

Public Service Announcement Rubric

Group Members: _____

Topic: _____

Category	4	3	2	1
1. Timing	The PSA is between 30-60 seconds in length.	The PSA is less than 25 seconds or more than 1 min 15 sec in length.	The PSA is less than 20 seconds or more than 1 min 30 sec in length.	The PSA is less than 15 seconds or more than 1 min 45 sec in length
2. Content	Student demonstrates full grasp of the topic, presenting complete and accurate information.	Student is at ease with topic and presents accurate information.	Student is uncomfortable with information, leaves out important details and/or presents inaccurate information.	Student does not have grasp of information. Many statements are incorrect and unsupported.
3. Script	Script is appropriate and detailed. Script shows clear and logical flow and includes detailed dialogue of the PSA.	Script is mostly appropriate and detailed. Script shows mostly clear and logical flow and includes most dialogue of the PSA.	Script is somewhat appropriate and detailed. Script shows somewhat logical flow, but is sometimes confusion or missing dialogue from PSA.	Script is incomplete and lacks detail. Script shows little sense of direction, the flow is confusing and missing much dialogue from PSA.
4. Technical Quality	A high degree of technical skill is evident in the production of this PSA. The technical effects are very powerful and add to the impact of the PSA..	Technical skill is evidence in this PSA and adds to the quality of the announcement.	Some technical skill is evident in the creation of this PSA, but it adds little to the effectiveness of the announcement.	Very little technical skill is evident in the production of this PSA.
5. Originality/ Creativity	The PSA reflect an exceptional degree of student creativity and use of original ideas.	The PSA reflects student creativity and the use of some original ideas.	The PSA reflects some creativity, but it lacks originality.	The PSA reflects a lack of creativity and originality.
6. Message Effectiveness	The combination of creativity, technical skill, and audience appeal are very effective in delivering a strong message about the selected topic. Engages audience throughout entire broadcast.	The combination of creativity, technical skill, and audience appeal deliver a clear message about the selected topic. PSA catches listener attention early, but does not engage audience throughout entire broadcast.	The intent of the PSSA is understood, but it has little motivational value. PSA engages audience for brief moments.	The message is not clear in the PSA. PSA does not engage audience.
7. Communication	All group members are in video and speak clearly.	Most group members are in video and speak clearly.	Some group members are in video and some speak clearly.	Few group members speak clearly and members missing from video.
8. Followed Guidelines	This PSA includes all required elements as well as additional information.	All required elements are included in the PSA.	All but ONE of the required elements are included in the PSA.	Several required elements are missing.
9. Use of Class Time	Student used class time effectively and efficiently to complete project.	Students used class time well to complete project.	Student needed reminders to complete tasks and to get project completed in timely manner.	Student rarely on task and teacher needed to intervene to get project completed.
10. Collaboration	Partners show respect for one another, get along especially well, and work together on all aspects of the project. Students show respect for one another.	Partners get along well and share equally in responsibilities. Students stay on task for the most part and share equally in group responsibilities.	Partners need constant reminders to stay on task and complete aspects of the project. Students talk to their group, but need more communication.	One partner does most of the work. Partners do not share responsibilities and argue in creating PSA. Students cause disruptions in the classroom.

Total Score _____/40