

Name _____ Class _____ Date _____

**You're On the Air - for the Environment Unit 4 Climate Change-Humans and the Environment - Public Service Announcement
Project Scoring Rubric (Project Value = 32 points)**

Project Component	4 (4 points)	3 (3.4 points)	2 (3 points)	1 (2.6 points)
Creativity x2	The commercial / public service announcement is very creative and definitely appeals to the viewers of the chosen channel.	The commercial / public service announcement is reasonably creative and mostly appeals to the viewers of the chosen channel.	The commercial / public service announcement is minimally creative and somewhat appeals to the viewers of the chosen channel.	The commercial / public service announcement is not creative and does not appeal to the viewers of the chosen channel.
Factual Content x3	The commercial / public service announcement identifies and completely describes a local or regional climate change issue that has an impact on people locally and in other places. The content is factual and based on sound science.	The commercial / public service announcement identifies and reasonably describes a local or regional climate change issue that has an impact on people locally and in other places. The content is mostly factual and mostly based on sound science.	The commercial / public service announcement identifies or describes a local or regional climate change issue that has an impact on people locally or other places. The content is somewhat factual and somewhat based on sound science.	The commercial / public service announcement neither identifies nor describes a local or regional climate issue that has an impact on people locally or other places. The content is not factual and not based on sound science.
Persuasiveness x3	Suggestions for how the issue may be addressed by individuals in a community are completely developed, creative and based on the science underlying the issue.	Suggestions for how the issue may be addressed by individuals in a community are nearly complete in their development, reasonably creative and based on the science underlying the issue.	Suggestions for how the issue may be addressed by individuals in a community are somewhat developed, minimally creative and not always based on the science underlying the issue.	Suggestions for how the issue may be addressed by individuals in a community are brief and hard to follow, not creative and/or are not based on the science underlying the issue.

You're On the Air - for the Environment Pie Chart of Participation

Group Members

List YOUR NAME first followed by each other group member's name.
Then, record estimated % participation in parentheses.

Pie Chart

Use the circle below to describe the relative contribution of each member to (your name first) the project.

