



Rubrics used by the Ohio Environmental Education Fund to evaluate completed grant projects for the adult/general public audience

Holistic Instrument for Media Product

Level Five

I. Planning

- The targeted audience or their peers were **significantly** involved in the planning of the project content and format, including design, topic selection, and dissemination strategies.

II. Project Design

- The topics and format or strategies used **build upon** existing media but included **innovative** approaches that **will reach a broad audience**.
- For **most topics**, the project **goes beyond the transfer of information** to build comprehensive awareness, knowledge and skills to make informed decisions and to **act to solve environmental problems**.
- The project is **very** cost effective and involves extensive collaboration among **several** organizations.
- Factual accuracy and a balance of viewpoints **are** maintained.
- The project includes a **strong, multifaceted** dissemination component.

III. Participant/Audience Experiences

- The media product was **extremely effective** in gaining **and** maintaining attention, including a **very motivating introduction and closing**.
- The product directly or indirectly **included interaction/response** by the audience and **encouraged further study or action on** the topic.
- The key points were presented **in sequential steps** and were explained in an **exceptionally** clear way without extraneous information.
- The visual and audio quality was exceptional, including special effects and a **very appealing and credible** narrator.

IV. Evaluation and Results

- The targeted audience was **frequently asked** for feedback **during the design** of the product.
- The dissemination was **well designed and implemented** and reached audiences **statewide**.
- A **detailed** evaluation of the quality and usefulness of the product was sought from audiences who received/viewed the product.

Media Product - Level Four

I. Planning

- The targeted audience or their peers were **somewhat** involved in the planning of the project content and format including design, topic selection, and dissemination strategies.

II. Project Design

- The topics and format or strategies used **build upon** existing media but include **at least one innovative** approach that **will reach a broad audience**.

- For **a few topics**, the project **goes beyond the transfer of information** to build comprehensive awareness, knowledge and skills to make informed decisions and to **act to solve environmental problems**.

- The project is **somewhat** cost effective and involves collaboration among **several** organizations.

- Factual accuracy and a balance of viewpoints **are** maintained.

- The project includes a **strong** dissemination component.

III. Participant/Audience Experiences

- The media product **was effective** in gaining and maintaining attention, including **a motivating introduction and closing**.

- The product directly or indirectly **included interaction/response** by the audience and **encouraged further study or action** on the topic.

- The key points were presented in sequential steps and were explained **very clearly**.

- The visual and audio quality was **excellent, including an appealing and credible narrator**.

IV. Evaluation and Results

- The targeted audience was asked for feedback **during the design** of the product

- The dissemination was **well designed and implemented** and reached audiences **regionally**.

- An evaluation of the quality and usefulness of the product **was sought** from audiences who received/viewed the product.

Media Product - Level Three

I. Planning

- The actual participants or their peers were **minimally** involved in the planning of the project content and format including design, topic selection and dissemination strategies.

II. Project Design

- The topics and format or strategies used **build upon** existing media that **can reach a broad audience**.
- For **at least one topic**, the project goes **beyond the transfer of information** to build comprehensive awareness, knowledge and skills to make informed decisions and to **act to solve environmental problems**.
- The project is **somewhat** cost effective and involves collaboration between **at least two** groups.
- Factual accuracy and a balance of viewpoints **are** maintained.
- The project includes **some** dissemination component.

III. Participant/Audience Experiences

- The media product was **somewhat effective** in gaining **and/or** maintaining attention, including a **solid introduction and closing**
- The product **encouraged further study or action on the topic**.
- The key points were presented **in somewhat sequential steps** and were explained **clearly**.
- The visual and audio quality were **good**.

IV. Evaluation and Results

- The targeted audience was asked for feedback **after the product was designed**.
- The dissemination was **well designed and implemented** and reached audiences **locally**.
- Some evaluation of the quality and usefulness of the product was **conducted**.

Media Product - Level Two

I. Planning

- The actual participant or their peers were **not** involved in the planning of the project.

II. Project Design

- The topics and format or strategies use **only** existing media that **can reach a broad audience**.
- The product includes **only the transfer of information**.
- The project is **not** cost effective and is conducted by **only one** organization or agency.
- Factual accuracy and a balance of viewpoints **are usually** maintained.
- The project includes a **minimal** dissemination component.

III. Participant/Audience Experiences

- The media product was **marginally** effective in gaining **and/or** maintaining attention.
- The product **encouraged further study or action on the topic**.
- The key points were explained **clearly**.
- The visual and audio quality was **acceptable**.

IV. Evaluation and Results

- The targeted audience **was not** asked for feedback **during or after the product was designed**.
- A dissemination component **was included**.
- No** evaluation of the product was sought from audiences who received/viewed the product.

Media Product - Level One

I. Planning

- The actual participants or their peers were **not** involved in the planning of the project.

II. Project Design

- The topics and format or strategies use only existing media that **may or may not reach a broad audience.**
- The product includes **only the transfer of information.**
- The project is **not** cost effective and is conducted by **only one** organization or agency.
- Factual accuracy and a balance of viewpoints **are not** maintained.
- The project includes **no** dissemination component.

III. Participant/Audience Experiences

- The media product was **not** effective in gaining **and/or** maintaining attention.
- The product **did not encourage further study or action on the topic.**
- The key points were **not clearly** explained.
- The visual and audio quality was **marginal.**

IV. Evaluation and Results

- The targeted audience was **not** asked for feedback **during or after the product was designed.**
- No** dissemination component was included or it was **very weak.**
- No** evaluation of the product was sought.

For more information on these rubrics, contact:



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