

**Cancer Public Service Announcement
Presentation Rubric**

CRITERIA	Excellent 4 points	Good 3 points	Fair 2 points	Poor 1 point
Audience / Message	It is crystal clear who the PSA seeks to influence and targets them effectively	It is clear who the PSA seeks to influence and targets them somewhat effectively	The audience is somewhat unclear and/or the message is unlikely to be effective	The audience is unclear and the message is unlikely to be effective
Accuracy	All information is correct and clearly explained	Most information is correct and somewhat explained	Information contains several errors and few explanations	Information contains major errors and explanations are unclear or non-existent
Electronic Sources	Used four or more sources to electronically retrieve and create correct information	Used three sources to electronically retrieve and create correct information	Used two sources to electronically retrieve and create correct information	Used one source to electronically retrieve and create correct information
Persuasive Techniques (Details, Illustrations, Analogies, Visual Aids)	Incorporated all four techniques into presentation	Incorporated three techniques into presentation	Incorporated two techniques into presentation	Incorporated one techniques into presentation