

## Story 2 – News Story Grading Rubric (2018 Week 4)

News Lead	Level 5: Sophisticated	Level 4: Competent	Level 3: Developing	Level 2: Needs Significant Improvement	Level 1: Unacceptable
Criterion 1: News Angle	<p>16 points</p> <p>• <b>Clearly</b> focuses on an <b>at least one</b> appropriate characteristic of news (proximity, impact, prominence, conflict, consequence, timeliness and singularity).</p>	<p>12 points</p> <p>• <b>Generally</b> focuses on <b>at least one</b> appropriate characteristic of news (proximity, impact, prominence, conflict, consequence, timeliness and singularity).</p>	<p>8 points</p> <p>• <b>Attempts</b> to focus on an appropriate characteristic of news (proximity, impact, prominence, conflict, consequence, timeliness and singularity).</p>	<p>4 points</p> <p><b>Fails</b> to focus on an appropriate characteristic of news (proximity, impact, prominence, conflict, consequence, timeliness and singularity).</p>	<p>0 points</p> <p>Doesn't meet minimum requirements.</p>
Criterion 2: News Judgment	<p>16 points</p> <p><b>Effectively</b> tells readers the most important thing that happened in the first 5-7 words.</p>	<p>12 points</p> <p><b>Generally</b> succeeds at telling readers the most important thing that happened in the first 5-7 words.</p>	<p>8 points</p> <p><b>Attempts</b> to tell readers the most important thing that happened in the first 5-7 words.</p>	<p>4 points</p> <p>Uses a <b>label or agenda lead</b> that <b>fails</b> to tell readers the most important thing that happened.</p>	<p>0 points</p> <p>Doesn't meet minimum requirements.</p>
Criterion 3: Structure	<p>16 points</p> <p><b>Meets</b> expectations for <b>all</b> of the following characteristics:</p> <ul style="list-style-type: none"> <li>• uses no more than</li> </ul>	<p>12 points</p> <p><b>Meets</b> expectations for <b>at least 3</b> of the following</p>	<p>8 points</p> <p><b>Meets</b> expectations for <b>at least 2</b> of the following</p>	<p>4 points</p> <p><b>Meets</b> expectations for <b>one</b> of the following characteristics:</p> <ul style="list-style-type: none"> <li>• uses no more</li> </ul>	<p>0 points</p> <p>Doesn't meet minimum requirements.</p>

	<p>one sentence;</p> <ul style="list-style-type: none"> <li>• contains no more than 20 words;</li> <li>• employs active-voice verbs; and</li> <li>• stays in the past tense.</li> </ul>	<p>characteristics:</p> <ul style="list-style-type: none"> <li>• uses no more than one sentence;</li> <li>• contains no more than 20 words;</li> <li>• employs active-voice verbs; and</li> <li>• stays in the past tense.</li> </ul>	<p>characteristics:</p> <ul style="list-style-type: none"> <li>• uses no more than one sentence;</li> <li>• contains no more than 20 words;</li> <li>• employs active-voice verbs; and</li> <li>• stays in the past tense.</li> </ul>	<p>than one sentence;</p> <ul style="list-style-type: none"> <li>• contains no more than 20 words;</li> <li>• employs active-voice verbs; and</li> <li>• stays in the past tense.</li> </ul>	
Criterion 4: Style	<p>16 points</p> <p><b>Meets</b> expectations for <b>at least 4</b> of the following characteristics:</p> <ul style="list-style-type: none"> <li>• a direct "what happened" statement</li> <li>• that is complete,</li> <li>• contains an appropriate time element,</li> <li>• conforms to Associated Press style requirements,</li> <li>• reflects journalistic conventions, and</li> <li>• does not use names.</li> </ul>	<p>12 points</p> <p><b>Meets</b> expectations for <b>at least 3</b> of the following characteristics:</p> <ul style="list-style-type: none"> <li>• a direct "what happened" statement</li> <li>• that is complete,</li> <li>• contains an appropriate time element,</li> <li>• conforms to Associated</li> </ul>	<p>8 points</p> <p><b>Meets</b> expectations for <b>at least 2</b> of the following characteristics:</p> <ul style="list-style-type: none"> <li>• a direct "what happened" statement</li> <li>• that is complete,</li> <li>• contains an appropriate time element,</li> <li>• conforms to Associated</li> </ul>	<p>4 points</p> <p><b>Meets</b> expectations for <b>one</b> of the following characteristics:</p> <ul style="list-style-type: none"> <li>• a direct "what happened" statement</li> <li>• that is complete,</li> <li>• contains an appropriate time element,</li> <li>• conforms to Associated Press style requirements,</li> <li>• reflects journalistic conventions, and</li> <li>• does not use names.</li> </ul>	<p>0 points</p> <p>Doesn't meet minimum requirements.</p>

		Press style requirements,  • reflects journalistic conventions, and  • does not use names.	Press style requirements,  • reflects journalistic conventions, and  • does not use names.		
Body of the Main Story	Level 5: Sophisticated	Level 4: Competent	Level 3: Developing	Level 2: Needs Significant Improvement	Level 1: Unacceptable
Criterion 1: Structure	20 points  <b>Meets</b> expectations for <b>at least 4</b> of the following characteristics:  • 500-700 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.	15 points  <b>Meets</b> expectations for <b>at least 3</b> of the following characteristics:  • 500-700 words in length on the assigned scenario,  • organized successfully in inverted-pyramid style,  • with effective transitions between  • cohesive paragraphs	10 points  <b>Meets</b> expectations for <b>at least 2</b> of the following characteristics:  • 500-700 words in length on the assigned scenario,  • organized successfully in inverted-pyramid style,  • with effective transitions between  • cohesive paragraphs	5 points  <b>Meets</b> expectations for <b>at least 1</b> of the following characteristics:  • 500-700 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.	0 points  Doesn't meet minimum requirements.

		that	that		
		<ul style="list-style-type: none"> <li>• provide readers with a complete report on the 5Ws&amp;H.</li> </ul>	<ul style="list-style-type: none"> <li>• provide readers with a complete report on the 5Ws&amp;H.</li> </ul>		
Criterion 2: Associated Press Style	<p>25 points</p> <p><b>Meets</b> expectations with <b>no more than 10 errors</b> in execution of the rules for</p> <ul style="list-style-type: none"> <li>• style,</li> <li>• grammar,</li> <li>• spelling,</li> <li>• punctuation, and</li> <li>• mechanics</li> </ul> <p>as stipulated in the Associated Press Stylebook for <b>print</b> publications.</p>	<p>20 points</p> <p><b>Generally</b> meets expectations with <b>no more than 15 errors</b> in execution of the rules for</p> <ul style="list-style-type: none"> <li>• style,</li> <li>• grammar,</li> <li>• spelling,</li> <li>• punctuation, and</li> <li>• mechanics</li> </ul> <p>as stipulated in the Associated Press Stylebook for <b>print</b> publications.</p>	<p>15 points</p> <p><b>Strives</b> to meet expectations with <b>no more than 20 errors</b> in execution of the rules for</p> <ul style="list-style-type: none"> <li>• style,</li> <li>• grammar,</li> <li>• spelling,</li> <li>• punctuation, and</li> <li>• mechanics</li> </ul> <p>as stipulated in the Associated Press Stylebook for <b>print</b> publications.</p>	<p>10 points</p> <p><b>Attempts</b> to meet expectations with <b>no more than 25 errors</b> in execution of the rules for</p> <ul style="list-style-type: none"> <li>• style,</li> <li>• grammar,</li> <li>• spelling,</li> <li>• punctuation, and</li> <li>• mechanics</li> </ul> <p>as stipulated in the Associated Press Stylebook for <b>print</b> publications.</p>	<p>0 points</p> <p>Doesn't meet minimum requirements.</p>
Criterion 3: Journalistic Conventions	<p>28 points</p> <p><b>Meets</b> expectations for <b>at least 4</b> of the</p>	<p>21 points</p> <p><b>Generally</b> meets</p>	<p>14 points</p> <p><b>Strives</b> to meet</p>	<p>7 points</p> <p><b>Meets</b> expectations for <b>at least 1</b> of</p>	<p>0 points</p> <p>Doesn't meet</p>

	<p>following characteristics:</p> <ul style="list-style-type: none"> <li>• paragraphs of one, sometimes two sentences that are</li> <li>• varied in structure and</li> <li>• 35 or fewer words each, with</li> <li>• verbs in active voice and</li> <li>• the past tense, and</li> <li>• vocabulary that is clear, simple and concrete, and</li> <li>• unmarred by jargon and colloquialisms.</li> </ul>	<p>expectations for <b>at least 3</b> of the following characteristics:</p> <ul style="list-style-type: none"> <li>• paragraphs of one, sometimes two sentences that are</li> <li>• varied in structure and</li> <li>• 35 or fewer words each, with</li> <li>• verbs in active voice and</li> <li>• past tense, and</li> <li>• vocabulary that is clear, simple and concrete, and</li> <li>• unmarred by jargon and colloquialisms.</li> </ul>	<p>expectations for <b>at least 2</b> of the following characteristics:</p> <ul style="list-style-type: none"> <li>• paragraphs of one, sometimes two sentences that are</li> <li>• varied in structure and</li> <li>• 35 or fewer words each, with</li> <li>• verbs in active voice and</li> <li>• the past tense, and</li> <li>• vocabulary that is clear, simple and concrete, and</li> <li>• unmarred by jargon and colloquialisms.</li> </ul>	<p>the following characteristics:</p> <ul style="list-style-type: none"> <li>• paragraphs of one, sometimes two sentences that are</li> <li>• varied in structure and</li> <li>• 35 or fewer words each, with</li> <li>• verbs in active voice and</li> <li>• the past tense, and</li> <li>• vocabulary that is clear, simple and concrete, and</li> <li>• unmarred by jargon and colloquialisms.</li> </ul>	<p>minimum requirements.</p>
<p>Criterion 4: Objectivity</p>	<p>24 points</p> <p>• <b>Attributes most/all</b> claims of</p>	<p>18 points</p> <p>• <b>Generally</b> succeeds</p>	<p>12 points</p> <p>• <b>Strives to</b> attribute</p>	<p>6 points</p> <p>• <b>Fails to attribute</b> many</p>	<p>0 points</p> <p>Doesn't meet</p>

	<p>fact;</p> <ul style="list-style-type: none"> <li>• <b>attributes most/all</b> statements of opinion or interpretation;</li> <li>• <b>avoids</b> "news analysis" or statements of opinion or interpretations by the reporter;</li> <li>• <b>generally succeeds</b> at avoiding "sense words" or unattributed adjectives in characterizing information; and</li> <li>• <b>avoids</b> statements such as "When asked..."; and</li> <li>• <b>avoids</b> personal pronouns such as "I," "me," "we," "us" or "our."</li> </ul>	<p>at attributing most claims of fact;</p> <ul style="list-style-type: none"> <li>• <b>generally</b> succeeds at attributing most statements of opinion or interpretation;</li> <li>• <b>avoids</b> "news analysis" or statements of opinion or interpretations by the reporter;</li> <li>• <b>avoids</b> personal pronouns such as "I," "me," "we," "us" or "our;" but</li> <li>• <b>may use</b> some "sense words" or unattributed adjectives in characterizing some information;</li> <li>• <b>avoids</b> statements</li> </ul>	<p>claims of fact;</p> <ul style="list-style-type: none"> <li>• <b>strives</b> to attribute statements of opinion or interpretation;</li> <li>• <b>strives</b> to avoid "news analysis" or statements of opinion or interpretations by the reporter;</li> <li>• <b>strives to avoid</b> personal pronouns such as "I," "me," "we," "us" or "our," but</li> <li>• <b>may use</b> "sense words" or adjectives in characterizing information;</li> <li>• or <b>may use</b> statements such as "When asked..."</li> </ul>	<p>claims of fact;</p> <ul style="list-style-type: none"> <li>• <b>fails to attribute</b> many statements of opinion or interpretation;</li> <li>• <b>includes</b> "news analysis" or statements of opinion or interpretations by the reporter;</li> <li>• and/or <b>uses</b> "sense words" or adjectives to characterize any of the information;</li> <li>• and/or <b>uses</b> attribution statements such as "When asked..."</li> <li>• and/or <b>uses</b> personal pronouns such as "I," "me," "we," "us" or "our."</li> </ul>	<p>minimum requirements.</p>
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		such as "When asked..."			
<b>Overall Score</b>	<b>Level 5: Sophisticated 129 or more</b>	<b>Level 4: Competent 88 or more</b>	<b>Level 3: Developing 47 or more</b>	<b>Level 2: Needs Significant Improvement 1 or more</b>	<b>Level 1: Not Acceptable 0 or more</b>
	Reflects performance that demonstrates <b>advanced/complete proficiency</b> in the knowledge, skills and/or abilities necessary for the task.	Reflects performance that demonstrates <b>near – sufficient proficiency</b> in the knowledge, skills and/or abilities necessary for the task.	Reflects performance that demonstrates <b>mixed proficiency</b> in the knowledge, skills and/or abilities necessary for the task.	Reflects performance that demonstrates a <b>beginner's level of proficiency</b> in the knowledge, skills and/or abilities necessary for the task; large gaps found.	Reflects performance that does not meet minimum requirements.