

PUBLIC SERVICE ANNOUNCEMENT RUBRIC

PSA Topics: Energy conservation, Energy sustainability, Electric vehicles, Time of Day Programs

SECTION 1: CONTENT	12	9	6	3
EFFECTIVENESS SCORE _____	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 SCORE _____	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 SCORE _____	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 SCORE _____	Reflects original ideas, creating a fresh, unique product; creativity is exceptional, with all work—including scripting, filming, and editing—completed entirely by the students without any adult assistance.	Reflects some original ideas, creating a mostly unique product; creativity is strong, with all work — including scripting, filming, and editing — completed by the students. No adults appear in the video.	Reflects few original ideas; creativity is limited, and there is clear evidence of adult involvement in the scripting, filming, or editing process. No adults appear in the video.	Lacks original ideas and closely imitates other work; creativity is minimal, and a portion of the work appears to have been completed by an adult.

SECTION 2: TECHNICAL ASPECTS	12	9	6	3
VISUAL SCORE _____	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 SCORE _____	All dialogue is clear and easily heard	Most dialogue is clear and easily heard	Most dialogue is not clear nor easily heard	Dialogue is inaudible
EDITING SCORE _____	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	8	6	4	2
TIMING SCORE _____	PSA is 30-45 seconds	PSA is 46-55 seconds	PSA is 20- 30 seconds	PSA is more than 55 or less than 20 seconds
PARTICIPATION SCORE _____	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 POINTS
