Writer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Story title \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Editor \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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|  | | | **STRENGTHS** |
| **FEATURE WRITING RUBRIC Ery** | Feature stories use narrative techniques to build deeper emotional connections to readers. They may focus on a single person, such as in a profile, or they may use many people’s experiences to tell a story that goes beyond the news. | |  |
| Lead & Nut Graph | | 4 3 2 1 0 |
| * Carefully crafted lead grabs reader’s attention and fits mood of the story. It has an emotional impact. Often uses narrative storytelling techniques, making the readers feel as though they are in the moment. * Lead is tightly connected to central focus/angle. * Includes a well-written news peg/nut graph that previews the story, answering the 5 W’s and H. The nut graph follows the lead. | | |
| Content/Coverage | | 4 3 2 1 0 |
| * Clear, interesting central focus/angle. * Emphasizes relevant interest elements: conflict, consequence, human interest, prominence, proximity, timeliness. * Illustrates mastery of journalistic writing: accuracy, balance, clarity/conciseness, objectivity and timeliness. * Story includes a combination of direct and paraphrased quotes from a variety of sources representing all relevant viewpoints. Direct quotes are interesting and could not easily be paraphrased. | | |
| Organization | | 4 3 2 1 0 |
| * Skillful narrative structure, including feature lead, middle, and strong sense of closure. * Logical order is purposefully selected, but this may not be chronological. It may use in media res or flashbacks in order to build emotional connection and suspense. * Employs concise, clear paragraphs addressing one point. * Skillfully transitions between ideas, without stating the obvious or repeating information. | | |
| Word Choice/Voice | | 4 3 2 1 0 | **SUGGESTIONS** |
| * Writing evokes an emotional response. * Writing appeals to the senses, uses developed anecdotes and/or examples. * Tone is objective, fair and free of editorializing. Use of first/second person is rare and an effective stylistic choice. | | |  |
| Conventions | | 4 3 2 1 0 |
| * Follows AP style. * Follows convention rules, including publication-specific rules. * It uses strong, active verbs and avoids passive voice. * Quotes are attributed correctly. * Adheres to accepted legal/ethical journalistic practices. | | |
| 4 = Excellent  3 = Good  2 = Average  1 = Poor  0 = Element is missing or does not meet criteria. | |  |