

Module 5: Avoiding the Repair Shop: Risk Management

Authentic Assessment: Responsible Behavior PSA Rubric

Please carefully read the instructions and follow the rubric below.

Guidelines

Title:

Your title will briefly describe the issue in your announcement. You want it to catch your audience's attention.

Importance of issue to society:

Describe how the issue affects society and why it is important to raise awareness.

Facts about the issue:

Include facts about the issue to inform your audience of related vocabulary, risk factors or statistics related to your topic. These facts should stand out, persuade, and even surprise your audience.

Who the issue affects:

Explain the population that is affected by your issue. Give details about their age group and lifestyle. Lifestyle explanations will incorporate life choices and risky behaviors associated with the issue.

Story or Scenario:

Retell a story or share a scenario about someone that is affected by this issue. Often in PSAs the story is short but to the point. It reveals and brings to light the need for change.

Length of PSA:

Your PSA should last between 2-3 minutes.

Creativity and dramatic appeal:

Your PSA should be attention grabbing. It will include information that describes the importance of bringing awareness to the issue and may even reveal shocking details. Be creative in your approach.

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Risk Behavior Management PSA Rubric (Total 100 points)

	25 Points	20 Points	10 Points	0 Points
Content	The PSA shows an understanding of the topic and is targeted towards a teenage audience. It explains a risk that poses significant negative consequences to teens and gives tips in avoiding the negative consequences and how to act responsibly. Statistics are used to persuade the teen audience to act responsibly regarding the identified risk.	The PSA shows some understanding of the topic and is targeted towards a teenage audience. It explains a risk that poses significant negative consequences to teens and gives tips in avoiding the negative consequences and how to act responsibly. Statistics are used to persuade the teen audience to act responsibly regarding the identified risk.	The PSA shows little understanding of the topic or is not targeted towards a teenage audience. It either does not fully explain a risk that poses significant negative consequences to teens or does not give tips in avoiding the negative consequences and how to act responsibly. Statistics are used sparingly to persuade the teen audience to act responsibly regarding the identified risk.	The PSA does not show an understanding of the topic and/or is not targeted towards a teenage audience. It either does not fully explain a risk that poses significant negative consequences to teens or does not give tips in avoiding the negative consequences and how to act responsibly. Statistics are not used to persuade the teen audience to act responsibly regarding the identified risk.
Organization	The PSA is clearly organized with a persuasive tone. The segment is 2-3 minutes long.	The PSA is clearly organized with a somewhat persuasive tone. The segment is 2-3 minutes long.	The PSA has limited organization and lacks clarity. There is a limited persuasive tone. The segment is under 2 minutes.	The PSA shows no evidence of organization or clarity. The PSA is not persuasive. The segment is under 2 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	Sources of information are properly cited so that the audience can determine the credibility and authority of the information presented.	Most sources of information use proper citation and sources are documented to make it possible to check on the accuracy of information.	Sometimes copyright guidelines are followed and some information does not use proper citations.	No references are included.