

Public Service Announcement Checklist

1. The message has a clear theme.
2. The public service announcement is appropriate for the intended audience.
3. The message is organized and focused.
4. The concepts and information are scientifically accurate.
5. If used, music or audio effects enhance the message.
6. The message is memorable.
7. The audio recording is carefully made.

Public Service Announcement Rubric

6=100% The public service announcement is exceptional. It exceeds the stated criteria in each assessment category. It is attention grabbing and appropriate for the intended audience. The information it promotes is scientifically accurate and carefully presented. The message is organized and focused. The announcement is carefully made and memorable, with enhancing audio effects.

5=90% The public service announcement is an excellent work, clearly meeting all stated criteria and exceeding them in a majority of categories. Many areas are exceptional, while only a few are merely satisfactory.

4=80% The public service announcement meets all standards and exceeds them in a few areas. A small number of elements are well done.

3=70% The public service announcement satisfactorily meets the stated criteria. There are no areas of weakness in this announcement, but there are also no outstanding elements.

2=60% The public service announcement meets some of the stated criteria but fails to do so in many of the categories. While meeting the standards in a few areas, the announcement has a number of weaknesses.

1=50% The public service announcement is very poorly done, failing to meet the assessment criteria in all categories. The theme is unclear and the announcement is disorganized. The information presented is inaccurate. Audio effects do not enhance the message. The public service announcement is poorly constructed with little effort exhibited.