**Rubric: Writing a Podcast Script**

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| --- | --- | --- | --- | --- | --- |
|  | Exemplary | Proficient | Below standard | Did not demonstrate | Total points |
| Story | Present information, findings, and supporting evidence appropriate to purpose, audience, and task. | Present information, findings, and supporting evidence logically such that listeners can follow the line of reasoning | Present information, findings, and supporting evidence. | Did not present information, findings, and supporting evidence. |  |
| Organization | Script includes all elements from the scaffold.  There is an effective, engaging lede.  The transitions are well planned and provide flow between ideas. | Script includes all elements from the scaffold.  There is an effective, engaging lede. | Script includes all elements from the scaffold.  Transitions and/or lede do not flow well or are poorly written. | Script is incomplete or poorly developed. |  |
| Narrative | Script follows a compelling story, includes an effective hook, quotes that flow naturally from the context, and wraps up with an effective look to “what’s next.” | Script follows a story, includes a less-effective hook, quotes that flow naturally from the context, and wraps up with a look to “what’s next.” | Script follows a story, but the flow between elements may not be compelling or effective. | Script doesn’t tell a story for the listener to follow. Lacks engagement or purpose. |  |
| Total points |  |  |  |  | \_\_\_/ points |