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| **Category** | **4** | **3** | **2** | **1** |
| **Timing** | The PSA is between 30-60 seconds in length. | The PSA is less than 25 seconds or more than 1min 15 sec in length. | The PSA is less than 20 seconds or more than 1 min 30 sec in length. | The PSA is less than 15 seconds or more than 1 min 45 sec in length |
| **Content** | Student demonstrates full  grasp of the topic,  presenting complete and  accurate information | Student is at ease with  topic and presents  accurate information. | Student is uncomfortable  with information, leaves  out important details  and/or present inaccurate  information | Student does not have  grasp of information.  Many statements are  incorrect and  unsupported |
| **Script** | Script is appropriate and  detailed. Script shows  clear and logical flow and  includes detailed dialogue  of the PSA. | Script is mostly appropriate and detailed. Script shows mostly clear and logical flow and includes most dialogue of the PSA | Script is somewhat appropriate and detailed. Script shows somewhat logical flow, but is sometimes confusion or missing dialogue from PSA. | Script is incomplete and lacks detail. Script shows little sense of direction, the flow is confusing and missing much dialogue from PSA. |
| **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 evidence 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. |
| **Message Effectiveness** | The combination of creativity, technical skill, and audience appeal are very effective in delivering a strong message about the selected topic. Engages audience throughout entire broadcast | The combination of creativity, technical skill, and audience appeal deliver a clear message about the selected topic. PSA catches listener attention early, but does not engage audience throughout entire broadcast | The intent of the PSSA is  understood, but it has little motivational value. PSA engages audience for brief moments. | The message is not clear in the PSA. PSA does not engage audience. |
| **Collaboration** | Partners show respect for one another, get along especially well, and work together on all aspects of the project. Students show respect for one another. | Partners get along well and share equally in responsibilities. Students stay on task for the most part and share equally in group responsibilities. | Partners need constant  reminders to stay on task  and complete aspects of  the project. Students talk  to their group, but need  more communication. | One partner does most of the work. Partners do not share responsibilities and argue in creating PSA. Students cause disruptions in the classroom |