

## JOUR 201 News Sidebar Story Rubric

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

Newsgathe ring	Level 5: Sophisticated	Level 4: Competent	Level 3: Developing	Level 2: Needs Significant Improvement	Level 1: Unacceptable	Criterion Score	
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Newsgathe ring	Level 5: Sophisticated	Level 4: Competent	Level 3: Developing	Level 2: Needs Significant Improvement	Level 1: Unacceptable	Criterion Score
Criterion	20.1612903	16.1290322	12.0967741	8.06451612	0 points	/
1:	23 points	58 points	94 points	9 points		20.1612903
Backgroun			_	_	Doesn't	23
ding &	Clearly dem	Generally de	Demonstrate	Demonstrate	meet	
Interviewi	onstrates	monstrates	s <b>limited</b> rep	s <b>marginal</b> or	minimum	
ng	effective	at least	orting, with	no	requirements	
116	research and	some	few relevant	reporting.	•	
	reporting,	effective	and	Story may		
	including	research and	interesting	include the		
	relevant and	reporting,	direct or	required		
	interesting	including	indirect	number of		
	direct and	generally	quotations	interview(s),		
	indirect	relevant	from the	but direct		
	quotations	direct and	required	and indirect		
	from the	indirect	number	quotes are		
	required	quotations	of required i	not always		
	number of	from the	nterview(s).	relevant, or		
	interview(s),	required	Story may or	are		
	and authoritative	number of	may not include	infrequent and do not		
	and credible	interview(s), and	direct or			
		authoritative	indirect	always add value to the		
	secondary					
	are relevant	and credible secondary	from authori	story. Story may not		
	and diverse.	sources that	tative and	include		
	Links to	may or may	credible	direct or		
	additional	not be	secondary	indirect		
	resources	relevant and	sources, and	quotes		
	enliven and	diverse.	may or may	from authori		
	add depth to	Some links	not include	tative and		
	the package.	to additional	links to	credible		
	trie package.	resources	useful	secondary		
	• Story's	are provided.	additional	sources, and		
	information	are provided.	resources.	/or may not		
	clearly is	<ul><li>Story's</li></ul>	. coources.	include links		
	based on at	information	• Story's	to additional		
	least one	clearly is	information	resources.		
	personal	based on at	is based on	i Cources.		
	interview	least one	at least one			

Newsgathe ring	Level 5: Sophisticated	Level 4: Competent	Level 3: Developing	Level 2: Needs Significant Improvement	Level 1: Unacceptable	Criterion Score
	conducted	personal	personal	<ul><li>Story's</li></ul>		
	by student.	interview	interview	information		
	- D: II	conducted	conducted	may not be		
	<ul><li>Directly</li></ul>	by student.	by student.	based on at		
	and indirectly quoted material closely confo rms to the	<ul> <li>Directly and indirectly quoted material viol</li> </ul>	<ul> <li>Directly and indirectly quoted material viol</li> </ul>	least one personal interview conducted by student		
	quotation	ates no more	ates no more	<ul><li>Directly</li></ul>		
	and attribution rules presented in the course content.	than 2 of the quotation and attribution rules presented in the course content.	than 3 of the quotation and attribution rules presented in the course content.	and indirectly quoted material may violate multiple quo tation 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	12.9032258 07 points  Clearly focus es on an at least one appropriate characteristi c of news (proximity, impact, prominence, conflict, consequence , timeliness and singularity).	at least one appropriate characteristi c of news (proximity, impact, prominence, conflict, consequence	6.45161290 3 points  Attempts to focus on an appropriate characteristic of news (proximity, impact, prominence, conflict, consequence, timeliness and singularity).	3.22580645 2 points  Fails to focus on an appropriate charact eristic of news (proximity, impact, prominence, conflict, consequence, timeliness and singularity).	O points  Doesn't meet minimum requirements .	/ 12.9032258 07
Criterion 2: News Judgment	12.9032258 07 points  Effectively t ells readers the most important thing that happened in the first 5-7 words.	9.67741935 5 points  Generally su cceeds at telling readers the most important thing that happened in the first 5-7 words.	6.45161290 3 points  Attempts to tell readers the most important thing that happened in the first 5-7 words.	3.22580645 2 points Uses a label or agenda lead that fails to tell readers the most important thing that happened.	O 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 3: Structure	12.9032258 07 points  Meets expectations	9.67741935 5 points  Meets expectations for at	6.45161290 3 points  Meets expectations for at	3.22580645 2 points  Meets expectations	O points  Doesn't meet minimum	/ 12.9032258 07
	for <b>all</b> of the following characteristics:	least 3 of the following characteristics:	least 2 of the following characteristics:	for <b>one</b> of the following characteristics:	requirements .	
	• uses no more than one sentence;	<ul><li>uses no more than one sentence;</li></ul>	<ul><li>uses no more than one sentence;</li></ul>	• uses no more than one sentence;		
	• contains no more than 20 words;	• contains no more than 20 words;	• contains no more than 20 words;	• contains no more than 20 words;		
	<ul><li>employs active-voice verbs; and</li></ul>	<ul><li>employs active-voice verbs; and</li></ul>	<ul><li>employs active-voice verbs; and</li></ul>	<ul><li>employs active-voice verbs; and</li></ul>		
	• stays in the past tense.	• stays in the past tense.	• stays in the past tense.	• stays in the past tense.		

News Lead	Level 5: Sophisticated	Level 4: Competent	Level 3: Developing	Level 2: Needs Significant Improvement	Level 1: Unacceptable	Criterion Score
Criterion	12.9032258	9.67741935	6.45161290	3.22580645	0 points	/
4: Style	07 points	5 points	3 points	2 points	Danamit	12.9032258
ii otyic	Mastasyras	Mastasymas	Mastasymas	Manta avena	Doesn't	07
	Meets expectations for at	•	Meets expec tations for at	Meets expec tations	meet minimum	
	least 4 of the		least 2 of the	for <b>one</b> of	requirements	
	following	following	following	the following	requirements	
	characteristi	characteristi	characteristi	characteristi	•	
	CS:	CS:	CS:	CS:		
	• a direct	• a direct	• a direct	• a direct		
	"what	"what	"what	"what		
	happened"	happened"	happened"	happened"		
	statement	statement	statement	statement		
	• that is a	• that is a	• that is a	• that is a		
	complete	complete	complete	complete		
	sentence,	sentence,	sentence,	sentence,		
	<ul><li>contains</li></ul>	• contains	• contains	• contains		
	an	an	an	an		
	appropriate	appropriate	appropriate	appropriate		
	time	time	time	time		
	element,	element,	element,	element,		
	• conforms	• conforms	• conforms	• conforms		
	to	to	to	to		
	Associated	Associated	Associated	Associated		
	Press style	Press style	Press style	Press style		
	requirements	requirements	requirements	requirements		
	• reflects	• reflects	• reflects	• reflects		
	journalistic	journalistic	journalistic	journalistic		
	conventions,	conventions,	conventions,	conventions,		
	and	and	and	and		
	• does not	• does not	• does not	• does not		
	use names.	use names.	use names.	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 Score
Criterion	16.1290322	12.9032258	6.45161290	3.22580645	0 points	/
1:	58 points	07 points	3 points	2 points	Doesn't	16.1290322 58
1: Structure	Meets expectations for at least 4 of the following characteristics:  • 350 words in length on the assigned scenario,  • organized successfully in inverted-pyramid style,	Meets expectations for at least 3 of the following characteristics:  • 350 words in length on the assigned scenario,  • organized successfully in inverted-pyramid style,  • with	Meets expectations for at least 2 of the following characteristics:  • 350 words in length on the assigned scenario,  • organized successfully in inverted-pyramid style,  • with	Meets expec	Doesn't meet minimum requirements .	58
	<ul> <li>with effective transitions between</li> <li>cohesive paragraphs that</li> <li>provide readers with a complete report on the 5Ws&amp;H.</li> </ul>	effective transitions between  • cohesive paragraphs that  • provide readers with a complete report on the 5Ws&H.	effective transitions between  • cohesive paragraphs that  • provide readers with a complete report on the 5Ws&H.	effective transitions between  • cohesive paragraphs that  • provide readers with a complete report on the 5Ws&H.		

Body of the Main Story	Level 5: Sophisticated	Level 4: Competent	Level 3: Developing	Level 2: Needs Significant Improvement	Level 1: Unacceptable	Criterion Score
Main Story  Criterion 2: Associate d Press Style				_		
	<ul> <li>grammar,</li> <li>spelling,</li> <li>punctuation, and</li> <li>mechanics</li> </ul> as stipulated in the Associated Press Stylebook for print publications.	<ul> <li>grammar,</li> <li>spelling,</li> <li>punctuation, and</li> <li>mechanics</li> <li>as stipulated in the Associated Press</li> <li>Stylebook for print publications.</li> </ul>	<ul> <li>grammar,</li> <li>spelling,</li> <li>punctuation, and</li> <li>mechanics</li> </ul> as stipulated in the Associated Press Stylebook for print pub lications.	<ul> <li>grammar,</li> <li>spelling,</li> <li>punctuation, and</li> <li>mechanics</li> <li>as stipulated in the Associated Press</li> <li>Stylebook for print publications.</li> </ul>		

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	22.5806451	16.9354838	11.2903225	5.64516129	0 points	/
3:	61 points	71 points	81 points	points	Doesn't	22.5806451
Journalisti	Meets expec	Generally m	Strives to me	Meets expec	meet	61
С	tations for at	_	et	tations for at	minimum	
Conventio	least 4 of the		expectations	least 1 of the	requirements	
ns	following	for at least	for at least	following ch		
	characteristi	3 of the	2 of the	aracteristics:		
	cs:	following	following ch			
		characteristi	aracteristics:	•		
	•	cs:		paragraphs		
	paragraphs		• novocuou l	of one,		
	of one, sometimes	naragraphs	paragraphs of one,	sometimes		
	two	paragraphs of one,	sometimes	two sentences		
	sentences	sometimes	two	that are		
	that are	two	sentences	triatare		
	that are	sentences	that are	<ul><li>varied in</li></ul>		
	<ul><li>varied in</li></ul>	that are		structure		
	structure		<ul><li>varied in</li></ul>	and		
	and	<ul><li>varied in</li></ul>	structure	● 35 or		
	● 35 or	structure	and	fewer words		
	fewer words	and	● 35 or	each, with		
	each, with	● 35 or	fewer words			
	,	fewer words	each, with	• verbs in		
	<ul><li>verbs in</li></ul>	each, with		active voice		
	active voice		• verbs in	and		
	and	• verbs in	active voice	• the past		
	• the past	active voice	and	tense, and		
	tense, and	and	• the past	, , ,		
		• past	tense, and	<ul><li>vocabulary</li></ul>		
	• vocabulary	tense, and		that is clear,		
	that is clear,		• vocabulary	simple and		
	simple and	• vocabulary	that is clear,	concrete,		
	concrete,	that is clear,	simple and	and		
	and	simple and concrete,	concrete,	<ul><li>unmarred</li></ul>		
	<ul><li>unmarred</li></ul>	and	allu	by jargon		
	by jargon	aria		and		

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 colloquialism s.	<ul><li>unmarred</li><li>by jargon</li><li>and</li><li>colloquialism</li><li>s.</li></ul>	<ul><li>unmarred</li><li>by jargon</li><li>and</li><li>colloquialism</li><li>s.</li></ul>	colloquialism s.		

		Competent	Developing	Significant Improvement	Level 1: Unacceptable	Criterion Score
Criterion	19.3548387	14.5161290	9.67741935	4.83870967	0 points	/
4:	1 points	32 points	5 points	7 points		19.3548387
Objectivit	- 444 1		- 61 •		Doesn't	1
У	<ul><li>Attributes</li><li>most/all clai</li></ul>	<ul><li>Generally succeeds at</li></ul>	• Strives to	• Fails to	meet	
,			attribute	attribute ma	minimum requirements	
	ms of fact;	attributing claims of	claims of fact;	ny claims of fact;	requirements	
	<ul><li>attributes</li></ul>	fact;	ract,	ract,	•	
	most/all stat	ract,	• strives to	• fails to		
	ements of	<ul><li>generally</li></ul>	attribute	attribute ma		
	opinion or	succeeds at	statements	ny		
	interpretatio	attributing	of opinion or	statements		
	n;	statements	interpretatio	of opinion or		
	• avoids "ne	of opinion or	n;	interpretatio		
	ws analysis"	interpretatio	• strives to	n;		
	or	n;	avoid "news	• includes "		
	statements	• avoids "ne	analysis" or	news		
	of opinion or	ws analysis"	statements	analysis"		
	interpretatio	or	of opinion or	or statement		
	ns by the	statements	interpretatio	s of opinion		
	reporter;	of opinion or	ns by the	or		
		interpretatio	reporter;	interpretatio		
	• avoids per sonal	ns by the	<ul><li>strives to</li></ul>	ns by the		
	pronouns	reporter;	avoid person	reporter;		
	such as "I,"	• avoids per	al pronouns			
	"me," "we,"	sonal	such as "I,"	and/or <b>uses</b> "		
	"us" or "our,"	pronouns	"me," "we,"	sense words"		
	,	such as "I,"	"us" or	or adjectives		
	<ul><li>generally</li></ul>	"me," "we,"	"our," but	to		
	succeeds at	"us" or "our;"		characterize		
	avoiding	but	• may	any of the		
	"sense	_	use "sense	information;		
	words" or	• may	words" or			
	unattributed adjectives in	use some "sense	adjectives in characterizin	and/or uses		
	characterizin	words" or	g	and/or <b>uses</b> attribution		
	g	unattributed	information;	statements		
	b	adjectives in	inioiniation,	such as		

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 per sonal pronouns such as "I," "me," "we," "us" or "our."	characterizin g some information;  • avoids statements such as "When asked"	or may use s tatements 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 Accepta ble

O points minimum Reflects performanc e that does not meet minimum requiremen ts.