English 9A, Argument Unit Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**PSA Video, Podcast, or Radio** Period**:** \_\_\_\_\_\_\_Final Score: \_\_\_\_\_\_\_/100

**Primary Traits List**

Directions: Research an important topic or issue related to fake news or media literacy and create an informative and persuasive video, podcast, or radio PSA to persuade your specific audience.

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| **Category** | **Description** | **Total Points Possible** | **Points Earned** |
| **Slogan** | Original slogan that captures the essence of the issue/topic | 10 |  |
| **Topic** | Name of topic/specific issue is directly stated | 5 |  |
| **Graphic(s)(Video/Podcast ONLY)**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Sound Bite (for radio, but may also be used in video or podcast)** | Original images that visually address issue/topic  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Original sound bite taken from a credible source that addresses the issue/topic | 10 |  |
| **Action Steps** | Clearly provides steps the viewer can take to address issue | 10 |  |
| **Consequences** | Addresses specific consequences of not following action steps | 10 |  |
| **Sources** | Reliable, credible, and most current sources provide viewers a complete or balanced picture of issue | 5 |  |
| **Target Audience** | Video, podcast, or radio announcement is suitable for its target audience, thoughtfully applying at least 2 rhetorical appeals that reach specific group | 5 |  |
| **Technical Production** | Tone and voice convey emotions and enthusiasm. The recording is clear and loud enough to be heard. Background sounds and effects blend with the PSA’s message | 10 |  |
| **Creativity & Organization** | Overall design is creative, colorful, and intentionally organized to inform or persuade | 10 |  |
| **Fair Use** | The PSA follows fair use for ALL music and sound effects that are included. All text is the original work of the group member(s) or is used with permission. If using a sound bite be sure to credit where it came from. | 10 |  |
| **MLA Works Cited** | Properly formatted for all sources researched (at least 3) | 15 |  |

**Target Audience: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Project will be published (name location): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Notes:**  
1. You MUST have one peer (not in your group) provide you written feedback, using this checklist as a guide. This feedback will be due when final product is submitted.

2. You MUST use this checklist to score yourself before you submit your final product.