**Grading Rubric:** **Sustainability Public Service** **Announcement Rubric**

**Students’ Names:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CATEGORY** | **4** | **3** | **2** | **1** | **Grade Selection/ Total** |
| **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.** |  |
| **Audience Appeal** | **The PSA engages the listener and maintains interest from beginning to end of broadcast.** | **The PSA catches listener attention early, but loses listener interest before the end of the broadcast.** | **The PSA has moments of audience appeal, but it is brief.** | **The PSA has no audience appeal and listeners mostly ignore the broadcast segment.** |  |
| **Content** | **The PSA is exceptionally rich in content and provides much informational material on the selected topic. Writing is copy edited.**  **The PSA includes photos and writing that is copy edited. The content is exceptionally rich and engaging.** | **The PSA conveys some informational material on the topic.** | **The PSA conveys minimal informational material on the topic.** | **The PSA conveys no evident informational material on the topic.** |  |
| **Writing Clarity** | **The PSA text displays proficient use of writing conventions and shows close proofreading to correct any grammatical and spelling errors**. | **The PSA displays some grammatical and spelling errors** | **The PSA displays many grammatical and spelling errors.** | **The PSA text is very hard to understand.** |  |
| **Timing** | **The PSA is between 25 - 45 seconds in length.** | **The PSA is less than 24 seconds in length or more seconds in length.** | **The PSA is no less than 20 seconds in length or more than 45 seconds in length.** | **The PSA is less than 15 seconds or more than 45 seconds in length.** |  |
| **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 evident 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.** |  |
| **Originality/Creativity** | **The PSA reflects 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.** |  |
| **Message Effectiveness** | **The combination of creativity, technical skill, and audience appeal are very effective in delivering a strong message about the selected topic.** | **The combination of creativity, technical skill, and audience appeal deliver a clear message about the selected topic.** | **The intent of the PSA is understood, but it has little motivational value.** | **The message is not clear in the PSA.** |  |
| **Citations** | **Reference page contains more than required scholarly academic reference and text reference.**  **Follows APA guidelines of components: double space, 12 pt. font, hanging indent.**  **proper placement of punctuation for in text citations** | **Reference page contains: appropriate number of scholarly academic resource and text reference.**  **Follows most APA guidelines of components: double space, 12 pt. font, hanging indent.**  **Properly formed APA in text citations but possible improper placement of punctuation** | **References page contains incorrect number of resources**  **Many errors of APA guidelines: double space, 12 pt. font, hanging indent.** | **Reference page contains incorrect resources,**  **Lack of APA guidelines for references provided.**  **no reference page and/or in text citations.**  **Punctuation is improperly placed for in text citations** |  |

Comments:

Group Grade: