**Audience Analysis Grading Rubric**

**Due Tuesday, May 13**

**75pts Total**

**Identifies Audience Connection 20pts**

* Audience Analysis presents, in detail, the connection your audience has to the area of sustainability you've chosen to research

**Identifies Practice, Policy, or Law 15pts**

* Audience Analysis identifies **one specific practice, policy, or law** the group, organization, company, school, or political figure currently supports that you feel is problematic to sustainability in the area you're researching

**Identifies Benefit to Audience 20pts**

* Audience Analysis presents, in detail, what the group, organization, company, school or political figure has, is, and/or will gain for themselves if they choose to continue with the practice, policy, or law they currently have in place

**Identifies Necessary Forms of Data, Evidence, and Knowledge 20pts**

* Present the ideas, data, evidence, or knowledge you feel the group, organization, company, school, or political figure would want/need to consider changing their stance on the practice, policy, or law that you view as problematic to the area of sustainability you’re focused on