

Name(s): _____

Tick Prevention Public Service Announcement Rubric

7th Grade Health

*I will assess your project using the following rubric. Be sure to look this over to include all requirements!!!

Element	4=Excellent	3=Good	2=Needs Work	1=Does not Meet Standards
Tick Prevention Information 40 points	*PSA includes following components: 1. description of what diseases ticks can carry; 2. Four or more places ticks like to live; 3. four specific ways to avoid a tick bite; 4. what to do if you find a tick attached 5. 3 or more symptoms to look for if you were bit; 6. Valid/accurate community resource on where to go to get more information	*Correct information is given, however needs more detail in some areas *1-2 required components are not included (see left for list) *Resource is given, but not from our community	*Incorrect information is included, and details are missing from more than 3 areas *More than 3 components from left are missing *No community resources are given	*Information used to create PSA is false or non-existent. *Gives information that may put someone at risk for tick borne illnesses *Information, prevention, and community resources are not given
Technical Production 20 points	*Voices are clear throughout entire PSA, and it is loud enough for audience to hear *Visuals and audio enhances PSA information and does not distract from message *PSA is between 30-60 secs	*Voices are loud and clear throughout most of PSA *Visuals and audio is appropriate and does not distract from message. *PSA is either over or under 30-60 seconds	*Speech is mumbled throughout much of the PSA making it difficult to hear *Sound or video effects distract from message *PSA is either over 60 seconds or under 20 seconds	*Speech is inaudible and message is not able to be heard or read *Sound effects or message is not appropriate *PSA was under 15 seconds
Advocacy and Creativity 20 points	*PSA is presented in a unique matter with enthusiasm *PSA maintains audience interest throughout entire broadcast *Tick borne illness prevention is the focus and motivates audience to protect themselves	*PSA is unique, but is not enthusiastic *The PSA catches listener attention, but does not hold it throughout entire broadcast *Tick borne illness prevention is main focus	*PSA is not group's original idea *PSA has only brief moments where it catches listeners attention *Concepts are not clear for people to know how to protect themselves from tick borne illnesses	*PSA is plagiarized *Has no audience appeal and listeners ignore message *PSA has nothing to do with tick borne illness prevention of any kind.
Library Time and Group Participation 20 points	*Was able to independently research and find adequate information each day *All group members worked together to produce the PSA *Group members are respectful to each other and are able to solve problems without fighting *The group used class time very well and was able to complete all tasks during class time without needing reminders	*Acquired some research but could have managed time better *Most group members worked together to produce the PSA *Group members were respectful to one another *Good use of class time, but needed to be reminded to stay on task each day	*Acquired less than half of the information during class time *Group members did not cooperatively work together. *Conflicts occurred among members and needed to be resolved by teacher *Constant reminders were needed to stay on task. Did not appropriately use time given	*Completed no work during class time given *Group members did not work together *Group members were disrespectful to each other or were fighting *The group was never on task and will need to complete entire PSA on own time

