

**Public Awareness Campaign Rubric:
PSA on Overfishing**

CATEGORY	4	3	2	1
Overfishing Problems	Students identify more than 4 reasonable, insightful reasons that overfishing is problematic.	Students identify at least 4 reasonable, insightful reasons that overfishing is problematic.	Students identify at least 3 reasonable, insightful reasons that overfishing is problematic.	Students identify fewer than 3 reasonable, insightful reasons that overfishing is problematic.
Overfishing Solutions	Students identify more than 4 reasonable, insightful possible solutions/strategies to encourage change.	Students identify at least 4 reasonable, insightful possible solutions/strategies to encourage change.	Students identify at least 3 reasonable, insightful possible solutions/strategies to encourage change.	Students identify fewer than 3 reasonable, insightful possible solutions/strategies to encourage change.
Statistical Data & Research	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. Must have color.	Students create an accurate product that adequately addresses the issue. Must have color.	Students create an accurate product but it does not adequately address the issue. Must have color.	The product is not accurate.
Sources	Students include 4 or more high quality sources and information in all source citations is correct and in the format assigned.	Students include 2-3 high quality sources and all information in source citations is correct and in the format assigned.	Students include 2-3 sources but some of are questionable quality and/or almost all information is correct.	Students include fewer than 2 sources and/or the information is incorrect.