

***Public Service Announcement***

***Names:***

High Average Low

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

Length of PSA: \_\_\_\_\_

Total: /20

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