

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 “The Classics,” read the “Overview” and watch the video for the *Pollution: Keep America Beautiful—Iron Eyes Cody, 1961-1983* campaign.
- Under “The Classics,” read the “Overview” and watch the video for the *Peace Corps, 1961-1991* campaign.
- 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.