**Interview a Pro Rubric**

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|  | Exemplary | Proficient | Below standard | Did not demonstrate | Total points |
| Background information | Research reveals a wealth of background information about the source; information reveals unique, interesting details and indicates thought about a focus for a story or Q-and-A. | Research reveals basic information about the source but lacks depth or originality. | Essential information about the source is lacking. | No background information or research was conducted. |  |
| Use of questions | Questions are open-ended, balancing the need for general information with specific questions that reveal thoughtful responses and a specific story angle. | Questions focus too much on general information and lack specifics. Many follow-up questions are needed to gain more detail. | Questions are too general and are close-ended. Questions do not enable the student to gain enough quality information to produce a thorough finished product. | No questions created. |  |
| Quality of interview responses | Quotes are rich in detail, interesting and provide student with more than enough material to complete the finished product. Conversational tone between student and source is obvious. | Quotes provide solid detail with some interesting material. While follow-up responses are apparent, responses show conversational tone. Responses may lack uniqueness and depth. | Responses are too general and predictable. Apparent lack of follow-up responses. Lack of conversational tone. | No interview conducted. |  |
| Quality of finished story, grammar and mechanics | Background information fuses seamlessly with quotes or soundbites. A strong focus is apparent. The story is clear, coherent, interesting and informative. AP Style is followed.  | Background information is used along with quotes or soundbites, but transitions could be smoother. The story could be more clearly focused. The finished project is informative. AP Style is generally followed. | Background information is lacking. Soundbites or quotes are flat and general. Focus isn’t clear. Mistakes in AP Style and grammar are obvious. | No story submitted. |  |
| Total points |  |  |  |  | \_\_\_/ points |