Rubric for PSA script

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|  | Level 4 | Level 3 | Level 2 | Level 1 |
| Use of facts | Contains 4 or more facts about smoking | Contains 3 facts about smoking | Contains 1-2 facts about smoking | Does not contain any facts about smoking |
| Organization | Well-organized and tells a story that is easy to follow | Good organization, and story is usually easy to follow | Organization is somewhat lacking, and story is difficult to follow at times | Little/no organization. Does not try to tell a story or is too difficult to follow |
| Message/Call to Action | Provides viewer with a clear call to action and steps to follow | Provides viewer with a call to action, may be unsure of steps to follow | May suggest action to but not clear call to action | No call to action evident |