1. What message should you take away? Is the message presented explicitly or implicitly?
2. Who is the intended audience? Where would you post or present this public service announcement?
3. Do you believe it? Do you understand why you should [follow the message]?
4. Do you have an emotional reaction or a personal connection? What in the PSA makes you feel that way?
5. Are you convinced by this PSA? What are the reasons or evidence, if any, provided on the storyboard?