

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

SECTION 1 Content	4	3	2	1
Effectiveness	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
Presentation	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.
Message	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.
Originality	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 Technical Aspects	4	3	2	1
Visual	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
Communication	All message is clear and easily understood	Most message is clear and easily understood	Most message is not clear and not easily understood.	Message is clear and understandable.
Editing	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 Contest Rules	4	3	2	1
Length of PSA	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: