

## SCORING RUBRIC FOR 30 SECOND LIVE COPY PSA FOR RADIO

COMPONENT	EFFECTIVE	COMPETENT	NEEDS WORK
<i>Factual Details</i>	Includes all 4 elements: who, what, when, where	Same	Missing one or more elements
<i>Accuracy</i>	4 Elements correct Spelling correct Pronunciation Guide incl.	Same	Incorrect data One or more spelling errors Pron. Guide incorrect or missing
<i>Format</i>	75 words in length Double or triple spaced	Same	< 70 or > 75 words Single spaced
<i>Style Elements</i>	Effective Hook Clearly written	Hook incl. but words chosen don't address target audience clearly or effectively, or don't express intended meaning. Clearly written	No hook Body of PSA lacking clarity or syntax appropriate for live on-air reading
<i>Focus</i>	Target Audience clearly identified	Target Audience not clearly identified	Target audience not identified