

Editorial Rubric

Journalist: _____

Headline: _____

PROCESS:

YES NO

- | | | |
|--|---|---|
| 1. Did you hand in all drafts? | 5 | 0 |
| 2. Did you type the article, 1 ½ inch wide, using TIMES font, 10 POINT, justified? | 5 | 0 |
| 3. Did you receive all quoted sources' signatures and THREE feedback forms and signatures for peer review? | 5 | 0 |

CONTENT:

Excellent Good Average Weak

- | | | | | |
|---|---|---|---|---|
| 1. Headline contains subject & verb; in active voice | 5 | 4 | 3 | 2 |
| 2. Lead attracts readers' attention and takes a definite stand and is 30 words or less. | 5 | 4 | 3 | 2 |
| 3. Shows the writer gathered, researched, and verified facts to support position. Provides adequate proof and/or logical thought to support stance on 3 or 4 points. Does not whine, scold, complain, show childishness or seethe with sarcasm. | 5 | 4 | 3 | 2 |
| 4. Avoids use of first and second person and does not overuse "one". (Uses first-person plural as appropriate.) | 5 | 4 | 3 | 2 |

CONTENT: (continued)

| | Excellent | Good | Average | Weak |
|--|------------------|-------------|----------------|-------------|
| 5. The article has varied sentence beginnings and effective transitions. Paragraphs are concise (no more than 60 words). Avoids unnecessary rhetoric, slang, and wordiness. Does not play up trite, hackneyed, or overworked topics. | 5 | 4 | 3 | 2 |
| 6. Demonstrates accurate and responsible journalism. Includes multiple sources and interviews. Sources and quotes (if used) are given proper attribution. The closing gives reader direction in thinking, action, or both. | 10 | 8 | 6 | 4 |
| 7. Appropriate, clear, eye-catching sidebar is used. Caption is typed in HELVETICA 8 POINT and proper credit is given in proper format. | 10 | 8 | 6 | 4 |

PROOFREADING: # OF ERRORS

| | 0 | 1-2 | 3-4 | 5-6 | 7-8 |
|---|----------|------------|------------|------------|------------|
| 1. Spelling/Homophones | 10 | 8 | 6 | 4 | 0 |
| 2. Punctuation | 10 | 8 | 6 | 4 | 0 |
| 3. Sentence Construction (run-ons, fragments) | 10 | 8 | 6 | 4 | 0 |
| 4. Capitalization | 10 | 8 | 6 | 4 | 0 |

COMMENTS:

Grade _____ x 2 =
200

