

Journalism Writing Rubrics News Story Rubric

Objectives	Accomplished 10-11 points	Skilled 8-9 points	Developing 6-7 points	Needs Improvement 5 points or less	Points Earned
Effective & Appropriate 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	
Adequate Use of Primary Sources, Mainly Interviews	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	
Quotes Show Evidence of Careful Reporting	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	
Effective Organization and Flow (deals with 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 and Unity (deals with 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	
Journalistic 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	
Grammar and Spelling	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	

Format (Hit return at the end of the preceding paragraph)	No tabs at the beginning of graphs; attached all signed & dated flow sheets; TNR, 10 pt, double spaced w/name and slug	Missed one criteria	Missed two criteria	Missed three or more criteria
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TOTAL _____/100

Comments: