**Story Pitch Worksheet Rubric**

Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Story Idea: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Total: \_\_\_\_\_\_\_\_

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| --- | --- | --- |
| A | 30 | The story pitch is complete and well-organized; has all 5Ws & H, shows preliminary research and interviews. Details/facts are effective and provide more information to the story that will inform, educate or entertain. The story pitch highlights key points of the story. The element(s) of news are identify. The story pitch includes potential sources and angles. The story pitch includes visual ideas to help tell the story and illustrates the reporter has taken into consideration the end product and what it will take to complete the whole story— from reporting, layout & design and publishing.  All information is accurate. |
| 29 |
| 28 |
| 27 |
| B | 26 | The story pitch is complete and organized, but is missing one of the 5Ws and H, shows some evidence of preliminary research and interviews. Details/facts are effective in showing if the story will info, educate or entertain. The story pitch highlights some key points of the story. Evidence of the element(s) of the news consideration exist in the story pitch. The story pitch shows potential sources but not necessarily an angle. The story pitch includes two to three visual ideas to help tell the story and illustrates the reporter has taken into consideration the end product. All information is accurate. |
| 25 |
| 24 |
| C | 23 | The package is complete but disorganized. It is more of a calendar item than a story concept. It is missing two of the 5Ws and H and does not show evidence of preliminary research or interviews. Some details/facts are provided but do not highlight the key points of the story. Potential sources or angles may be mentioned but not obvious. The story pitch includes at least one visual idea. All information is accurate. |
| 22 |
| 21 |
| D | 20 | The package is incomplete and disorganized. It is missing three or more of the 5Ws and H and have no evidence of preliminary research. Details/facts are ineffective in understanding what the story is about or why it is newsworthy. The story pitch does not include ideas for visual development. All information is accurate. |
| 19 |
| 18 |
| F | <17 | The student did not meet a standard described by any of the above descriptors OR information within the story is inaccurate, fabricated, plagiarized, or manipulated so it distorts reality. |