignore this requirement if we are designing your package. See article on packaging referenced earlier for snapshots of each and click on Templates to download design templates for each label.) Note: See samples of all these materials on the Client Corner of our corporate website by clicking on:

http://www.goodwillcommunications.com/CSP_CC_ChecklistsTemplates.aspx

Logo for dub box label and storyboard (include PMS colors for logo).
Logo can be in .JPG, .GIF, .TIFF or .EPS formats.

Copy for letter to public service director *(250-300 words in Word file format)*

Brief facts on the campaign or issue *(maximum of 125 words in Word file format)*

Signature of person who will sign letter *in black ink. Signature can be sent in .JPG, .GIF, .TIFF or .EPS formats*

Verbatim PSA script for use with storyboard and separate Spanish script for Spanish translation.

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