**Public Service Announcement Rubric**

Student: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |
| --- | --- | --- |
| **Areas Evaluated** | **Points Possible** | **Points Awarded** |
| Purpose (relevant, powerful message, important | 10 8 6 4 2 |  |
| information) |  |  |
|  |  |  |
| Effectiveness (captures attention, the critical message | 10 8 6 4 2 |  |
| stands out, evokes emotion) |  |  |
|  |  |  |
| Treatment (effective for target audience, encourages | 10 8 6 4 2 |  |
| positive behavior) |  |  |
|  |  |  |
| Writing (clear wording, appropriate language, accurate | 10 8 6 4 2 |  |
| information) |  |  |
|  |  |  |
| Originality | 10 8 6 4 2 |  |
|  |  |  |
| Technical Quality (Visual imagery, Audio, Clean | 10 8 6 4 2 |  |
| transitions) |  |  |
|  |  |  |
| Demonstrated a clear understanding of subject/theme | 10 8 6 4 2 |  |
| and purpose of the PSA |  |  |
|  |  |  |
| Described the creative process and how they think the | 10 8 6 4 2 |  |
| public will/has respond/ed to their PSA |  |  |
|  |  |  |
| Spoke clearly and distinctly with good grammar and | 10 8 6 4 2 |  |
| articulation |  |  |
|  |  |  |
| PSA is 29-31 seconds in length | 5 |  |
|  |  |  |
| Presentation by at least 3 team members | 5 |  |
|  |  |  |
| **Total Points** |  |  |
|  |  |  |