Public Awareness Campaign Rubric

Student Name _____   Group _____

Category	4	3	2	1
Followed Guidelines	This P.A.C. includes all required elements as well as additional information	All required elements are included in the P.A.C.	All but ONE of the required elements are included in the P.A.C.	Several Required elements are missing
Audience Appeal	The P.A.C. engages the listener and maintains interest from beginning to end of broadcast	The P.A.C. catches listeners attention early, but loses interest before the end of the broadcast	The P.A.C. has moments of audience appeal, but it is brief	The P.A.C. has no audience appeal and the listener is not interested in its content
Content	The P.A.C. is exceptionally rich in content and provides much informational material on the selected topic	The P.A.C. conveys some informational material on the topic.	The P.A.C. conveys minimal informational material on the topic	The P.A.C. conveys no evident informational material on the topic.
Technical Quality	A high degree of technical skills is evident in the production of this P.A.C. The effects are powerful.	Technical skill is evident in this P.A.C. and it adds to the quality of the announcement	Some technical skill is evident in the creation of this P.A.C., but it adds little to the effectiveness of the announcement	Very little technical skill is evident in the production of this P.A.C.
Originality / Creativity	The P.A.C. reflects an exceptional degree of student creativity and use of original ideas.	The P.A.C. reflects student creativity and the use of some original ideas	The P.A.C. reflects some creativity, but lacks originality.	The P.A.C. reflects a lack of creativity and originality
Message Effectiveness	The combination of creativity, technical skill, and audience appeal are very effective.	The combination of creativity, technical skill, and audience appeal deliver a clear message about a selected topic	The intent of the P.A.C. is understood, but it has little motivational value.	The message is not clear in the P.A.C.