

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.