

Water Quality PSA Video Rubric

Category	4	3	2	1
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 the beginning to the end of the broadcast	The PSA catches listener attention early on, 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.	The PSA conveys some informational material on the topic	The PSA conveys minimal informational material on topic	The PSA conveys no evident informational material on the topic
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 skills 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