

RUBRIC – PUBLIC SERVICE ANNOUNCEMENT/OP-ED

	A (95)	B (85)	C (75)
INTRODUCTION TO THE TOPIC	The PSA/Op-Ed clearly and concisely introduces the topic.	The PSA/Op-Ed introduces the topic.	The PSA/Op-Ed fails to thoroughly introduce the topic.
EXPLAINING CENTRAL TOPIC	The PSA/Op-Ed clearly identifies and explains the central topic and offers background information	The PSA/Op-Ed identifies and explains the central inquiry and offers some background information	The PSA/Op-Ed fails to identify and/or explain the central inquiry and/or to offer background information
SUPPORTING EVIDENCE	Having presented and explained the central topic, the PSA/Op-Ed then concisely addresses the all aspects of topic through the use of well-chosen, specific, examples that engage and edify the audience.	Having presented and explained the central topic, the PSA/Op-Ed then addresses some aspects of topic through the use of, examples that engage and edify the audience.	Having presented and explained the central topic, the PSA/Op-Ed then attempts to addresses some aspects of topic through the use of examples.
COUNTER-ARGUMENTS	PSA/Op-Ed skillfully identifies and addresses all potential counter-arguments	PSA/Op-Ed attempts to identify and address potential counter-arguments	PSA/Op-Ed fails to identify and/or address potential counterarguments
‘SO WHAT?’ RELEVANCE & URGENCY	PSA/Op-Ed conveys to audience members a sense of relevance and urgency	PSA/Op-Ed attempts to convey to audience members a sense of relevance and urgency	PSA/Op-Ed fails to convey to audience members a sense of relevance and/ or urgency
VISUAL SUPPLEMENTS	Carefully selected visual supplements (pictures, graphs, videos, etc.) greatly enhance the presentation	Visual supplements (pictures, graphs, videos, etc.) enhance the presentation	Visual supplements (pictures, graphs, videos, etc.) are missing and/or fail to enhance the presentation
COLLABORATIVE SCHOLARSHIP	The presentation clearly reflects the efforts of both members of the group.	The presentation reflects the efforts of both members of the group.	The presentation fails to reflect the efforts of both members of the group.