

Public Awareness Campaign : Anti-Bullying Commercial

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| Score: /24 |
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Teacher Name: **Mr. Bentheim**

Student Name: _____
 Student Name: _____
 Student Name: _____
 Student Name: _____

| CATEGORY | 4 | 3 | 2 | 1 |
|---------------------------|--|--|--|--|
| Brainstorming - Solutions | Students identify more than 4 reasonable, insightful possible solutions/strategies to bullying. | Students identify at least 4 reasonable, insightful possible solutions/strategies to bullying. | Students identify at least 3 reasonable, insightful possible solutions/strategies to bullying. | Students identify fewer than 3 reasonable, insightful possible solutions/strategies to bullying. |
| Research/Statistical Data | Students include 4 or more high-quality examples or pieces of data to support your campaign. | Students include at least 3 high-quality examples or pieces of data to support your campaign. | Students include at least 2 high-quality examples or pieces of data to support your campaign. | Students include fewer than 2 high-quality examples or pieces of data to support your campaign. |
| Campaign/Product | Students create an original, accurate and interesting product that adequately addresses the issue. | Students create an accurate product that adequately addresses the issue. | Students create an accurate product but it does not adequately address the issue. | The product is not accurate. |
| Group Planning | All members of the group participated in planning the end product. | Most members of the group participated in planning the end product. | Some members of the group participated in planning the end product. | One member of the group participated in planning the end product. |
| Group Presentation | All members of the group participated in presenting the end product. | Most members of the group participated in presenting the end product. | Some members of the group participated in presenting the end product. | One member of the group participated in presenting the end product. |
| Time Limit | Presentation was timed between 2 and 5 minutes. | | | Presentation was timed less then 2 minutes or longer than 5 minutes. |