

Editorial Rubric

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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
Effective and Appropriate lead	Lead is original and gets the readers' attention; appropriate to the story; focuses on the nature of the problem being discussed; stance is clear from first paragraph; topic is relevant Written in third person	Lead is appropriate to story and fairly effective at getting attention; shows some signs of originality; stance may not be as clearly evident; topic is relevant	Lead is adequate but not extremely catchy or original; stance of the writer is unclear; topic may be overused or not as relevant	Lead is neither original and catchy; is boring overused or trite, or is inappropriate to story; stance is unclear; topic may impact only a few in our audience	
Opinion is grounded in solid research	Evidence of reporter being well informed on the topic; gives solid background on topic; addresses and diffuses opponents' concerns, if appropriate	Writer appears fairly well informed on topic, but background may not be as thorough or may not address majority if opponents' concerns	Not enough background info; little credence given to opponents' concerns	Little or no background info or evidence of being well-informed on topic	
Arguments are well-developed and logical	Contains at least three different but logical arguments for the stated opinion; arguments are aimed at the intended audience; each argument is carefully developed with logical facts, anecdotes or statistics	Contains a least three arguments but only two seem distinct and logical; arguments may not be as clearly aimed at intended audience; each argument may not be as well developed with logical facts or anecdotes	Contains only one really valid reason for the opinion given with perhaps some less valid ones; or audience is unclear; or arguments many not be as well-developed	Opinion is confusing; no valid reasons for the stated opinion	
Effective Organization and Flow (deals with structure)	Story is strongly organized with clear transitions and logical connections that create a sense of being tightly woven together; conclusion offers a clear call to action, proposed solution or final statement	Story is organized and most transitions and connections are clear, but either organization is somewhat lacking or the sense of flow is somewhat abrupt; conclusion may not offer a clear statement	Story lacks strong organization ; jumps around too much or lacks effective transitions; not in logical order; ending may not offer a clear statement	Story is choppy or incohesive; organization is unclear; few effective transitions; ending does not offer a clear statement	
Clear Focus and Unity (deals with content)	Focus of story is clear; nothing detracts from primary focus; everything contributes to overall theme	Focus is fairly clear but one or two things on the story detract from the primary focus	Story lacks strong sense of unity and focus; several things seem to detract from focus	No clear focus; story is rambling and awkward	
Interesting and Effective Writing Style	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 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	
Correct Use of Journalism Style	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	
Grammar and Spelling	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	
Story is properly formatted and saved	No tabs at the beginning of graphs (just a return at the end of preceding graph); One space after periods; 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	
Comments:					
TOTAL					