



## PUBLIC SERVICE ANNOUNCEMENT RUBRIC

|                                      | Level 1   | Level 2   | Level 3  | Level 4   |
|--------------------------------------|---|---|--|---|
| <b>Knowledge &amp; Understanding</b> | Announcement presents little accurate information                         | Announcement presents some accurate information                 | Announcement presents accurate information                       | Announcement cleverly presents accurate information                 |
| <b>Application</b>                   | Proposes courses of action in a limited way                               | Proposes courses of action with some effectiveness              | Proposes courses of action with considerable effectiveness       | Proposes highly effective courses of action                         |
| <b>Communication</b>                 | Presentation style needs improvement to persuade and engage peer audience | Presentation style somewhat persuades and engages peer audience | Presentation style generally persuades and engages peer audience | Presentation style convincingly persuades and engages peer audience |

**Comments:**