

PSA 1:

	10	7.5	5	1
Category				
Topic	Non-profit. Idea promoted by society as “good.” Desired action is surprising or point is made in a riveting way.	Non-profit. Idea promoted by society as “good.” Desired action is clear.	Non-profit. Idea is trite. Desired action not clear.	Not non-profit. Cannot be used for PSA.
Script	Quick-paced. High level of creativity in the script. Could be described as “catchy” or “memorable.”	Quick-paced. Original idea (not copied from existing PSAs), but predictable in concept and/or wording.	Pacing is slow. Listener is not left with a message to carry away. Could be described as sufficient message, but “same ol’ thing.”	Does not succeed in conveying message.
Diction & Sound	Sounds are rich enough and descriptions are sufficient to evoke a setting or set the tone. Keeps listener’s attention	Descriptions cover the basics. Diction and sound combine to leave an impression.	Listener is more taken by the sound than by the message.	The human voice and text have little unity or the tone offends the listener. The listener turns against the non-profit.
Music	Helps raise awareness of the message	Appropriate	Too High/Low	Inappropriate
Technical Quality	Production values enhance the delivery of the message. Goes beyond basic skills in producing and capturing sound and editing.	Demonstrates basic skills in taping and editing. No problems in sound. Editing is clean and tight.	Some minor errors in basic skills, but don’t significantly detract from the message. (For example, sound may be at inconsistent levels but can still be understood.)	Major error in basic skills of audio and/or editing that detract from conveying the message. (For example, uneven or low volume.)

PSA 2:

	10	7.5	5	1
Category				
Topic	Non-profit. Idea promoted by society as “good.” Desired action is surprising or point is made in a riveting way.	Non-profit. Idea promoted by society as “good.” Desired action is clear.	Non-profit. Idea is trite. Desired action not clear.	Not non-profit. Cannot be used for PSA.
Script	Quick-paced. High level of creativity in the script. Could be described as “catchy” or “memorable.”	Quick-paced. Original idea (not copied from existing PSAs), but predictable in concept and/or wording.	Pacing is slow. Listener is not left with a message to carry away. Could be described as sufficient message, but “same ol’ thing.”	Does not succeed in conveying message.
Diction & Sound	Sounds are rich enough and descriptions are sufficient to evoke a setting or set the tone. Keeps listener’s attention	Descriptions cover the basics. Diction and sound combine to leave an impression.	Listener is more taken by the sound than by the message.	The human voice and text have little unity or the tone offends the listener. The listener turns against the non-profit.
Music	Helps raise awareness of the message	Appropriate	Too High/Low	Inappropriate
Technical Quality	Production values enhance the delivery of the message. Goes beyond basic skills in producing and capturing sound and editing.	Demonstrates basic skills in taping and editing. No problems in sound. Editing is clean and tight.	Some minor errors in basic skills, but don’t significantly detract from the message. (For example, sound may be at inconsistent levels but can still be understood.)	Major error in basic skills of audio and/or editing that detract from conveying the message. (For example, uneven or low volume.)