

2025 Communication Competitions Rubrics

Rubric for Safety PSA Competition

Criteria	1-Poor	2-Fair	3-Good	4-Very Good	5-Excellent	Score
Public Appropriateness	PSA is not appropriate for a general audience, with technical jargon or highly specific topic.	PSA has limited relevance to a general audience, and language may be too technical.	PSA is relevant to a specific audience but may lack broad appeal. Language is generally appropriate.	PSA is relevant to a broad audience, with generally appropriate language and consideration of diverse perspectives.	PSA makes the topic engaging and accessible to a general audience, welcoming them into the conversation/topic.	
Clarity	PSA is confusing and lacks a clear structure, making it difficult to follow.	PSA is somewhat unclear, with noticeable gaps in organization or coherence.	PSA is generally clear but may lack some organization or coherence in presenting/sustaining ideas.	PSA is clear and well-structured, with minor room for improvement in transitions or coherence.	PSA is intuitive, well-structured, and easily understandable, with seamless transitions.	
Correctness	PSA has factual errors, style issues, and demonstrates a poor understanding of the topic.	PSA contains noticeable errors in facts or style, showing a limited understanding of the topic.	PSA is generally correct, with some inconsistencies in style or understanding of the topic.	PSA is accurate, follows guidelines, and demonstrates a solid understanding of the topic.	PSA is highly accurate, with a clear and confident communication of the topic.	
Persuasiveness	PSA lacks persuasive elements, with weak arguments and insufficient evidence/reasons.	PSA is less persuasive, with weak arguments and limited evidence/reasons.	PSA is moderately persuasive, with convincing elements but lacks consistency or depth.	PSA is persuasive, with strong arguments and evidence, though minor areas for improvement exist.	PSA is highly convincing, with compelling arguments supported by strong evidence.	
Call to Action	PSA fails to encourage action or provide clear steps for the audience.	PSA provides a weak call to action, with limited clarity on steps for the audience.	PSA offers a moderate call to action, with some clarity on steps for the audience.	PSA provides a clear and actionable call to action, encouraging the audience to take steps.	PSA delivers a compelling and memorable call to action, motivating the audience to act.	
Total Score						