

Journalism Publish Rubric

	Insufficient	Basic	Proficient	Outstanding
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.	Lead is clear but missing details. Body includes only most important information. Tails lacks focus.	Lead is clear, concise, and complete. Body includes most essential information, but may lack some specifics. Tail includes basic information.	Lead is clear, concise, and complete. Body includes all essential information. Tail includes interesting or related content.
C.R.A.P. Principles	Multiple violations of principles.	Principles are mostly adhered to but with some inconsistencies or violations.	Principles are adhered to.	Principles are adhered to and design enhances communication.
Length <i>250-400 words for weekly stories. 500-800 words for Bi-weekly stories. Ask instructor for clarification if needed.</i>	Outside prescribed range.	Within 20% of prescribed range.	Within 10% of prescribed range.	In prescribed range.
Language	There are numerous global and local errors.	No global errors but numerous local errors.	No global errors and only minimal local errors.	No global or local errors.*
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.

*Local errors do not confuse meaning. Global errors result in changing the intended meaning or creating a confusing sentence.