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### Internet Safety and Digital Citizenship PSA

Teacher Name: **ESU**

Student Name: \_\_\_\_\_

CATEGORY	4	3	2	1
<b>Followed Guidelines</b>	This PSA includes all required elements as well as additional information.	All required elements are included in the PSA.	All but 1 of the required elements are included in the PSA.	Several required elements are missing.
<b>Audience Appeal</b>	The PSA is attractive to the listener and maintains their interest from beginning to end of the broadcast.	The PSA catches listener attention early, but wanes before the end of the PSA broadcast.	The PSA has moments of audience appeal, but it is brief.	The PSA has no audience appeal and listeners mostly ignore the broadcast segment.
<b>Content</b>	The PSA is exceptionally rich in content and Internet Safety or Digital Citizenship informational material.	The PSA conveys some Internet Safety or Digital Citizenship informational material.	The PSA conveys minimal Internet Safety or Digital Citizenship information.	The PSA has no evident Internet Safety or Digital Citizenship information.
<b>Timing</b>	The PSA is between 28.7 and 29.2 seconds in length	The PSA is between 28.0 and 28.7 or is between 29.2 and 30 seconds in length.	The PSA is between 26 and 28 seconds or between 30 and 32 seconds in length.	The PSA is less than 26 seconds or more than 32 seconds in length.
<b>Technical Quality</b>	A high degree of technical skill is evident in the production of this PSA. The technical aspects are very effective and add to the effectiveness of the PSA.	Good technical skill is evident in the PSA and adds to the quality of the PSA.	Some technical skill is evident in the creation of this PSA, but adds little to the effectiveness of the PSA.	Very little technical skill was evident in the production of this PSA.
<b>Originality/Creativity</b>	The PSA reflects an exceptional degree of student creativity and the use of original ideas.	The PSA reflects student creativity and the use of some original ideas.	The PSA reflects some creativity, but limited original thinking.	The PSA reflects a lack of significant creativity or original thinking.
<b>Message Effectiveness</b>	The combination of creativity, technical skill, and audience appeal are very effective in delivering a strong message about Internet Safety or Digital Citizenship.	The combination of creativity, technical skill, and audience appeal deliver a clear message about Internet Safety or Digital Citizenship.	The PSA intent is understood, but has little motivational value.	The Internet Safety/Digital Citizenship message is not understood well in the PSA.



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