

Public Service Announcement Assignment/Rubric

<p>Student Featured: _____</p> <p>Graded by: _____</p>	Exceeds expectations 5	Meets expectations 4	Meets some expectations 3	Meets few expectations 2-0
<p>Introduction</p> <p>Classmate introduces him/herself as the executive director of an organization advocating for the cause, group, law or policy to be featured.</p> <p>Classmate introduces himself/herself and the fake organization with confidence and self-assurance.</p> <p>Classmate mentions why she/he cares about the cause, group, law or policy chosen. This should be a personal reason (e.g. I know someone with cancer, the lakes in my home town are contaminated, I was knocked off my boat by an adult Asian carp, etc.)</p>				
<p>Cause, Group, Law, or Policy</p> <p>Classmate explains the cause, group, law or policy, and provides important details and information about it.</p>				
<p>Main Ideas</p> <p>Classmate gives at least three main reasons/ideas why his/her cause, group, policy or law should be considered.</p>				
<p>Creativity</p> <p>Classmate shows enthusiasm and passion for the cause, group, policy or law featured.</p> <p>Classmate utilizes AT LEAST two props during the PSA announcement.</p> <p>Classmate makes good use of the university grounds as a backdrop for PSA announcement (e.g. makes a references to buildings, businesses, people, animals, or anything else that may be connected somehow to the cause.)</p>				
<p>Call to Action</p> <p>Classmate appropriately ends video with a call to action (e.g. tells audience whom specifically to contact, or where to write, or how to get involved).</p>				
<p>Total</p>				

Total points: _____