

CONSTRUCTION/EVALUATION

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These questions for evaluation are based on CML's Five Key Questions for producers of media messages. Evaluators should score each of the indicators (bullets) on a 1-5 scale, one being a low score and 5 being a high score.

1. WHAT AM I **AUTHORING** ? (A PSA)

- Problem posed clearly 1 2 3 4 5
- Solution posed clearly 1 2 3 4 5
- Call to action 1 2 3 4 5
- Time/space structure 1 2 3 4 5

2. DOES MY MESSAGE REFLECT CRAFTSMANSHIP IN **FORMAT**, CREATIVITY AND TECHNOLOGY?

- Persuade, inform, entertain, participate 1 2 3 4 5
- Visual, aural, dance/movement, theatre, storytelling 1 2 3 4 5
- Print, electronic, digital 1 2 3 4 5

3. IS MY MESSAGE ENGAGING AND COMPELLING FOR MY TARGET **AUDIENCE**?

- Target(s) is clear 1 2 3 4 5
- Appealing to target 1 2 3 4 5
- Engagement throughout 1 2 3 4 5

4. HAVE I CLEARLY AND CONSISTENTLY FRAMED VALUES, LIFESTYLES AND POINTS OF VIEW IN MY CONTENT?

- Framing is evident 1 2 3 4 5
- Message is clear 1 2 3 4 5
- Message is consistent 1 2 3 4 5

5. HAVE I COMMUNICATED MY **PURPOSE** EFFECTIVELY?

- Message is persuasive 1 2 3 4 5
- Message prompts action 1 2 3 4 5

OVERALL, HOW WELL HAS THIS PSA ACCOMPLISHED ITS GOAL?

1 2 3 4 5