

PSA WORKSHEET

Circle the PSA medium: print ad, radio spot, video, editorial
Provide a link to the PSA: _____

1. What is the topic of the PSA?

2. Who is the intended target audience? What details suggest this audience?

3. What social benefit is promoted by the PSA?

4. What is the "tag line" of the PSA?

5. What facts were provided in the PSA?

6. Can the facts be verified? How?

7. What follow-up information did the PSA provide?
