**Rubric: headline rewrite**

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| --- | --- | --- | --- | --- | --- |
|  | Exemplary | Proficient | Below standard | Did not demonstrate | Total points |
| Headline content | Includes a word from SEO-generated list  Provides enough info for the reader | Includes an SEO word but not enough information for the reader | Does not include an SEO word but is otherwise enough information for the reader | No SEO word and not enough information for the reader |  |
| Headline structure | Includes a subject and verb (even if it is implied)  Verb is strong and active | Includes a subject and verb (even if it is implied)  Verb is not strong and active | Missing either a subject and verb (even if it is implied) | Headline is a title or label |  |
| Headline grammar | Present tense  Removed articles (such as “the” or “a”) from headline unless needed for clarity  Avoids repetition | Present tense  May include unneeded articles  May include repetition | Two of the three:  May not be present tense  May include unneeded articles  May include repetition | Is not present tense  Includes unneeded articles  Repeats words |  |
| Accuracy | Representative of the article’s content and is concise  Does not sensationalize the topic or editorialize | Generally fits the article’s content without editorializing or sensationalizing but is vague or not concise | Missing one of the two:  Reflects the article’s content  Free from sensationalizing or editorializing | Does not reflect the article’s content  Sensationalizes the topic or includes editorializing |  |
| Total points | 5 | 4 | 3 | 1 | \_\_\_/ points |