

## Personal Column Rubric

Objectives	Exemplary Performance 10-11 points	At or Above Average 8-9 points	At or Below Average 6-7 points	Low Performance 5 points or less	Points Earned
<b>Effective and Appropriate Topic</b>	Topic is relevant to your audience, but not overworked; nudges readers to look more closely at some aspect of life or society; gives readers a reason to think, reflect, feel emotion or laugh; may help them rethink an issue	Topic is relevant to your audience, but may have been recently covered; may help readers to look at some aspect of life or society; gives readers a reason to think, reflect, feel emotion or laugh	Topic is not quite as relevant or has been overworked; does not give readers as much a reason to think, reflect, feel emotion or laugh	Topic is irrelevant or overworked; fails to convey much insight or emotion	
<b>Format of story adds to the effectiveness</b>	Columnist has carefully selected from personal narrative, essay, satire or "curmudgeoning" to achieve desired purpose; uses format to full advantage to help readers think about something new or about something ordinary in a new way	Columnist has given some thought choice between personal narrative, essay, satire or "curmudgeoning" to achieve desired purpose; uses format fairly well to help readers think about the topic	Little thought seems to have been given to choice of format for the column; choice does not seem to invite new insight or reaction from readers	Column is written in a formulaic, nondescript format that does not invite much thought; format may actually detract from message	
<b>Lead is appropriate to format and issue</b>	Lead is original and gets the readers' attention; appropriate to the format and the topic being discussed	Lead is appropriate to the format and issue and fairly catchy; is a bit less original	Lead is somewhat formulaic or not as catchy as it could be; may seem awkward for format or issue	Lead is neither original and catchy; is boring overused or trite, or is inappropriate to format and issue	
<b>Effective Organization and Flow(deals with structure)</b>	Column is strongly organized with clear transitions and logical connections that create a sense of being tightly woven together	Column is organized and most transitions and connections are clear, but organization is somewhat lacking or the sense of flow is somewhat abrupt	Column lacks strong organization; jumps around too much or lacks effective transitions; not in logical order	Column is choppy or incohesive; organization is unclear; few effective transitions	
<b>Clear Focus and Unity (deals with content)</b>	Focus of column is clear; nothing detracts from primary focus; uses specific details to develop effect; everything contributes to overall theme	Focus is fairly clear but one or two things in the column detract from the primary focus; uses some detail to develop effect	Column lacks strong sense of unity and focus; several things seem to detract from focus; lacks details	No clear focus; story is rambling and awkward	
<b>Interesting and Effective Writing Style</b>	Writing is strong and effective with a clear voice and a variety of sentence structures; piece is tightly written; strong and effective word choice	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; has no 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	
<b>Correct Use of Journalism Style</b>	NO errors in journalism style (quotes, dates, scores, numbers, money, percents, time, commas, etc.); Short paragraphs; quotes stand alone	Has few (one or two in most stories) errors in journalism style; or may have non-journalistic paragraph structure	Has several errors in journalism style or non-journalistic paragraph structure	Has many errors in journalism style and/or non-journalistic paragraph structure	
<b>Grammar and Spelling</b>	Story is well edited and spell-checked; NO errors, including the proper spelling of all names	Story is spell-checked and all names are correct; has a few grammatical errors	Story is spell-checked and all names are correct; has several grammatical errors	Names are misspelled or spell-check was not run; or has many grammatical errors	
<b>Story is properly formatted and saved</b>	Saved as an RTF; No tabs at the beginning of graphs (just a return at the end of the preceding paragraph); Placed in the proper month of the proper editor's folder; Hard copy placed in the adviser's mailbox	Missed one of the four criteria	Missed two of the four criteria	Missed at least three of the four criteria	
<b>Comments:</b>					<b>TOTAL</b>