

Journalism Content Rubric

	Insufficient 1	Basic 2	Proficient 3	Outstanding 4
Newsworthiness http://url.cailab.net/ag	Content is not newsworthy	Content adheres to any one of the qualities for newsworthiness	Content adheres two of: proximity, timeliness, consequence, prominence, oddity/uniqueness	Content adheres to more than two of: proximity, timeliness, consequence, prominence, oddity/uniqueness
Inverted Pyramid http://url.cailab.net/ah	Lead is unclear. Body lacks organization. Writing is wordy.	Lead is clear but missing details. Body includes only most important information. Tail lacks focus. Language is not concise in places.	Lead is clear, concise, and complete. Body includes most essential information, but may lack some specifics. Tail includes basic information. Language is generally concise.	Lead is clear, concise, and complete. Body includes all essential information. Tail includes interesting or related content. Language is concise.
Length <i>300-400 words for weekly stories. 500-800 words for Bi-weekly stories.</i>	Outside prescribed range.	Within 20% of prescribed range.	Within 10% of prescribed range.	In prescribed range.
Language <i>grammar, spelling, punctuation</i>	More than five mistakes	No more than five mistakes	No more than three mistakes	No mistakes
Citation	Citations are not present or have major gaps and errors.	Citations missing some elements (i.e., in-text citation) or are not in MLA format.	Citations are complete with minor mistakes in MLA format.	Citations are complete and in proper MLA format.