

Module 7: Plate Tectonics and Earth's Structure
Authentic Assessment: Are You Prepared? Public Service Announcement Rubric

	20 Points	15 Points	10 Points	0 Points
Research	The PSA content provides accurate and detailed information on plate tectonics, as well as the causes and the impacts of volcanoes, earthquakes, or tsunami. In addition, the PSA addresses how to compile a survival tool kit and a survival plan.	The PSA content is relevant with information on plate tectonics, as well as the causes and the impacts of volcanoes, earthquakes, or tsunami. In addition, the PSA addresses how to compile a survival tool kit and a survival plan.	The PSA contains misinterpreted statements and fails to identify relevant information on plate tectonics, or the causes and the impacts of volcanoes, earthquakes, or tsunami. It poorly addresses how to compile a survival tool kit and a survival plan.	The PSA content contains limited information on plate tectonics, or the causes and the impacts of volcanoes, earthquakes, or tsunami. It may not address how to compile a survival tool kit and a survival plan.
Tone	The PSA is very organized and clear with a persuasive tone.	The PSA is organized and clear with a somewhat persuasive tone.	The PSA has limited organization and lacks clarity. There is a limited persuasive tone.	There is no evidence of organization or clarity. The PSA is not persuasive.
Length	The segment is 2-3 minutes long.			The segment is below two minutes.
Mechanics	The PSA contains no grammatical errors.	The PSA contains almost no grammatical errors, and the errors present are minimally distracting to the listener.	The PSA contains a few grammatical errors. The errors tend to be distracting to the listener.	The PSA contains many grammatical errors.
Citations	All sources of information, if used, are properly cited so that the audience can determine the credibility and authority of the information presented.	Most sources of information, if used, are properly cited so that the audience can determine the credibility and authority of the information presented.	Sometimes copyright guidelines are followed and some information does not use proper citations.	No references are included.