

Delivering the Messages of Your Public
Education Program: Using New Media –
Low Cost Ways to Deliver the Message

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Sattler

(slides made by OCAPP to accompany presentation)

Trying to get the message
across.

(Mark Mitchell)

Copley's Web Site

Copley Video's shown

What it took to make the videos.

5 main components:

- 1.Topic
- 2.Script
- 3.Location
- 4.Props
- 5.star

Topic

Skript

Location

Props

Star

Videos are very effective.

Summarizing

Laura Sattler

Public Service
Announcement #1

Set a lasting image.

Public Service
Announcement #2

Do not need an actor.

Public Service
Announcement #3

Did you get the
message?

You can show a video from your site.

U-Tube: NO COST

Use photography
instead of video.

Photo presentation
shown.

Counters

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