

Rubric for Three-Minute Public Service Announcement (PSA)

Task Description: You will work with your group to develop a three-minute PSA that will inform new parents of parenting responsibilities and how a baby will change their lives. PSA may be performed as a skit, video taped or developed into a song.

Criteria	weight	Exceptional	Admirable	Acceptable	Attempted
Understanding of Topic	25%	<input type="checkbox"/> Factual information is accurate <input type="checkbox"/> Indicates a clear understanding of topic	<input type="checkbox"/> Factual information is mostly accurate <input type="checkbox"/> Good understanding of topic	<input type="checkbox"/> Factual information is somewhat accurate <input type="checkbox"/> Fair understanding of topic	<input type="checkbox"/> Information is inaccurate <input type="checkbox"/> Presentation is off topic
Cooperation	25%	<input type="checkbox"/> Accepts ideas of others; able to compromise <input type="checkbox"/> All members contribute	<input type="checkbox"/> Accepts most ideas without negative comments <input type="checkbox"/> Some members contribute	<input type="checkbox"/> Unwilling to compromise <input type="checkbox"/> Few members contribute	<input type="checkbox"/> Group does not work together <input type="checkbox"/> One person does all the work
Presentation	25%	<input type="checkbox"/> Shows confidence <input type="checkbox"/> Informative <input type="checkbox"/> Speaks loudly and clearly	<input type="checkbox"/> Shows some confidence <input type="checkbox"/> Presents some information <input type="checkbox"/> Can be heard	<input type="checkbox"/> Unsure of responsibility <input type="checkbox"/> Somewhat informative <input type="checkbox"/> Hard to hear	<input type="checkbox"/> Lack of self-confidence <input type="checkbox"/> Lacks information <input type="checkbox"/> Mumbles
Time Management	25%	<input type="checkbox"/> Expertly develops and implements an organized plan	<input type="checkbox"/> Develops and implements an organized plan	<input type="checkbox"/> Attempts to develop and implement an organized plan	<input type="checkbox"/> No apparent plan of action

Assignment Score _____ + Beyond/Bonus _____ = Final Score _____