

8th Grade – Public Service Announcement (PSA)

Directions: You and your partner will create a PSA using google slides. Your presentation must incorporate a SOCIETAL PROBLEM, and promote a positive plan of action to solve your issue.

Your presentation will include:

- ~ **Title page** with Name of Societal Issue and student names
- ~ Minimum 5 slides with **TEXT** explaining Societal Issue, each slide must contain 1 image
- ~ Minimum 5 slides **TEXT** explaining a positive plan of action of the Societal Issue, each slide must contain 1 image
- ~ Your presentation must contain **music** that deals with the societal issue.
- ~ **Conclusion** – Why did you choose this societal problem and what did you learn from your research.
- ~ **Sources** – Your last slide is for all sources used in your presentation. Images, music, content etc.

Additional:

- ~ Include at least **two statistics** providing direct and or indirect evidence of the problem.
- ~ Include at least **two quotes** related to the societal problem from officials or experts, including the government agency or non-profit organization they work for.
- ~ On one slide list one **nonprofit organization or government agency /program** that is working to improve the societal problem through positive actions.
- ~ On one slide list **lyrics from your music** that emphasizes their meaning and importance for your societal problem.

Public Service Announcement Grading Rubric

PSA				
	Poor 1 pts	Fair 2 pts	Good 3 pts	Excellent 4 pts
Content	Poor Students showed no understanding of the content and included no factual information to persuade audience.	Fair Students showed little understanding of the content and included some factual information to persuade audience.	Good Students showed understanding of the content and included mostly factual information to persuade audience.	Excellent Students showed full understanding of the content and included factual information to persuade audience.
Music / Audio	Poor No Music or Lyrics are included in the presentation.	Fair Music used was fair and conveys little awareness of the societal issue. Lyrics are included but do not emphasize the societal problem.	Good Music used was good and conveys some awareness of the societal issue. Lyrics are included and emphasize some meaning of the societal problem.	Excellent Music used is excellent and conveys awareness of the societal issue. Lyrics are included and emphasize meaning and importance for your societal problem.
Directions	Poor Students did a poor job follow directions. Many items are missing and presentation is not complete.	Fair Students were fair following directions in completion of presentation. Included, text, number of slides, images, statistics, quotes, conclusion and cited sources. Missing 1-4 items.	Good Students were good following directions in completion of presentation. Included, text, number of slides, images, statistics, quotes, conclusion and cited sources. Missing 1-2 items.	Excellent Students were excellent in following all directions in completion of presentation. Included, text, number of slides, images, statistics, quotes, conclusion and cited sources.
Conclusion	Poor No conclusion.	Fair Conclusion was fair and really did answer the question why this societal problem was chosen and what was learned from the research	Good Conclusion was good and answered the question why this societal problem was chosen and what was learned from the research	Excellent Conclusion was excellent and answered the question why this societal problem was chosen and what was learned from the research
Time Management	Poor Students did a poor job using time wisely, and a poor job staying on task, Presentation was not complete.	Fair Students did a fair job using time wisely, and a fair job staying on task, Presentation is partially complete.	Good Students did a good job using time wisely, and a good job staying on task, Presentation is complete.	Excellent Students did an excellent job using time wisely, and an excellent job staying on task, Presentation is awesome.