



Campaign evaluation

Criteria:

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| 1. Does the introduction clearly explain the point of the media campaign? | Yes/No |
| 2. Does the campaign use an appropriate media format? | Yes/No |
| 3. Does the group use a range of key vocabulary? | Yes/No |
| 4. Is the content of the media campaign suitable for the target audience? | Yes/No |
| 5. Is the group well organised? | Yes/No |
| 6. Are the audio and visual elements of good quality? | Yes/No |
| 7. Do the speakers or contributors make good eye contact with the audience? | Yes/No |
| 8. Is the media campaign interesting? | Yes/No |
| 9. Do all members of the group participate in the presentation? | Yes/No |
| 10. Does the presentation have a suitable conclusion? | Yes/No |
| 11. Would the campaign be suitable to 'broadcast' to the target audience? | Yes/No |
| 12. Does the group respond effectively to questions from the rest of the class? | Yes/No |

Notes: