

## Public Service Announcement Group Grades – Student Assessment

[illegible]

## **A Public Service Announcement (PSA)**

**S:** This outstanding public service announcement hits home! It grabs the attention of members of the audience, and they report being highly influenced by it.

**T:** The student has selected a theme that is appropriate for the target audience. The script and/or storyboard is/are crafted to communicate well with the audience. The message is organized and focused and uses the appropriate concepts and information correctly. If an oral presentation or dialogue is part of the product, it adds to the quality of the message.

If music or other audio effects are used, they add to the quality of the message. Overall, the public service message is memorable.

**U:** This public service announcement is like one receiving a rating of **T**, except that one or two important elements are not as well developed.

**V:** This public service announcement is like one receiving a rating of **W**, except that one or two important elements are of good quality.

**W:** The student has selected a theme that is not appropriate for the audience. The script and/or storyboard is/are not well crafted for the target audience. The PSA may use examples or vocabulary words that are not good choices for that audience. The announcement's message

is not clear. It does not make a strong, straightforward point. If an oral

presentation or dialogue is used, its quality detracts from the overall effect. The message is not memorable.

**X:** The public service announcement (PSA) is not done or is very poor.