

Public Service Announcement Rubric

Student Name: _____

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 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.	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.
Timing	The PSA is between 25 and 29 seconds in length.	The PSA is no less than 24 seconds in length or no more than 30 seconds in length.	The PSA is no less than 23 seconds in length or no more than 31 seconds in length.	The PSA is less than 22 seconds or more than 32 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.