

WRITING RUBRIC

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THE PROCESS: Highlighted points are things you need to improve when rewriting.

YOU'VE GOT IT!	PRETTY CLOSE	NEARLY THERE	NOT YET!
LEAD -Lead is a "grabber" -Engaging & dynamic -Links headline & dominant photo -Written clearly without errors	LEAD -Lead has necessary information -Good summary or illustration of story's most important points -Flows naturally from headline -Few errors	LEAD -Weak lead -Contains little information unique to the year -Awkward or predictable -Doesn't flow from headline -Lead emphasizes less important facts	LEAD -No lead -Launches right into story -Doesn't connect to story -Does not support the primary message of spread
ORGANIZATION -Well organized -Logical progression of ideas -Clear transitions -Paragraphs are appropriate length -Paragraphs contain only one idea	ORGANIZATION -Generally well organized -One or two ideas out of place -Most transitions are clear -Most paragraphs are appropriate length -Most paragraphs contain only one idea	ORGANIZATION -Hard to follow -Weak transitions from one part to the next -Some paragraphs are too long -Some contain too many ideas	ORGANIZATION -Ideas arranged randomly -Little attention to logical flow -Transitions are missing -Paragraphs contain too many ideas
QUOTES -All direct quotes reflect unique perspectives -Quotes are from interesting & appropriate sources -Direct & paraphrased quotes attributed properly	QUOTES -Copy has a number of interesting, storytelling quotes -Proper attribution -Direct & paraphrased quotes attributed properly	QUOTES -Few quotes -No unique perspective -Not anecdotal -Information could have been paraphrased & put in copy -Incorrect attribution	QUOTES -Copy lacks direct quotes
ACCURACY -No errors in accuracy -Unusual & interesting details -Important facts prominently placed in copy	ACCURACY -Minimal errors in accuracy -Contains unusual & interesting details -Important facts prominently placed in copy -Names spelled correctly	ACCURACY -Errors in accuracy cause some confusion -Sufficient detail -Some irrelevant facts -Some names misspelled	ACCURACY -Errors in accuracy -Story hard to comprehend -Missing important facts -Names misspelled
FOCUS -Entire story is related to topic -Allows reader to share the emotions of the event	FOCUS -Copy is related to topic -Reader learns about the event, rather than experiencing it	FOCUS -Some of the story is related to topic -Reader left not knowing much about the event	FOCUS -Copy fails to adequately report the event
SYNTAX -Sentence length creates appropriate rhythm -Complex & varied sentence constructions and vocabulary -Sentence length manipulated to enhance the total effect of the story	SYNTAX -Sentences show some variation in length, pattern, and rhythm -Linked with appropriate transitions	SYNTAX -Sentence length is occasionally monotonous -Simple sentences are frequent -Occasional run-ons and fragments	SYNTAX -Sentences are same length -Paragraphs too long & contain too many ideas -Little sentence variety
EDITING -Story is well edited, virtually flawless -No spelling errors in journalistic style -Names spelled correctly -Correct tense -Subject-verb agreement	EDITING -Few or no grammar or mechanics issues -Active verbs -Specific nouns. -Subject-verb agreement throughout	EDITING -Some grammar or mechanics issues -Most verbs active -Some problems with subject-verb agreement -Appropriate verb tense	EDITING -Significant errors make copy unacceptable -Passive verbs -Commas missing or unnecessary -Problems with subject-verb agreement