PSA Activity

You are going to help educate others about how to stay safe in severe weather by designing a public service announcement (PSA).

First, choose a severe weather event common in the Southeast:

- ✓ Tornado
- ✓ Lightning
- ✓ Flashflood

Next, choose how you will present your information:

- ✓ Brochure: using Microsoft Publisher
- ✓ Poster: using Microsoft Publisher
- ✓ Video: using Microsoft PowerPoint with narration (video should include voice)

Refer to these NOAA & NWS sites as needed:

Tornadoes:

- ✓ www.srh.noaa.gov/srh/jetstream/mesoscale/1000trains.htmh
- ✓ http://www.redcross.org/images/MEDIA_CustomProductCatalog/m4340177_Tornado.pdf

Lightning:

- ✓ http://www.lightningsafety.noaa.gov/posters.htm
- ✓ http://www.lightningsafety.noaa.gov/multimedia.htm
- ✓ http://www.lightningsafety.noaa.gov/more.htm

Flashfloods:

- ✓ http://www.nws.noaa.gov/os/water/tadd/

Complete your PSA

Publish, display or present it.

Name _____ Date _____

PSA Activity Rubric

Circle one description for each category. Add up these points and add to 50 to give a score out of 100.

CATEGORY	10	8	5	2
Product Format **Choose 1:** **Brochure: using Microsoft Publisher** **Poster: using Microsoft Publisher** **Video: using Microsoft PowerPoint with narration**	The product has no distracting errors. It is easy to read. Student used programs correctly to produce PSA. It appears the student spent a lot of effort getting things just right. Correct format plus extra effort	The product has almost no distracting errors, easily read. Student used programs to produce PSA, but may have used some features incorrectly. It appears the student worked hard on it. Correct format.	The product is fairly readable but the quality is not too good on some parts. Student used programs to produce PSA, but use many features incorrectly or skipped narration. It looks like the student ran out of time or didn't take care of it. Correct format but weak quality	Very plain and hard to read. Student did not use programs to create product. It looks like the student threw it together at the last minute without much care. Correct format but not done with care or incorrect format
Product Requirements Part A **Complete and correct information about how to stay safe during severe weather event.**	All required elements are present and additional elements that add to the product (e.g., thoughtful comments, graphics) have been added.	All required elements are present.	One required element is missing, but additional elements that add to the product (e.g., thoughtful comments, graphics) have been added.	Several required elements are missing.
Product Requirements Part B **Product captures the attention of its audience.**	Product captures attention of its audience. Creative design is evident. This would stand out from most others.	Product captures attention of its audience.	Product isn't noticeable to its audience;	Product is illegible; audience would be repelled by its appearance.
Scientific Concepts	Illustrates an accurate and thorough understanding of scientific concepts	Illustrates an accurate understanding of most scientific concepts	Illustrates a limited understanding of scientific concepts	Illustrates inaccurate understanding of scientific concepts
Connections	Connections between current learning and past learning are clearly understood and reflect insightfulness.	Connections between current learning and past learning are mostly understood	Connections between current learning and past learning are limited	There are little to no connections between current learning and past learning.