

:60 Public Service Announcement

[Birds chirping in the background throughout]

FLOWERS ARE IN BLOOM. THEIR SWEET FRAGRANCE FILLS THE AIR. RED-BREASTED ROBINS PERCH HIGH ON CHERRY TREE BRANCHES, CHIRPING THEIR MELODIES. SPRING IS IN THE AIR, WHICH MEANS IT'S A WONDERFUL TIME TO THINK ABOUT PLANTING A GARDEN.

IF YOU ARE NEW TO GARDENING, AND EVEN IF YOU'RE NOT, WHY NOT DO SOMETHING NICE FOR THE ENVIRONMENT AND TRY YOUR HAND AT ORGANIC CONTAINER GARDENING?

MOST STORE-BOUGHT PRODUCE ARE GROWN WITH FERTILIZERS AND PESTICIDES THAT ARE BAD FOR THE ENVIRONMENT—AND BAD FOR YOUR BODY, TOO. CONTAINER GARDENING IS THE PERFECT WAY TO ENJOY YOUR OWN HOMEGROWN PRODUCE WITHOUT WORRYING ABOUT DANGEROUS CHEMICALS. IT'S A GREAT STEP YOU CAN TAKE TO HELP MAINTAIN THE BALANCE OF THE EARTH'S ECOLOGICAL SYSTEM.

IF YOU ARE NOT SURE HOW TO BEGIN, YOU ARE IN LUCK. MCMINNVILLE GARDEN CLUB IS OFFERING A FREE CLASS AT INCAHOOTS AT TEN A-M, SATURDAY, JUNE NINETEENTH.

FOR MORE INFORMATION AND TO RESERVE YOUR SPOT IN THE CLASS, STOP BY INCAHOOTS ON THE CORNER OF NINTH AND NORTH EAST BAKER STREETS IN MCMINNVILLE OR VISIT MCMINNVILLEGARDENCLUB-DOT-ORG

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Radio PSA Plan and Script Assignment

Incahoots' overall purpose is to sell its products. It also has an additional goal of selling environmentally friendly products whenever possible.

To help the company achieve its purposes it is co-sponsoring an organic container gardening class with the McMinnville Garden Club. The objective of the PSA is to make people aware of an upcoming opportunity to learn to do something good for the planet, in hopes that some of them will attend the class. The event will increase foot traffic in the store, which will result in participants seeing firsthand the large variety of items available for purchase. Some will buy something and spread the news about what a wonderful little shop it is.

In addition to getting word out about the event, the PSA will help brand Incahoots as a company that shows corporate social responsibility by promoting the importance of protecting and caring for the environment.

The central message of the PSA is "Come to this free class and learn to learn to create an organic container garden so you can eat healthier fresh produce and reduce your environmental footprint." The target audience for the PSA is older teens and millennials who listen to local radio on their way to and from work and school, and middle-age and older adults who also listen to the radio at home.

After people hear the PSA, some of the listeners will go to Incahoots' physical store or visit its webpage to reserve a spot in the class. On the day of the event, those who signed up will attend the class.

The type of radio station used to reach the target audience is McMinnville's oldies station KLYC. Such stations play music popular in the 1950s through the 1970s according to the website radio-locator.com. The site reports that the target audience for such stations is people

over the age of 30. However, there are some older teens and millennials who enjoy classic rock, so they will hear the PSA as well.

I believe the public affairs director at the station will air the message because the event is a joint project with the nonprofit McMinnville Garden Club and provides a public service to the community by teaching people how to create a container garden. The station “focuses on the local things that are of importance to the residents of Yamhill county,” Online Radio Box reported on its website, so this joint event fits the bill for a PSA on the radio station.

This strategy and message are in keeping with the organization’s goals because it will increase foot traffic inside the store and result in sales. It also aligns with the store’s goal of promoting environmentally friendly products. In addition, it supports the goal of rebranding Incahoots as a socially responsible business.