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|  | ***WOW, Oscar time*** Above the Mark 4 points | ***Budding Director***  On the Mark  3 points | ***Assistant Producer***  Needs Some Work  2 points | ***Oh, Dear...Back to Film School...***  Needs A Lot of Work  1 point |
| **Content & Statistics** | Uses power facts and/or statistics  3 powerful historical voices trace the issue’s history  and important legislative changes | 3 historical voices share facts, statistics, and legislative changes | 2 historical voices share facts, statistics, and/or legislative changes | Fewer than 1 historical voice shares and/or missing or inaccurate facts, statistics, or legislative changes |
| **Solutions/Advice** | 2-3 powerful solutions and a call to action with specific action steps taken by producers and possible for an audience | 1-2 meaningful solutions and a call to action with specific steps | 1 solution or some advice - missing a call to action | Lacks real or meaningful solutions or advice; no call to action |
| **Visual Representation** | Creates a rich emotional  response that  matches the storyline | Creates an emotional  response that  somewhat matches the storyline | Does not create an emotional response or doesn’t  Relate to the storyline | Flat, boring and/or does not create an emotional response |
| **Sound- music and/or voice-over** | Music (voice-over) stirs a rich emotional response that matches the storyline well. | Music (voice) stirs a rich emotional response that somewhat matches the storyline. | Music (voice) is ok, and not distracting, but does not add much to the story. | Music (voice) is distracting, inappropriate, or was not used. |
| **Effects**  **(lighting, close-ups, masking, camera angles, etc.)** | Multiple effects and all enhance  the PSA and clarify the information. | Multiple effects are used and some enhance the PSA | There are some effects used though they may detract from the PSA message. | No effects were evident within the PSA |
| **Use of Slogan** | Slogan stirs a rich emotional response that matches the storyline well. | Slogan stirs a rich emotional response that somewhat matches the storyline. | Slogan is ok, and not distracting, but does not add much to the story. | Slogan is distracting, inappropriate, or was not used. |
| **Use of Copyrights** | All Url’s for research, solutions, pictures, and music are in the credits | Most Url’s for research, solutions, pictures, and music are in the credits | Some Url’s for research, solutions, pictures, and music are in the credits | Url’s for research, solutions, pictures, and music are missing in the credits |
| **Title and Credits** | Title and credits enhance and clarify the PSA | Title and credits are present in the PSA | Some credit and titles are missing in the PSA | Few if any credits and titles in the PSA |
| **Product** | The PSA is 30-60 seconds long  Storyboard to film = 7 or more frames | The PSA is slightly over/under 30-60 seconds  Storyboard to film = 6 frames | The PSA is really over/under 30-60 seconds    Storyboard to film = 4 or 5 frames | There is no product.      Storyboard to film = 3 or fewer frames |
| **Work Ethic** | Managed time well, finished and had time to  tweak project  submitted for competition before due date | Finished without additional time for editing  submitted for competition on due date | Finished at the last minute - some parts left incomplete  Had to be reminded to submit for competition on due date | Wasted a lot of time. Product is not done.  Still unsubmitted by due date despite reminder |
| **Celebrity Fun Factor** | Camped it up for competition -may have dressed the part, had paparazzi, been ready to be interviewed by the press... | Showed some production-team spirit at the event | Present for competition - but seemed bored and/or distracted others | Wait… were you there? |
| **Points Accumulated** |  |  |  |  |

**Total points \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Possible Pts \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Score \_\_\_\_\_\_\_\_\_\_\_\_**