Water Quality PSA Video Rubric

Followed Guidelines This PSA includes all required elements as well as additional information Audience Appeal The PSA engages the listener and maintains interest from the beginning to the end of the broadcast Content The PSA is exceptionally rich in content and provides This PSA includes all required elements are elements are included in the PSA included in the PSA and included in the PSA included in the PSA and included in the
well as additional included in the PSA information Audience Appeal The PSA engages the listener and maintains interest from the beginning to the end of the broadcast Content The PSA engages the listener attention early on, but loses listener interest before the end of the broadcast The PSA has moments of audience appeal audience appeal listeners most ignore the broadcast The PSA conveys exceptionally rich in some informational The PSA catches listener attention early on, but loses listener interest before the end of the broadcast The PSA conveys minimal
Audience Appeal The PSA engages the listener and maintains interest from the beginning to the end of the broadcast Content The PSA engages the listener attention early on, but loses listener interest before the end of the broadcast The PSA has moments of audience appeal audience appeal, but it is brief listeners most ignore the broadcast The PSA is The PSA conveys exceptionally rich in some informational minimal The PSA has moments of audience appeal audience appeal audience appeal audience appeal services. The PSA conveys moments of audience appeal audience ap
Audience Appeal The PSA engages the listener and maintains interest from the beginning to the end of the broadcast Content The PSA engages the listener attention early on, but loses listener interest before the end of the broadcast The PSA has moments of audience appeal appeal, but it is brief listeners most ignore the broadcast The PSA has moments of audience appeal appeal, but it is brief listeners most ignore the broadcast The PSA conveys exceptionally rich in some informational minimal The PSA has moments of audience appeal appeal, but it is brief listeners most ignore the broadcast segment
listener and maintains interest from the beginning to the end of the broadcast Content Cont
interest from the beginning to the end of the broadcast Content The PSA is exceptionally rich in comparison of the beginning to the end of the broadcast early on, but loses appeal, but it is brief listeners most ignore the broadcast segment The PSA conveys appeal, but it is brief listeners most ignore the broadcast The PSA conveys appeal, but it is brief listeners most ignore the broadcast segment The PSA conveys appeal, but it is brief listeners most ignore the broadcast segment The PSA conveys appeal, but it is brief listeners most ignore the broadcast segment segmen
beginning to the end of the before the end of the broadcast Content The PSA is exceptionally rich in some informational to the end of the broadcast It ignore the broadcast ignore the broadcast segment The PSA conveys minimal ignore the broadcast segment The PSA conveys exceptionally rich in some informational minimal evident
the broadcast before the end of the broadcast Content The PSA is exceptionally rich in some informational minimal evident Segment segment The PSA conveys exceptionally rich in some informational minimal evident
Content The PSA is The PSA conveys The PSA conveys exceptionally rich in some informational minimal evident
Content The PSA is exceptionally rich in some informational minimal evident
exceptionally rich in some informational minimal evident
content and provides material on the tonic informational informational
much informational material on topic material on the t
material on the selected
topic.
Technical Quality A high degree of Technical skill is Some technical skills Very little technical skills
technical skill is evident in this PSA is evident in the skill is evident in
evident in the and adds to the creation of this PSA, production of the
production of this PSA. quality of the but is adds little to PSA
The technical effects announcement the effectiveness of
are very powerful and the announcement
add to the impact of the
PSA
Originality/Creativity The PSA reflects an The PSA reflects The PSA reflects The PSA reflects
exceptional degree of student creativity and some creativity, but lack of creativity
student creativity and the use of some it lacks originality originally
use of original ideas original ideas
Message Effectiveness The combination of The combination of The intent of the The message is
creativity, technical creativity, technical PSA is understood, clear in the PS
skill, and audience skill, and audience but it has little
appeal are very appeal deliver a clear motivational value
effective in delivering a message about the
strong message about selected topic
the selected topic