

COVID 19 Public Service/Brochure Announcement Rubric

Category	4	3	2	1
1. Timing	The PSA is 1 minute in length. OR The Brochure uses all three sections of the trifold with required information with graphics, charts and other visual tools	The PSA is less than 1 minute but more than 45 seconds in length OR The Brochure uses all three sections of the trifold but does not include with all required information with graphics, charts and other visual tools	The PSA is less than 45 seconds but more than 30 sec in length. OR The Brochure uses at least two sections of the trifold but does not include with all required information with graphics, charts and other visual tools	The PSA is less than 30 seconds but more than 15 sec in length The Brochure uses at only one sections of the trifold and does not include with all required information
2. Content	Presentation connects to research materials and provides at least 4 key facts from the materials	Presentation connects to research materials and provides at least 3 key facts from the materials	Presentation connects to research materials and provides at least 2 key facts from the materials	Students do not have a grasp of information. Many statements are incorrect and unsupported.
3. Script/Brochure	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 lacks much dialogue from PSA/brochure .
4. Diffusion connection	PSA/brochure shows a clear connection to both hierarchical and contagious diffusion	PSA/brochure shows a clear connection to either hierarchical and contagious diffusion	PSA/brochure shows a limited connection to either hierarchical and contagious diffusion	PSA/brochure shows no connection to either hierarchical and contagious diffusion
5. Originality/ Creativity	The PSA/brochure reflects an exceptional degree of student creativity and use of original ideas.	The PSA/brochure 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.
6. 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/brchure	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	The intent of the PSA/brochure is understood, but it has little motivational value. PSA engages the audience for brief moments.	The message is not clear in the PSA/Brochure-does not engage the audience.

		broadcast/brochure .		
7. 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.

Total Score _____/28