

PSA Print Ad Campaign Series Checklist (option 2)

Please use this checklist to make certain you have followed all the steps to plan, research, design, edit, and publish your Public Service Announcement.

Planning

Before you begin designing, make sure you have done the following:

- ☐ Select a Topic
- ☐ Take a stance on that topic
- ☐ View other PSAs on the topic or other similar topics
- ☐ Collect information on the topic (make sure the sources are credible!!)
- ☐ Identify your target audience (*Are you targeting parents, teens, teachers or some other social group? Consider your target audience's needs, preferences, as well as the things that might turn them off. They are the ones you want to rally to action*)
- ☐ Decide what emotions you want your target audience to feel
- ☐ Decide if you want a mascot/spokesperson (like "[Smokey the Bear](#)" or "[Rosie the Riveter](#)")
- ☐ Delegate roles/jobs/responsibilities to each group member
- ☐ Create a schedule to make sure everyone stays on task

Brainstorming

Using Zoom, Google Hangouts or a collaborative google doc, have a preliminary brainstorming session about the following:

- ☐ Decide what KIND of ad you're making and where it will go (*is it a poster around a college campus? A smaller ad in a newspaper or magazine? A flyer?*)
- ☐ Decide on a clear, concise and catchy slogan that you will use across all three ads and write some potential text/information you think needs to be included
- ☐ Decide what kind of website you want the ad to direct people to
- ☐ Create a citation list for the references/research you are using in your PSA
- ☐ Decide preferences for layout, color, font, etc.

Designing

Using Zoom, Google Hangouts or a collaborative google doc, have a brainstorming session about the following:

- ☐ Remember to make sure any "stock images" you use from online is clear for free use and cited
- ☐ Design delegate(s) should create a "rough draft" of the ads and share them to allow written feedback from all group members
- ☐ Make sure the entire group approves of edits and is happy with the end result

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Finally....Do you agree that:

- ☐ We evaluated our PSA according to the requirements and we are certain to produce the best product possible
- ☐ Everyone in our group agrees the PSA is finished and ready for publication
- ☐ All group members were given the opportunity to participate and collaborate fairly and equally.
- ☐ Each group member writes and submits a **Contributor Statement**