

JOUR 201 News Sidebar Story Rubric

Course: JOUR 201 6382 Introduction to News Writing (2235)

Newsgathering	Level 5: Sophisticated	Level 4: Competent	Level 3: Developing	Level 2: Needs Significant Improvement	Level 1: Unacceptable	Criterion Score
---------------	---------------------------	-----------------------	------------------------	--	--------------------------	--------------------

Newsgathering	Level 5: Sophisticated	Level 4: Competent	Level 3: Developing	Level 2: Needs Significant Improvement	Level 1: Unacceptable	Criterion Score
Criterion 1: Background & Interviewing	20.1612903 23 points Clearly demonstrates effective research and reporting, including relevant and interesting direct and indirect quotations from the required number of interview(s), and authoritative and credible secondary sources that are relevant and diverse. Links to additional resources enliven and add depth to the package. ● Story's information clearly is based on at least one personal interview	16.1290322 58 points Generally demonstrates at least some effective research and reporting, including generally relevant direct and indirect quotations from the required number of interview(s), and authoritative and credible secondary sources that may or may not be relevant and diverse. Some links to additional resources are provided. ● Story's information clearly is based on at least one	12.0967741 94 points Demonstrates limited reporting, with few relevant and interesting direct or indirect quotations from the required number of required interview(s). Story may or may not include direct or indirect quotes from authoritative and credible secondary sources, and may or may not include links to useful additional resources. ● Story's information is based on at least one	8.06451612 9 points Demonstrate s marginal or no reporting. Story may include the required number of interview(s), but direct and indirect quotes are not always relevant, or are infrequent and do not always add value to the story. Story may not include direct or indirect quotes from authoritative and credible secondary sources, and /or may not include links to additional resources.	0 points Doesn't meet minimum requirements .	/ 20.1612903 23

Newsgathering	Level 5: Sophisticated	Level 4: Competent	Level 3: Developing	Level 2: Needs Significant Improvement	Level 1: Unacceptable	Criterion Score
	<p>conducted by student.</p> <ul style="list-style-type: none"> ● Directly and indirectly quoted material closely conforms to the quotation and attribution rules presented in the course content. 	<p>personal interview conducted by student.</p> <ul style="list-style-type: none"> ● Directly and indirectly quoted material violates no more than 2 of the quotation and attribution rules presented in the course content. 	<p>personal interview conducted by student.</p> <ul style="list-style-type: none"> ● Directly and indirectly quoted material violates no more than 3 of the quotation and attribution rules presented in the course content. 	<ul style="list-style-type: none"> ● Story's information may not be based on at least one personal interview conducted by student ● Directly and indirectly quoted material may violate multiple quotation and attribution rules presented in the course content. 		

News Lead	Level 5: Sophisticated	Level 4: Competent	Level 3: Developing	Level 2: Needs Significant Improvement	Level 1: Unacceptable	Criterion Score



News Lead	Level 5: Sophisticated	Level 4: Competent	Level 3: Developing	Level 2: Needs Significant Improvement	Level 1: Unacceptable	Criterion Score
Criterion 1: News Angle	12.903225807 points ● Clearly focus es on an at least one appropriate characteristi c of news (proximity, impact, prominence, conflict, consequence , timeliness and singularity).	9.677419355 points ● Generally focuses on at least one appropriate characteristi c of news (proximity, impact, prominence, conflict, consequence , timeliness and singularity).	6.451612903 points ● Attempts to focus on an appropriate characteristi c of news (proximity, impact, prominence, conflict, consequence , timeliness and singularity).	3.225806452 points Fails to focus on an approp riate charact eristic of news (proximity, impact, prominence, conflict, consequence , timeliness and singularity).	0 points Doesn't meet minimum requirements .	/ 12.903225807
Criterion 2: News Judgment	12.903225807 points Effectively t ells readers the most important thing that happened in the first 5-7 words.	9.677419355 points Generally su cceeds at telling readers the most important thing that happened in the first 5-7 words.	6.451612903 points Attempts to tell readers the most important thing that happened in the first 5-7 words.	3.225806452 points Uses a label or agenda lead that fails to tell readers the most important thing that happened.	0 points Doesn't meet minimum requirements .	/ 12.903225807

News Lead	Level 5: Sophisticated	Level 4: Competent	Level 3: Developing	Level 2: Needs Significant Improvement	Level 1: Unacceptable	Criterion Score
Criterion 3: Structure	12.9032258 07 points Meets expectations for all of the following characteristics: <ul style="list-style-type: none"> ● uses no more than one sentence; ● contains no more than 20 words; ● employs active-voice verbs; and ● stays in the past tense. 	9.67741935 5 points Meets expectations for at least 3 of the following characteristics: <ul style="list-style-type: none"> ● uses no more than one sentence; ● contains no more than 20 words; ● employs active-voice verbs; and ● stays in the past tense. 	6.45161290 3 points Meets expectations for at least 2 of the following characteristics: <ul style="list-style-type: none"> ● uses no more than one sentence; ● contains no more than 20 words; ● employs active-voice verbs; and ● stays in the past tense. 	3.22580645 2 points Meets expectations for one of the following characteristics: <ul style="list-style-type: none"> ● uses no more than one sentence; ● contains no more than 20 words; ● employs active-voice verbs; and ● stays in the past tense. 	0 points Doesn't meet minimum requirements .	/ 12.9032258 07

News Lead	Level 5: Sophisticated	Level 4: Competent	Level 3: Developing	Level 2: Needs Significant Improvement	Level 1: Unacceptable	Criterion Score
Criterion 4: Style	<p>12.9032258 07 points</p> <p>Meets expectations for at least 4 of the following characteristics:</p> <ul style="list-style-type: none"> ● a direct "what happened" statement ● that is a complete sentence, ● contains an appropriate time element, ● conforms to Associated Press style requirements , ● reflects journalistic conventions, and ● does not use names. 	<p>9.67741935 5 points</p> <p>Meets expectations for at least 3 of the following characteristics:</p> <ul style="list-style-type: none"> ● a direct "what happened" statement ● that is a complete sentence, ● contains an appropriate time element, ● conforms to Associated Press style requirements , ● reflects journalistic conventions, and ● does not use names. 	<p>6.45161290 3 points</p> <p>Meets expectations for at least 2 of the following characteristics:</p> <ul style="list-style-type: none"> ● a direct "what happened" statement ● that is a complete sentence, ● contains an appropriate time element, ● conforms to Associated Press style requirements , ● reflects journalistic conventions, and ● does not use names. 	<p>3.22580645 2 points</p> <p>Meets expectations for one of the following characteristics:</p> <ul style="list-style-type: none"> ● a direct "what happened" statement ● that is a complete sentence, ● contains an appropriate time element, ● conforms to Associated Press style requirements , ● reflects journalistic conventions, and ● does not use names. 	<p>0 points</p> <p>Doesn't meet minimum requirements .</p>	<p>/</p> <p>12.9032258 07</p>

Body of the Main Story	Level 5: Sophisticated	Level 4: Competent	Level 3: Developing	Level 2: Needs Significant Improvement	Level 1: Unacceptable	Criterion Score
Criterion 1: Structure	<p>16.1290322 58 points</p> <p>Meets expectations for at least 4 of the following characteristics:</p> <ul style="list-style-type: none"> ● 350 words in length on the assigned scenario, ● organized successfully in inverted-pyramid style, ● with effective transitions between ● cohesive paragraphs that ● provide readers with a complete report on the 5Ws&H. 	<p>12.9032258 07 points</p> <p>Meets expectations for at least 3 of the following characteristics:</p> <ul style="list-style-type: none"> ● 350 words in length on the assigned scenario, ● organized successfully in inverted-pyramid style, ● with effective transitions between ● cohesive paragraphs that ● provide readers with a complete report on the 5Ws&H. 	<p>6.45161290 3 points</p> <p>Meets expectations for at least 2 of the following characteristics:</p> <ul style="list-style-type: none"> ● 350 words in length on the assigned scenario, ● organized successfully in inverted-pyramid style, ● with effective transitions between ● cohesive paragraphs that ● provide readers with a complete report on the 5Ws&H. 	<p>3.22580645 2 points</p> <p>Meets expectations for at least 1 of the following characteristics:</p> <ul style="list-style-type: none"> ● 350 words in length on the assigned scenario, ● organized successfully in inverted-pyramid style, ● with effective transitions between ● cohesive paragraphs that ● provide readers with a complete report on the 5Ws&H. 	<p>0 points</p> <p>Doesn't meet minimum requirements .</p>	<p>/</p> <p>16.1290322 58</p>

Body of the Main Story	Level 5: Sophisticated	Level 4: Competent	Level 3: Developing	Level 2: Needs Significant Improvement	Level 1: Unacceptable	Criterion Score
<p>Criterion 2: Associate d Press Style</p>	<p>20.1612903 23 points</p> <p>Meets expectations with no more than 10 errors in execution of the rules for</p> <ul style="list-style-type: none"> ● style, ● grammar, ● spelling, ● punctuation, and ● mechanics <p>as stipulated in the Associated Press Stylebook for print publications.</p>	<p>16.1290322 58 points</p> <p>Generally meets expectations with no more than 15 errors in execution of the rules for</p> <ul style="list-style-type: none"> ● style, ● grammar, ● spelling, ● punctuation, and ● mechanics <p>as stipulated in the Associated Press Stylebook for print publications.</p>	<p>12.0967741 94 points</p> <p>Strives to meet expectations with no more than 20 errors in execution of the rules for</p> <ul style="list-style-type: none"> ● style, ● grammar, ● spelling, ● punctuation, and ● mechanics <p>as stipulated in the Associated Press Stylebook for print publications.</p>	<p>8.06451612 9 points</p> <p>Attempts to meet expectations with no more than 25 errors in execution of the rules for</p> <ul style="list-style-type: none"> ● style, ● grammar, ● spelling, ● punctuation, and ● mechanics <p>as stipulated in the Associated Press Stylebook for print publications.</p>	<p>0 points</p> <p>Doesn't meet minimum requirements .</p>	<p>/</p> <p>20.1612903 23</p>

Body of the Main Story	Level 5: Sophisticated	Level 4: Competent	Level 3: Developing	Level 2: Needs Significant Improvement	Level 1: Unacceptable	Criterion Score
<p>Criterion 3: Journalistic Conventions</p>	<p>22.5806451 61 points</p> <p>Meets expectations for at least 4 of the following characteristics:</p> <ul style="list-style-type: none"> ● paragraphs of one, sometimes two sentences that are ● varied in structure and ● 35 or fewer words each, with ● verbs in active voice and ● the past tense, and ● vocabulary that is clear, simple and concrete, and ● unmarred by jargon 	<p>16.9354838 71 points</p> <p>Generally meets expectations for at least 3 of the following characteristics:</p> <ul style="list-style-type: none"> ● paragraphs of one, sometimes two sentences that are ● varied in structure and ● 35 or fewer words each, with ● verbs in active voice and ● past tense, and ● vocabulary that is clear, simple and concrete, and 	<p>11.2903225 81 points</p> <p>Strives to meet expectations for at least 2 of the following characteristics:</p> <ul style="list-style-type: none"> ● paragraphs of one, sometimes two sentences that are ● varied in structure and ● 35 or fewer words each, with ● verbs in active voice and ● the past tense, and ● vocabulary that is clear, simple and concrete, and 	<p>5.64516129 points</p> <p>Meets expectations for at least 1 of the following characteristics:</p> <ul style="list-style-type: none"> ● paragraphs of one, sometimes two sentences that are ● varied in structure and ● 35 or fewer words each, with ● verbs in active voice and ● the past tense, and ● vocabulary that is clear, simple and concrete, and ● unmarred by jargon and 	<p>0 points</p> <p>Doesn't meet minimum requirements .</p>	<p>/</p> <p>22.5806451 61</p>

Body of the Main Story	Level 5: Sophisticated	Level 4: Competent	Level 3: Developing	Level 2: Needs Significant Improvement	Level 1: Unacceptable	Criterion Score
	and colloquialisms.	● unmarred by jargon and colloquialisms.	● unmarred by jargon and colloquialisms.	colloquialisms.		

Body of the Main Story	Level 5: Sophisticated	Level 4: Competent	Level 3: Developing	Level 2: Needs Significant Improvement	Level 1: Unacceptable	Criterion Score
<p>Criterion 4: Objectivity</p>	<p>19.3548387 1 points</p> <ul style="list-style-type: none"> ● Attributes most/all claims of fact; ● attributes most/all statements of opinion or interpretation; ● avoids "news analysis" or statements of opinion or interpretations by the reporter; ● avoids personal pronouns such as "I," "me," "we," "us" or "our," ● generally succeeds at avoiding "sense words" or unattributed adjectives in characterizing 	<p>14.5161290 32 points</p> <ul style="list-style-type: none"> ● Generally succeeds at attributing claims of fact; ● generally succeeds at attributing statements of opinion or interpretation; ● avoids "news analysis" or statements of opinion or interpretations by the reporter; ● avoids personal pronouns such as "I," "me," "we," "us" or "our," but ● may use some "sense words" or unattributed adjectives in 	<p>9.67741935 5 points</p> <ul style="list-style-type: none"> ● Strives to attribute claims of fact; ● strives to attribute statements of opinion or interpretation; ● strives to avoid "news analysis" or statements of opinion or interpretations by the reporter; ● strives to avoid personal pronouns such as "I," "me," "we," "us" or "our," but ● may use "sense words" or adjectives in characterizing information; 	<p>4.83870967 7 points</p> <ul style="list-style-type: none"> ● Fails to attribute many claims of fact; ● fails to attribute many statements of opinion or interpretation; ● includes "news analysis" or statements of opinion or interpretations by the reporter; ● and/or uses "sense words" or adjectives to characterize any of the information; ● and/or uses attribution statements such as 	<p>0 points Doesn't meet minimum requirements .</p>	<p>/ 19.3548387 1</p>

Body of the Main Story	Level 5: Sophisticated	Level 4: Competent	Level 3: Developing	Level 2: Needs Significant Improvement	Level 1: Unacceptable	Criterion Score
	information; and ● avoids statements such as "When asked..."; and ● avoids personal pronouns such as "I," "me," "we," "us" or "our."	characterizing some information; ● avoids statements such as "When asked..."	● or may use statements such as "When asked..."	"When asked..." ● and/or uses personal pronouns such as "I," "me," "we," "us" or "our."		

Total	/ 150.000000003
-------	-----------------

Overall Score

Level 5: Sophisticated

116.129032258 points minimum

Reflects performance that demonstrates **advanced/complete proficiency** in the knowledge, skills and/or abilities necessary for the task.

Level 4: Competent

78.225806452 points minimum

Reflects performance that demonstrates **near – sufficient proficiency** in the knowledge, skills and/or abilities necessary for the task.

Level 3: Developing

43.548387097 points minimum

Reflects performance that demonstrates **mixed proficiency** in the knowledge, skills and/or abilities necessary for the task.

Level 2: Needs Significant Improvement

0.806451613 points minimum

Reflects performance that demonstrates a **beginner's level of proficiency** in the knowledge, skills and/or abilities necessary for the task; large gaps found.

Level 1: Not Acceptable

0 points minimum

Reflects performance that does not meet minimum requirements.