



Public Service Announcement (PSA) Rubric

Criteria	1	2	3	4	5
Intent of PSA	Evidence of intentional or unintentional subversion of purpose	Apathetic effort on behalf of cause	Care for cause is evident but not compelling	PSA sustains sincere commitment to purpose	Obvious commitment to cause is exhibited in compelling or passionate PSA
Production Values of PSA	Little connection between choices of imagery and ostensible purpose	Effort is dull Choices of imagery are humdrum or ineffectual	PSA is competent Choices of imagery are frequently appropriate if traditional	Predictably successful choices of imagery and style enliven message	PSA is striking Style is admirable Production is intriguing or transfixing
Content Transmission	PSA cheats audience of coherence or purpose Product is confused Message lost in noise	PSA is clichéd Obviously derivative or hopelessly hard-sell	A reasonable, though pedestrian attempt Obvious formulaic choices in content	Informative Fresh idea(s); takes a fresh look at the familiar; does a better job with familiar ideas	PSA is motivational to audience Honest Definitive as a representation of message
Audience Response	Audience is dumbfounded or offended Audience cannot accept message or cannot comprehend it	Audience is put off by patronizing tone Inappropriate attempt at humour Too confrontational an approach to be persuasive	Audience has patience with, and perhaps some sympathy for, message or presentation	Audience is attentive Audience considers message Audience is largely on side	Audience is intrigued or transfixed Identification of viewer(s) with cause Audience is shaken or transformed Audience makes a commitment

Comments: