

Name:

News Article Rubric

| | Accomplished (4 points) | Skilled (3) | Developing (2) | Needs Improvement (1) |
|---|--|--|---|--|
| Lead | Lead is original and catchy; fits well with the rest of the story; invites readers into the piece; contains a strong nut graph if lead is not a summary lead | Lead is appropriate to story and fairly effective at getting attention; shows some signs of originality; contains an effective nut graph, if necessary | Lead is adequate but not extremely catchy or original; or there is no nut graph, even though it is necessary | Lead is neither original nor catchy; is boring, overused or trite, or is inappropriate to story; no nut graph |
| Use of Sources | Evidence of reporter trying to get as many sources as necessary to adequately present all sides in the story; all are identified; info is properly attributed; all info is accurate, thorough; uses best sources | A minimum of three sources are used and clearly identified in story; most information is attributed to sources; information is accurate | Two or fewer sources are used; some sources are improperly identified or some info or opinion is given without attribution; most info is accurate but may not be as thorough; missing key sources; may use too general info | One or fewer sources used in story; or sources are improperly identified; much info is given without attribution; inaccurate or vague info |
| Careful Reporting | Strong evidence of good research and interviewing by the use of effective, storytelling quotes that cover a broad range of the topic; good use of quote-transition formula | Most quotes show evidence of effective interviewing and use of good follow-up questions; quotes are interesting and storytelling | One or two of the quotes show evidence of good interviewing, but most do not help propel the story | Quotes are short, weak or ineffective; no evidence of follow-up questions being asked |
| Effective Organization (structure) | Story is in inverted pyramid form with info in descending order of importance; strongly organized with clear transitions and logical connections that create a sense of being tightly woven together | Story is organized and most transitions and connections are clear, but either organization is somewhat lacking or the sense of flow is somewhat abrupt or story is not in inverted pyramid | Story lacks strong organization, jumps around too much or lacks effective transitions; not in inverted pyramid | Story is choppy; organization is unclear; few effective transitions; not in inverted pyramid |
| Clear Focus (content) | Focus of story is clear; nothing detracts from primary focus; everything contributes to overall angle | Focus is fairly clear but on or two areas detract from the primary angle | Story lacks strong sense of unity and focus; several areas seem to detract from angle | No clear angle; story is rambling and awkward |
| Interesting/ Effective Writing Style | Writing is strong and effective with a clear voice and a variety of sentence structures; piece is tightly written; utilizes active verbs and vivid word choice; original writing | Writing is adequate but not extremely compelling or original; may be wordy or voice may be unclear; diction and s/s may not be as vivid or sophisticated | Writing is rather bland; lacks a clear voice and/or sense of originality; is wordy or redundant; or diction &/or sentence structure may be repetitive | Writing lacks a clear voice and original style |
| AP Style | NO errors in journalistic style (quotes, dates, scores, numbers, money, percents, time, commas, etc.); short paragraphs; quotes stand alone | Has few (one or two) errors in journalistic style; or may have non-journalistic paragraph structure | Has several errors in journalistic style or non-journalistic paragraph structure | Has many errors in journalistic style and/or non-journalistic paragraph structure |
| Mechanics | Story is well edited and virtually flawless; NO spelling errors; includes the proper spelling of all names | Story is spell checked and all names are correct; contains few grammatical errors | Story is spell checked and all names are correct; contains several grammatical errors | Names are misspelled; or spell check was not run; or contains many grammatical errors |
| Formatting | Story is formatted correctly with adequate font and size choice (for digital) and or MLA formatting (for print). Article uses compelling elements of style, such as image, captions, sidebars, pull quotes, etc. to create a compelling reader experience. | Missed one criteria. | Missed two criteria. | Missed three or more criteria. |
| Deadline | Submitted using appropriate channels by the due date. | | | Not submitted on time or through inappropriate channels. |

Overall Score:

/40

Days Late:

x2 point penalty