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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