Name	Clas	s 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)

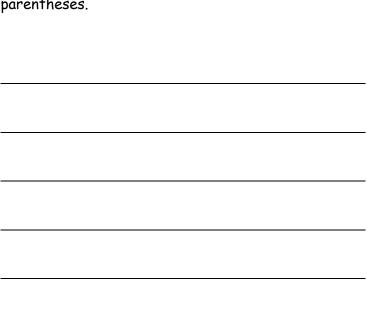
Project Component	4 (4 points)	3 (3.4 points)	2 (3 points)	1 (2.6 points)
Creativity x2	The commercial / public service announcement is very creative and definitely appeals to the viewers of the chosen channel.	The commercial / public service announcement is reasonably creative and mostly appeals to 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 ×3	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 ×3	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.	issue may be addressed by individuals in a community are nearly complete in their	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.

