Name: ____________________________

Public Service Announcement Homework

Part A

Directions: Go to the U.S. Ad Council homepage: http://www.adcouncil.org/. Read the “About Us” section, and answer the questions below.

1. What is a public service announcement/campaign?

2. When was the Ad Council’s first public service campaign created in the United States?

3. What purpose do these announcements serve?

Part B

Directions: Click on the “Our Campaigns” tab, and spend some time investigating classic and current work of the U.S. Ad Council. Then answer the questions on the next page.


- Under “Family and Community,” read the “Overview” and watch the video for the Discovering Nature campaign.

- Under “Safety,” read the “Overview” and watch the video for Texting and Driving Prevention campaign.

- Go to the following URL, https://www.youtube.com/watch?v=lagEprDfLpE, and watch the video.
1. Which Public Service Announcement was your favorite?

2. What message did it promote?

3. Why do you think that a PSA was made about this issue?

4. Do you think the PSA makes a difference? Explain.