***Public Service Announcement Names:***

**High Average Low**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **1** | The images and words were clearly used to get the message across | 5 | 4 | 3 | 2 | 1 |
| **2** | The message was persuasive for the target audience. 10 pts. | 10 | 8 | 7 | 6 | 5 |
| **3** | The voiceover enhanced the message of the PSA. | 5 | 4 | 3 | 2 | 1 |
| **4** | The PSA was 30 seconds long. -3 pts if too long or too short |  |  |  |  |  |

Length of PSA: \_\_\_\_\_\_\_\_\_\_\_\_ Total: /20

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