

# News Story 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
<b>Effective and Appropriate lead</b>	Lead is original and catchy; fits well with the rest of the story; invites readers into the piece. If lead is not a summary lead has a strong nut graph as 2nd paragraph	Lead is appropriate to story and fairly effective at getting attention; shows some signs of originality; has 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 or inappropriate to story; or is overused or trite; no nut graph	
<b>Adequate Use of Primary Sources, Mainly Interviews</b>	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	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	One or fewer sources used in story; or sources are improperly identified; much info is given without attribution; inaccurate info	
<b>Quotes Show Evidence of Careful Reporting</b>	Strong evidence of good research and interviewing by the use of effective, story-telling 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 story-telling	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	
<b>Effective Organization and Flow (deals with structure)</b>	Story is in inverted pyramid form with info in descending order of importance; strongly organized with clear transitions and logical connection which 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 form	Story is choppy or incohesive; organization is unclear; few effective transitions	
<b>Clear Focus and Unity (deals with content)</b>	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	
<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 ; original and thoughtful writing	Writing is adequate but not extremely compelling or original; voice may not be as strong as in exemplary pieces; diction may not be as sophisticated	Writing is rather bland; has no clear voice and or sense of originality; may be wordy or redundant	Writing lacks a clear voice and original style	
<b>Correct Use of Journalism Style</b>	NO errors in journalism style (quotes, dates, 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>	No tabs at the beginning of graphs (just a return at the end of the 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 four criteria	
<b>Comments:</b>					<b>TOTAL</b>