**Overall Grading Rubric for Coastal Optimism Rally Speech**

**Grading Rubric for Message Box and IF I APPLY**

You need to complete a separate IF I APPLY worksheet for each reference source that you use. You should download the form in Canvas and complete electronically, so you can upload the completed document into the Assignment folder at the same time you are uploading your Message Box.

**IF I APPLY**

Are the sources quality, current, reliable, not on the “do not use” list 0 1 2 3 4

Completeness of the IF I APPLY forms (at least four references) 0 1 2 3 4

**Message Box**

The topic you selected – coastal? Theme of coastal optimism? 0 1 2

Reads like a 1st version/thrown together, or something that was revised? 0 1 2

Quality/accuracy of coastal science content in your story 0 1 2 3 4

Did you follow the Message Box Framework? Is the content in the right boxes? 0 1 2 3 4

*Your grade for this project is based out of 20 points, worth 10% of final grade*

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**Grading Rubric for Coastal Optimism Rally Speech**

For your rally speech (MS Word doc you turn in), use 12 point Times New Roman or Arial

*\*Each category will be graded on a scale of 1 (poor) to 4 (excellent). A score of zero will be given in a category if an item is missing.*

Is there optimism (supported with concrete examples/facts)

Purpose/main point (THE ISSUE) clearly stated

All components of The Message Box are included (Problems, Benefits, Solutions, So What)

Organization (does it read/flow well, or does it sound like five different sections thrown together)

Citation, quantity and quality of sources (pass the IF I APPLY test, minimum four sources, how they are called out in the rally speech, how listed at the end of speech in APA format/completeness of citations)

Grammatical/spelling errors

Length (meets the character count)

Creativity/engagement/enthusiasm

Clear understanding of the topic, does not use vocabulary too complicated or that someone clearly does not understand unless they are a scientist

*Your grade for this project is based out of 36 points, worth 15% of the final grade*

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**Grading Rubric for the Recorded Rally Speech** (applied to the audio file)

Do you have a clear beginning, so I know I’m attending a rally speech? 0 1 2

Are the sections of your Message Box clearly identifiable when listening? 0 1 2

Is your audio recording clear? Can I understand what you are saying? 0 1 2

Is your audio recording at a good pace? Not too fast? Enthusiastic? 0 1 2

Do you have an appropriate use of sound effects? 0 1 2

*Your grade for this project is based out of 10 points, worth 5% of the final grade*