Rubric: PUBLIC SERVICE ANNOUNCEMENT: AIR QUALITY AND ASTHMA

| **Directions:** Use this rubric as a guide in creating your public service content. You can choose to create a children’s book, podcast, song, video, or poster. All information and images should be written at the level of a child between 5-10 years old. Think about how you might describe the connection between air quality and asthma. The PSA should explain why our bodies respond to air pollution in this way. |
| --- |
| CATEGORY | 4 | 3 | 2 | 1 |
| Research/Statistical Data | Students include 4 or more high-quality examples or pieces of data to support their campaign. | Students include at least 3 high-quality examples or pieces of data to support their campaign. | Students include at least 2 high-quality examples or pieces of data to support their campaign. | Students include fewer than 2 high-quality examples or pieces of data to support their campaign. |
| Campaign/Product | Students create an original, accurate, and interesting product that adequately addresses the issue. | Students create an accurate product that adequately addresses the issue. | Students create an accurate product, but it does not adequately address the issue. | The product is not accurate. |
| Sources-Quality | Students include 4 or more high quality sources. | Students include 2-3 high quality sources. | Students include 2-3 sources, but some are questionable quality. | Students include fewer than 2 sources. |
| Sources-Citation | Information in all source citations is correct and formatted as assigned. | Information in all source citations is correct, but there are minor errors in formatting. | Information in almost all source citations is correct, AND there are minor errors in formatting. | The information is often incorrect, OR there are major errors in formatting. |