

Elementary School Public Service Announcement Rubric

Grades K-5

CATEGORY	4	3	2	1
Content	Students create an original, accurate and interesting PSA that addresses the issue.	Students create an accurate PSA that adequately addresses the issue.	Students create an accurate PSA but it does not adequately address the issue.	The PSA is not accurate.
Fair Use	The PSA follows a good use for all music and sound effects that are included. All original work of the group members or is used with permission.	The PSA follows fair use for most music and sound effects that are included. All text is the original work or is used with permission. There are some minor issues with copyright and fair use.	Most PSA is the original work of the group members, but some material is used without permission or in violation of copyright.	The PSA does not follow fair use practices. Text, sound effects and/or music is used without permission and/or in violation of copyright.
Pre-Production	Provides a well thought script.	Provides a script that is not in a proper format.	Script is half complete.	No script or pre-production is provided.
Technical Production	Tone and voice shows emotions. The recording is clear and loud enough to be heard. Background sounds and effects blend with the PSA's message.	Tone and voice frequently show emotions and enthusiasm. The recording is clear and loud enough to be heard. Background sounds and effects usually blend with the PSA's message.	Tone and voice frequently show emotions or enthusiasm. Most of the recording is clear and loud enough to be heard. Background sounds and effects sometimes distract from the PSA's message.	Tone and voice don't show emotions or enthusiasm. Recording is unclear and/or not loud enough to be heard. Background sounds and effects absent or distract from the PSA's message.