

Journalism Writing Rubrics: Opinion Story Rubric

Objectives	Accomplished 10-11 points	Skilled 8-9 points	Developing 6-7 points	Needs Improvement 5 points or less	Total points
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 that tells the essence of the story.	Lead is appropriate to story and fairly effective at getting attention; shows some signs of originality; contains an effective nut graph but nut graph could use more direction.	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 .	
Describes, analyzes and Evaluates	Reporter does an excellent job of describes what he or she has reviewed. They spend time thoroughly analyzing what they have reviewed using examples to support his or her statements, and then evaluate the over all experience supporting their opinion with examples.	Reporter does a good job of describing what he or she has reviewed. Some analyzing and evaluating was done but the student failed to back up all there facts with descriptions or examples.	Students analyze, evaluate and describe but does not back up his or her opinion with examples.	Student completely fails to explain his or her experience. Simply recites facts. Very little opinion.	
Professionalism through compare and contrast	Strong evidence that the reporter has done their homework. The reporter refers to other works, movies, restaurants etc... like the one they are reviewing. The reporter clearly shows the reader how this place, movie, music etc. relate to others like it.	Some evidence the reporter has done their research, but more compare and contrast is needed.	Some evidence of research but very little (only one) compare and contrast is used..	No evidence the reporter has done their research on other places or books like the one reviewed.	
Effective Organization and Flow (deals with structure)	Story is in an hourglass shape. The lead is at the top, followed by nut graph. Most important information is in the middle and a conclusion summarizes everything at the end. It is 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 the diamond shape.	Story lacks strong organization, jumps around too much or lacks effective transitions; not in the diamond shape.	Story is choppy; organization is unclear; few effective transitions; not in the diamond shape.	
Clear Focus and Unity (deals with content)	Focus of story is clear; nothing detracts from primary focus; everything contributes to overall angle. Author dissects the entertainment experience and clearly explains why he or she did or did not enjoy the experience.	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. Very hard to understand student's opinion.	No clear angle; story is rambling and awkward. No opinion.	

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 (AP). I will double this grade!	NO errors in journalistic style (quotes, dates, scores, numbers, money, percents, time, commas, etc.). Attributions are done correctly with said always at the end. If it is a two-sentence quote attribution is in the middle.	Has few (one or two) errors in journalistic style;.	Has several errors in journalistic style structure	Has many errors in journalistic style.	
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	
Paragraphing	Student is using short journalism paragraphs. All quotes are in separate paragraphs. Paragraphs are not over 60 words. Each paragraph contains one thought.	Has a few (one or two) mistakes	Missed three to five mistakes	More than five. Any student who did not make a paragraph will receive a 0 for this section..	

TOTAL _____/100

Comments: