

Public Service Announcement Presentation Rubric

CRITERIA	Excellent 4 points	Good 3 points	Fair 2 points	Needs Work 1 point
Type of Presentation: Used oral, written, audio, and visual methods in presentation	Used three or four methods in project presentation	Used at least two methods in project presentation	Used only one method in project presentation	Methods of communication are incomplete or unclear
Accuracy of Content	All information is correct and clearly explained	Most information is correct and somewhat explained	Information contains many errors and few explanations	Information is incomplete and explanations are unclear or non-existent
Electronic Media	Used four or more sources to electronically retrieve and create correct information for PSA	Used three sources to electronically retrieve and create correct information for PSA	Used two sources to electronically retrieve and create correct information for PSA	Used one source to electronically retrieve and create information for PSA (Info may not be correct)
Persuasive Techniques including details, illustrations, analogies, or visual aids	Incorporated all four techniques into presentation	Incorporated three techniques into presentation	Incorporated two techniques into presentation	Incorporated one technique into presentation