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| **Public Awareness Campaign: Modern Temperance PSA** | | | | |
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| Teacher Name: **Nichols/Wood** | |  |  |  |
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| Student Names:     \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | |  |
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| **CATEGORY** | 4 | 3 | 2 | 1 |
| **Research/**  **Statistical Data** | Students include 4+ statistics to support their campaign. | Students include 2-3 statistics to support their campaign. | Students include only one statistic to support their campaign. | Students do not include any statistics to support their campaign. |
| **Campaign**  **Product** | Students create an original, accurate and interesting video that adequately addresses the issue. | Students create an accurate video that adequately addresses the issue. | Students create an accurate video, but it does not adequately address the issue. | The product is not accurate. |
| **Requirement: Time** | Video is within 5 seconds of required time (30 second or 60 second) | Video is within 10 seconds of required time (30 second or 60 second) | Video is within 15 seconds of required time (30 second or 60 second) | Video is entirely too short or too long. |
| **Requirement: Additional Info** | Video clearly shows multiple ways viewers can get more information. | Video mentions only one way viewers can get more information. | Video mentions that more information is available, but it is unclear how to get that information. | Video does not provide any ways form viewers to get more information. |
| **Message** | Video's message is very clear, concise and the tone is appropriate for the topic. | Video's message is clear and the tone is appropriate, but presentation is not well-organized. | Video's message is somewhat unclear and the presentation is not well-organized or the tone is inappropriate. | The video's message is unclear, disorganized and/or inappropriate in tone. |