Peer Feedback Check Sheet

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| **​** | **Step** | **Decision Considerations​** |
| **1​** | **Target Audience​** | * Is there a clear mappable question? * Is there a clear influencer? * Is there a clear agreed reality? * Is there a clear emotional payoff ​ |
| **2​** | **Persuasive Aims** | * Who is the credible source​? * What is the emotional appeal​? * Is it logical? Does it start from an agreed reality that the audience will understand? * Does the new agreed reality make sense? ​ |
| **3​** | **Story​** | * Does this story reach the aim?​ * The story has a central question ​ * The story has clear rising tension​ * The story has a clear answer to the central questions * The story has a resolution ​ * The story has a universal truth​ * The story has a symbol/s for the story * Does the story have good tension? ​ * Does the story have a strong ending? ​ * Is the story told in a way that makes it exciting to find out what happens next? ​ |
| **4​** | **Creative Format​s** | * Is it clear in which format(s) the story will be? ​ * Are the formats used creatively?​ |
| **5​** | **Medium ​** | * Is there a clear choice of medium? |
| **6​** | **Channel ​** | * Do the channel and the audience match?​ |
| **7​** | **Presentation ​** | * Is the story well-presented and clearly understood? ​ |
| **8** | **Content** | * Is the piece of content engaging and well made? * Does it suit the platform it was created for? |