

**PSEG LONG ISLAND**  
**I AM EMPOWERED HIGH SCHOOL PROGRAM**  
**RUBRIC: PUBLIC SERVICE ANNOUNCEMENT**

| SECTION 1<br>Content | 4   | 3  | 2   | 1  |
|----------------------|---|--|---|--|
| <b>Effectiveness</b> | Creates a compelling story beyond facts and figures; makes a personal connection.   | Creates a compelling story beyond facts and figures; does not make a personal connection.  | Shares only facts and figures with no story; makes a personal connection.   | Shares little facts and figures; does not make a personal connection   |
| <b>Presentation</b>  | Graphics and setting are appealing; overall image(s) align with the message; excellent presentation skills.   | Graphics and setting are mostly appealing; overall image(s) mostly align with the message; average to above average presentation skills                      | Graphics and setting are less than appealing and do not align with the message; below average presentation skills                 | There are no graphics; poor presentation skills.   |
| <b>Message</b>       | Targets appropriate audience; inspires viewers to take action to protect the environment and/or promote energy efficiency; authentic and genuine delivery of message. | Targets appropriate audience; inspires viewers to take action to protect the environment and/or promote energy efficiency; lacks connection to the audience. | Targets appropriate audience; doesn't inspire viewers to take action to protect the environment and/or promote energy efficiency. | Target audience is unclear; fails to inspire viewers to take action to protect the environment and/or promote energy efficiency. |
| <b>Originality</b>   | PSA reflects original ideas while creating a fresh, unique product. Creativity is exceptional.  | PSA reflects an average degree of student creativity and use of original ideas.  | PSA reflects minimal creativity and minimal originality.  | PSA is missing creativity and minimal originality.   |

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| SECTION 2<br>Technical<br>Aspects | 4   | 3   | 2   | 1   |
|-----------------------------------|---|---|---|---|
| <b>Visual</b>                     | Images are clear and crisp; lighting is appropriate and effective; students present themselves as rehearsed and prepared.   | Images are good; lighting is average; students present themselves as rehearsed and prepared.  | Images are shadowy; lighting is dull; students present themselves as needing more time to rehearse.                   | Images are unclear; lighting is dark; students seem unprepared  |
| <b>Audio</b>                      | All dialogue is clear and easily heard.   | Most dialogue is clear and easily heard.  | Most dialogue is not clear and easily heard.  | Dialogue is inaudible.  |
| <b>Editing</b>                    | Edits are seamlessly made throughout the PSA to create a logical progression of the story; audio and video are well-synced. | Edits are made throughout the PSA with little interruption to create a logical progression of the story; audio and video are well-synced. | The edits made throughout the PSA are choppy and the story progression is not clear; audio and video are well-synced. | The edits made are choppy and the story progression lacks sequence and cohesiveness; audio and video are not well-synced. |
| SECTION 3<br>Contest Rules        | 4   | 3   | 2   | 1   |
| <b>Length of PSA</b>              | PSA is 30-45 seconds  | PSA is 46-55 seconds  | PSA is 20-30 seconds  | PSA is more than 55 seconds or less than 20 seconds   |

TOTAL SCORE: \_\_\_\_\_ / 32

FEEDBACK: