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| Category | Above the Mark A | On the Mark:  B | Needs Some Work  C | Needs More Work  D or lower |
| **Content: Effective Use of Time** | PSA is well-focused, using time effectively | PSA is focused, using time somewhat effectively | PSA lacks major focus or uses time ineffectively | PSA utterly lacks focus |
| **Content: Solutions/Advice** | Powerful solutions or advice | Good solutions or advice | Vague or weak solution or advice | Lacks substantial solutions or advice. |
| **Technical Production: Medium vs. the Message** | Creates a rich motivating response that matches the story line | Creates a rich motivating response that somewhat matches the story line | motivating response does not entirely matches the story line | Does not create an motivating response |
| **Technical Production: Sound or Music; Text or Voice-Over** | Music, text, and/or voice stirs a rich motivating response that matches the story line well. | Music, text, and/or voice stirs a rich motivating response that somewhat matches the story line. | Music, text, and/or voice is ok, and not distracting, but does not add much to the story. | Music, text, and/or voice is distracting, inappropriate, or was not used. |
| **Technical Production: Visual Effects: lighting, close-ups, cutting, framing, camera angles, etc.** | Effects enhance  the PSA and clarify the information. | Effects enhance the PSA | There are few effects with-in the PSA | Few if any effects with-in the PSA and/or these effects detract rather than enhance PSA |
| **FAIR USE of COPYRIGHT** | All research, solutions, pictures, music are in the credits | Almost all research, solutions, pictures, music are in the credits | Some research, solutions, pictures, music are in the credits | Research, solutions, pictures, music are missing in the credits |
| **Content: Audience and Persuasive Technique** | PSA’s message is very persuasive and effective for the target audience. | PSA’s message is clear and uses appropriate appeals to communicate message to audience. | PSA shows only some consideration for target audience and/or uses ineffective persuasive techniques. | PSA fails to use effective persuasive appeals and/or does not meet the needs of the target audience. |
| **Product** | The PSA is 30-60 seconds long | The PSA is slightly over/under 30-60 seconds | The PSA is really over/under 30-60 seconds | There is no product. |
| Basic Assessment: 3-4 sentences outlining strengths and weaknesses with final grade attached. |  | | | |