

Name:

Date:

Period:

**Lights, Camera, Media Literacy!**  
**Radio Show Sponsor Advertisement Rubric**

- 4 All requirements satisfied.
- 3 All, but one of the requirements satisfied.
- 2 All, but two of the requirements satisfied.
- 1 All, but three of the requirements satisfied.

Requirements: (Check those included.)

- A first draft for a company's radio advertisement has been written by each member of the group.
- A group radio ad has been written after group members shared their individual first drafts.
- The group's ad includes at least one advertising strategy.
- The group's radio ad includes sound effects.
- The group's radio ad includes music.
- The voice-over of the group's radio ad includes the name of the company and the product being sold.

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RUBRIC SCORE: \_\_\_\_\_