

PSA Grading Checklist

Name/s:

Date:

Task: Create a persuasive and powerful public service announcement (PS) about the causes, effects, and prevention of the extinction of an endangered species.

Criteria	M= missing (0) P = partial (2) E = evident (4)	Notes
Issue is stated in short, memorable phrases		
Topic, audience, and purpose are clear		
Call for Action <i>(Information on how the viewer can help, where to go, what to do, or how to get more information.)</i>		
Evidence and information from research supports claims		
Persuasive writing and speaking elements are included		
Makes emotional impact <i>(shock, anger, sadness, guilt, surprise)</i>		
Proper capitalization, spelling, punctuation, and grammar		

TOTAL

/28 pts.