

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 images; makes a strong personal connection to the topic and viewer	Creates a compelling story beyond facts and images; makes a personal connection to the topic and viewer	Lacks a compelling story beyond facts and images; lacks a personal connection to the topic and viewer	Does not create a story beyond facts and images; does not make a personal connection
Presentation	Demonstrates excellent use of presentation skills (consistently speaking confidently and enthusiastically); rehearsed and ready	Demonstrates average presentation skills (mostly speaking confidently and enthusiastically); not completely rehearsed and ready	Demonstrates some presentation skills (rarely speaking confidently or enthusiastically); needing more time to rehearse	Demonstrates a complete lack of presentation skills (not speaking confidently or enthusiastically); unprepared
Message	Targets appropriate audience; inspires others regarding electrical energy use and energy efficiency	Targets appropriate audience; moderately inspires others regarding electrical energy use and energy efficiency	Targets appropriate audience; hardly inspires others to regarding electrical energy use and energy efficiency	Targets audience is unclear; does not inspire others regarding electrical energy use and energy efficiency
Originality	Reflects original ideas while creating a fresh, unique product; creativity is exceptional	Reflects an average degree of student creativity; average use of original ideas	Reflects minimal creativity; minimal originality	Missing creativity; not original ideas

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SECTION 2 Technical Aspects	4	3	2	1
Visual	Lighting and images are clear, crisp, and appropriate; graphics and setting are appealing	Lighting and images are mostly clear, mostly crisp, and appropriate; graphics and setting are relevant to topic	Lighting and images are mediocre in clarity- lighting is shadowy and images are dull; graphics and setting are unappealing or irrelevant to topic	Lighting and images are unclear; graphics and setting are unappealing and unrealistic
Audio	All dialogue is clear and easily heard	Most dialogue is clear and easily heard	Most dialogue is <i>not</i> clear nor easily heard	Dialogue is inaudible
Editing	Edits are seamless and create a logical progression of story; audio and video are well-synched	Edits have little interruption of a logical progression of a story; audio and video are mostly synched	Edits are often choppy with little progression of a story; audio and video are not synched	Edits are consistently choppy; lacking sequence and cohesiveness; audio and video are not synched
SECTION 3 Contest Rules	4	3	2	1
Timing	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
Participation	Created by a team of 1-4 members and complies with all other official rules; everyone participates equally			Created by a team of more than four people, everyone is not participating equally

TOTAL SCORE: _____ / 36

FEEDBACK: