**Public Service Announcement (PSA) Rubric**

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Presenter(s) Name(s):

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **4** | **3** | **2** | **1** | **Score** |
| **Time** | 30- 60 seconds |  | Over 60 seconds | Less than 30 seconds |  |
| **Problem** | The PSA clearly and concisely addresses a specific problem. | The PSA addresses the problem consistently. | The PSA problem is stated, but is not consistently addressed. | The PSA lacks a stated problem or is unclear as to the problem being addressed. |  |
| **Facts and Stats** | The PSA includes accurate and effective information to prove the problem’s existence and significance. (4 Facts) | The PSA includes information that supports the existence of the problem. (3 Facts) | The PSA contains minimal information supporting the existence of the problem. (2 Facts) | The PSA lacks effective information and evidence. (1 Fact) |  |
| **Solutions** | The PSA includes both viable short-term and long-term solution(s) to the problem. | The PSA includes viable short-term solution(s) but not long-term solution(s) [or vice versa]. | The PSA includes unviable solution(s). | The PSA does not include clear solution(s). |  |
| **Creativity/ Originality** | The PSA is creatively effective in reaching the intended audience and is an original piece of work. | The PSA is effective but unoriginal. | The PSA is original but ineffective. | The PSA is ineffective and unoriginal. |  |
|  | **TOTAL:** |  |

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Teacher Comments: