

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.