

SELLING COLONIAL AMERICA

Commercial Benchmark Category	Description of Benchmark Category	Category Point Value
Economic Attractiveness	Describe the major economic source/s of the colony and analyze the future prospect of its success (i.e. subsistence farming, logging, etc.) using proof/s to persuade your audience. What types of employment or job opportunities might be available in your colony?	2 points
Religious Attributes	Is there a dominant religion in the colony? Might people be attracted to your colony based upon religious beliefs?	2 points
Housing and Educational Lure	Explain what housing (places to live; homes vs. cabins, etc.) is available. Is there schooling in your colony? What educational opportunities are there for people living in your colony?	1.5 points
Demographics; Mapping & Geography	Analyze and explain the demographics of your colony using graphs/charts to demonstrate: the numbers of people living in the City (or towns) vs. Rurally (or in wilderness); wealthy vs. poor; slave vs. free; etc. Provide a map/s to demonstrate it's location. Does your colony offer good weather for farming? Describe its climate?	2 points
History	BRIEFLY explain the history of your colony. Who founded it? What was the purpose of its founding? Are there any special or unique characteristics of your colony that may separate it from the others of this time period?	1.5 points
Presentation	Is the commercial: 1) well organized and/or obviously rehearsed? 2) presented in a well spoken and clear manner? 3) easy to understand; or its message clear? 4) persuasive? Does it make others want to move there, visit and/or vacation there? Is the audience sold? 5) using props effectively (i.e. poster boards, diagrams/charts, illustrations, technology, video, apps, etc.)?	5 points
Time	Commercial must be 30-70 seconds in length. For every 10 seconds under or over a POINT will be deducted from the overall grade earned.	1 point

Grading Rubric

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