Name: __________________________

Public Service Announcement Homework: Answer Key

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?

   *An advertisement or series of ads that offers “trusted advice and inspiring calls-to-action” on issues of current concern.*

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

   *1942*

3. What purpose do these announcements serve?

   *They are designed to inspire “ongoing dialogue, engagement and action around significant public issues” in order to inspire action that will eventually make a difference in the everyday lives of Americans.*

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.

*Answers to Part B will vary depending on students’ views.*