

Newswriting Rubric

	1	2	3	4	5	6
Organization	No organization is evident. Notes are copied verbatim or not used at all.	Story is difficult to follow or confuses the reader. No organization is evident. Story seems more like notes.	Story is sometimes confusing, overly formulaic or tough to follow, but some attempt is made to write in news style.	Story mostly uses inverted pyramid or LQTQ style, but is overly formulaic or contains noticeable lapses in the organizational style.	Story uses inverted pyramid, LQTQ, or narrative style, but may seem formulaic in spots.	Story uses inverted pyramid, LQTQ, or narrative style effectively and clearly without seeming overly formulaic.
Lead and Writing (Focus & Support)	Lead is incomprehensible, or not related to the story. Writing is unfocused or random. No transitions are used. Quotes are not identified or not used.	Lead is incomplete, unfocused or misdirects the reader. Writing is difficult to read and quotes are bland or not used.	The lead is incomplete or does not provide focus for the story. Writing lacks focus.. Some sentences are incomplete. Some quotes are bland or do not add emotion or opinion. Passive voice prevails. Writing lacks transitions.	Lead is appropriate to the story and focused, but contains too many facts or too few. Writing is generally clear. Active verbs are used more than passive. Quotes are used appropriately, but may lack verve. Some transitions are used, but the writing is bumpy in places.	The lead is appropriate and clear, but does not attract the reader's attention. Writing is generally clear and uses mostly active voice. Quotes are used for emphasis and emotion. Transitions are evident. The ending provides a kicker.	Lead is focused, appropriate and draws the reader into the story. Writing is clear and concise.. Verbs are active. Quotes are used for emphasis and emotion. Transitions keep the reader moving smoothly through to the end. The ending rewards the reader.
Objectivity and Accuracy	Many factual errors or opinion statements are used.	Facts are missing or unclear. Opinion statements are made by the writer. Writer uses first person in spots.	Facts are missing, but those used are correct. The writer uses an opinion statement or first person once.	Facts are missing, but those used are accurate. The writer uses an opinion statement, but story stays in third-person.	Most facts are used and all are accurate. No statements of opinion are used. Story is written in third person.	Story is written in third person. The writer makes no opinion statements and does not editorialize. All facts are accurate.
AP Style (Conventions)	Numerous style, grammar or spelling errors.	Needs line-by-line editing; many errors.	Errors are frequent.	Errors are evident.	Mostly correct style, spelling and grammar.	No style, spelling or grammar errors.
Headline Writing	No headline written.	Headline is a title or label, no verb used, or headline is inaccurate.	Headline is dull or inaccurate and does not contain any verb.	Headline is clear, but does not draw reader to the story. Headline and/or subhead contain verbs.	Headline is clear and accurate. Headline and/or subhead contain active verbs.	Headline is clever, accurate and reflects the story. Headline and/or subhead contain active verbs.

