GREATER PUBLIC

Workshop Worksheet

WRITE A SHORT CASE/CLOSE

(Slide 37)

Write a Case: Choose 1

1. REMIND the listener of value of the station
2. How much they use this service
3. Why it is important to them: Use all three
   - Create a persuasive “Call to Action”
   - Include web and phone number
   - Less than :30 seconds

Close: Use all three

1. Create a persuasive “Call to Action”
2. Include web and phone number
3. Less than :30 seconds