

Contribution to Brookings-Buoy RUBRIC

	Excellent	Good	Needs Revision	Needs Instruction
Title/Headline	The article has a creative title/headline that catches the reader's interest.	The article has a somewhat creative title/headline.	The article has an uninteresting title/headline.	The article is lacking a title/headline.
Lead Sentence	Lead introduces subject and immediately engages the reader's interest, impelling continued reading. Effectively uses the 5Ws and 1H.	Lead introduces topic and engages the reader's interest, encouraging continued reading. Mostly uses the 5Ws and 1H.	Lead introduces topic. Somewhat uses the 5Ws and 1H.	Lead vaguely introduces topic. Does not use the structure of a lead.
Quotes	The quotes enhance the article for the reader. Sources adequately present all sides in the story. All are identified and properly attributed. All information is accurate.	The quotes enhance the article for the reader. Some sources are identified and properly attributed. Information is accurate.	The quote enhances the article weakly. Some sources are improperly identified or some info or opinion is given without attribution. Most information is accurate, but may not be as thorough.	This article does not include any quotes. The sources are improperly identified. Much info is given without attribution. Inaccurate or vague info.
Clear Focus & Unity	Focus of story is clear. Nothing detracts from the primary focus. Everything contributes to the overall angle.	Focus is fairly clear, but one or two areas may detract from the primary angle.	Story lacks strong sense of unity and focus. Several areas seem to detract from angle.	No clear angle. Story is rambling and awkward.
Interesting & Effective Style	Writing is strong and effective with a clear voice and a variety of sentence structures. Piece is tightly written. Utilizes active and vivid word choice. Original writing.	Writing is adequate but not extremely compelling or original. May be wordy or voice may be unclear. May not be as vivid or sophisticated.	Writing is rather bland. Lacks a clear voice and/or sense of originality. Is wordy or redundant. Repetitive sentence structure.	Writing lacks a clear voice and original style.
Effective Organization and Flow	Story is in inverted pyramid form with info in descending order of importance. It should be strongly organized with clear transitions and logical connections that create a sense of being tightly woven together.	Story is organized and most transitions and connections are clear, but either organization is somewhat lacking or the sense of flow is somewhat abrupt or story is not in inverted pyramid.	Story lacks strong organization. Jumps around too much or lacks effective transitions. Not in inverted pyramid.	Story is choppy. Organization is unclear. Few effective transitions. Not in inverted pyramid.
Journalistic Style	No errors in journalistic style (quotes, dates, scores, numbers, money, percents, time, commas, etc.) Short paragraphs. Quotes stand alone. Text is free of errors in sentence structure, punctuation, and spelling.	Has few (one or two) errors in journalistic style, or may have non-journalistic paragraph structure. Text is relatively free of errors in sentence structure, punctuation, and spelling.	Has several errors in journalistic style or non-journalistic paragraph structure. Text contains surface errors that do not impede the reader's understanding.	Has many errors in journalistic style and/or non-journalistic paragraph structure. Text contains surface errors that do impede the reader's understanding.