

## PSA Campaign Assessment Worksheet

**Your name:**

**Title of your group's project:**

What is the main message in your public service announcement campaign?

What is your original tag line?

Is this tag line included in your TV spot?

Is this same tag line included in your print ad?

What non-profit organization did you select to create your print ad for?

Is that consistent with the rest of your group?

Is this organization's logo included on the ad?

What call to action did you use on your print ad?

What is the headline on your print ad?

Is your print ad MOUNTED and ready to present?

What part(s) of the print ad were the most successful? (design or content)

If you were going to revise this print ad and publish it in a real magazine what would you change or fix up??? (design or content)

How does your print ad connect to your group's overall public service announcement campaign? EXPLAIN.