

Constitution Day Public Service Announcement Rubric

Criteria	Exceptional	Proficient	Developing	Below Standards
Constitution Content	Clear accurate hook. Focuses deeply on one core Constitutional concept.	Accurate theme. Explains a theme but lacks a sharp focus.	Vague connection. Mentions the Constitution loosely or with minor errors.	Inaccurate. Missing Constitutional content completely.
Call to Action Civic Content	Powerful and memorable. Inspires the audience to immediate civic engagement.	Clear request. Tells the audience what civic action should be taken.	Weak directive. Includes a directive that is confusing or difficult to understand.	Missing entirely. Leaves the audience without next steps.
Time Constraints—15 Seconds	14-15 seconds. Fitting the window perfectly.	12-13 seconds. Missing the mark slightly.	10-11 seconds. Missing the window visibly.	Less than 10 Seconds
Originality	All content is original, engaging, memorable.	All content is original but may mimic other material or may not be memorable.	Content is only original in part. Does not contain a memorable statement.	Content is not original.
Copyright/ Fair Use	Strictly adheres to fair use rules. All music and content are original, creative commons, or properly attributed.	Follows fair use for all assets. Most content is original or creative commons.	Includes copyrighted music or without clear evidence of permission or fair use exemptions.	Unoriginal. Uses copyrighted materials.