

Presentation Rubric				
	1	2	3	4
Organization	No sense of organization	There is a sense of organization, although some of the organizational tools are used weakly or missing	Demonstrates some knowledge of purpose and audience Some attention has been paid to presentation. All required parts are visible.	Well-planned and well-thought out. Attention has been paid to presentation design. Includes all required sections.
Content	Student does not have grasp of information. Many statements are incorrect and unsupported.	Student is uncomfortable with information, leaves out important details and/or presents inaccurate information.	Student is at ease with topic and presents accurate information.	Student demonstrates full grasp of the topic, presenting complete and accurate information.
Technical Quality	Very little technical skill is evident in the production of this presentation.	Some technical skill is evident in the creation of this presentation, but it adds little to the effectiveness of the announcement.	Technical skill is evident in this presentation and adds to the quality of the announcement.	A high degree of technical skill is evident in the production of this PSA. The technical effects are very powerful and add to the impact of the PSA

<p>Technical Production</p>	<p>Tone and voice rarely convey emotions or enthusiasm. Recording is unclear and/or not loud enough to be heard. Background sounds and effects absent or distract from the presentation's message.</p>	<p>Tone and voice frequently convey emotions or enthusiasm. Most of the recording is clear and loud enough to be heard. Background sounds and effects sometimes distract from the presentation's message</p>	<p>Tone and voice frequently convey emotions and enthusiasm. The recording is clear and loud enough to be heard. Background sounds and effects usually blend with the presentation's message.</p>	<p>Tone and voice convey emotions and enthusiasm. The recording is clear and loud enough to be heard. Background sounds and effects blend with the presentation's message.</p>
<p>Message Effectiveness</p>	<p>The message is not clear in the presentation. Presentation does not engage audience.</p>	<p>The intent of the presentation is understood, but it has little motivational value. Presentation engages audience for brief moments.</p>	<p>The combination of creativity, technical skill, and audience appeal deliver a clear message about the selected topic. Presentation catches listener attention early, but does not engage audience throughout entire broadcast.</p>	<p>The combination of creativity, technical skill, and audience appeal are very effective in delivering a strong message about the selected topic. Engages audience throughout entire broadcast.</p>