

ASSESSMENT RUBRIC – NEWS PIECE

Student names:

Headline:

	4	3	2	1
Headline	Headline is catchy and to the point.	Headline is mostly catchy and to the point.	Headline could be shorter, or more interesting. Relates somewhat to the story.	Headline is not catchy, doesn't relate clearly to the story, and is too long.
Leading paragraph and the 5 W's (Who, What, Where, When and Why)	Includes all of the five W's.	Includes at four of the five W's.	Includes three of the five W's.	Includes up to two of the five W's.
Purpose	The news piece establishes a clear purpose in the lead and demonstrates a clear understanding of the topic.	The news piece establishes a clear purpose in the lead, but lacks a clear understanding of the topic.	The news piece does not establish a clear purpose in the lead.	The news piece is more than 25% off-topic.
Supporting Details	The details in the news piece are clear, effective, and vivid 90-100% of the time.	The details in the news piece are clear and pertinent 80-90% of the time.	The details in the news piece are clear and pertinent 70-80% of the time.	The details in the news piece are not very clear nor pertinent.
Interest	The news piece contains facts, figures, and/or word choices that make it exceptionally interesting to readers/viewers.	The news piece contains facts, figures, and/or word choices that make it interesting to readers/viewers.	The news piece contains some facts or figures but is marginally interesting to read/watch.	The news piece does not contain facts or figures that might make it interesting to read/watch.
Persuasive Techniques	Three or more persuasive techniques used to excellent effect.	Two or more persuasive techniques used to good effect.	One or more persuasive techniques used to reasonable effect.	No persuasive techniques used.
WRITTEN ARTICLE - Spelling and Grammar	Almost no spelling or grammatical errors.	Few spelling or grammatical errors.	Quite a few spelling or grammatical errors.	Many spelling or grammatical errors.
VIDEO OR MIXED MEDIA - Editing	News piece is well edited making it clear to follow and understand.	News piece has been edited and is reasonably clear to follow.	News piece has been edited but isn't very clear or easy to follow.	News piece has been poorly edited and is difficult to follow and understand.