

NAME \_\_\_\_\_

# NEWS STORY RUBRIC

Deadline \_\_\_\_\_ / 5

Deadline \_\_\_\_\_ / 5

Deadline \_\_\_\_\_ / 5

Points \_\_\_\_\_ / 10

Points \_\_\_\_\_ / 10

Points \_\_\_\_\_ / 40

Points \_\_\_\_\_ / 40

Points \_\_\_\_\_ / 10

Criteria	1	2	3	4
<b>Importance/Value</b> <ul style="list-style-type: none"> <li>story is directly related to LZHS or its readers; story remains important to reader throughout</li> <li>readers understand how this story is related to them as members of the LZHS community</li> </ul>				
<b>Lead</b> <ul style="list-style-type: none"> <li>concise, complete, and interesting; makes reader want to read on</li> <li>if lead is not a summary lead has a strong nut graph as 2nd paragraph</li> <li>fits well with the rest of the story; logical reason for style of lead</li> </ul>				
<b>Organization</b> <ul style="list-style-type: none"> <li>every paragraph flows from the one preceding it; questions are answered as they occur to the reader</li> <li>strongly organized with clear transitions and logical connection which create a sense of being tightly woven together</li> <li>effective use of sidebars to help tell longer stories or stories with multiple facets</li> </ul>				
<b>Sources</b> <ul style="list-style-type: none"> <li>adequate use of primary sources, mainly in-depth interviews</li> <li>at least three different qualified sources used to adequately present all sides in the story (different points of view from organizations or experts in fields that may impact your story)</li> <li>at least one clear <i>expert</i> was consulted and included in this story</li> <li>all sources identified and properly attributed</li> <li>all info is accurate, thorough</li> </ul>				
<b>Quotes</b> <ul style="list-style-type: none"> <li>uses only meaningful, effective, story-telling quotes that cover a broad range of the topic; writer has not used comments that "anyone else could say"</li> <li>quotes appear often from diverse sources and help to move the story</li> <li>strong evidence quotes were selected from a thorough conversation; source was not merely asked to comment or "give a quote" on the topic</li> <li>good use of quote transition</li> </ul>				
<b>Bias</b> <ul style="list-style-type: none"> <li>story is balanced and fairly presented; equal space devoted to telling all sides of the story</li> <li>no editorialization from writer</li> </ul>				
<b>Journalistic Style</b> <ul style="list-style-type: none"> <li>NO errors in journalism style (quotes/attribution, dates, numbers, money, time, etc.)</li> <li>short paragraphs; quotes stand alone</li> <li>story is concise and follows inverted pyramid (unless another story format is better)</li> </ul>				
<b>Accuracy / Grammar and Spelling</b> <ul style="list-style-type: none"> <li>NO errors, story is well edited and spell checked (including proper spelling of all names)</li> <li>NO first or second person; only uses third person</li> <li>NO contractions or abbreviations are used (acronyms are used properly)</li> <li>NO weasel-words or vague, unsupported phrasing</li> <li>NO passive voice; uses active voice throughout</li> <li>word choice is appropriate to the article</li> </ul>				
<b>Headlines</b> <ul style="list-style-type: none"> <li>three well-turned headlines provided (short, medium, long)</li> <li>match story content; clearly relates the news presented in story without bias</li> <li>use present tense, active verbs</li> </ul>				
<b>Format</b> <ul style="list-style-type: none"> <li>no formatting problems (including data protocol, downstyle headlines, tabs, spacing, #, etc)</li> </ul>				