

Levels of Achievement	Ready for Publication (100%)	Needs Minor Editing for Publication (75%)	Needs Some Revision and Leg-work for Publication (50%)	Needs Major Editing and/or Revision (25%)
Criteria				
Purpose/Focus	Writing style is clear, concise, and easy to understand. Lead paragraph or nut graph contains the who, what, when, where, why and how. The lead is the correct word count for the story type.	Lead paragraph or nut graph is <u>evident</u> , but missing one or two elements of the 5ws and an H. The focus of the story can still be identified. The correct storytelling format is evident for article type (news or feature). The lead uses a method that is appropriate for the type of story.	Lead paragraph or nut graph is <u>vague</u> and missing pertinent factual information to help the reader grasp the purpose and internet of the story. The writing is unclear, cluttered with unnecessary information.	Lead paragraph or nut graph is <u>not evident</u> and requires extensive inferences from the reader. Pertinent information has been omitted from the story. Writing does not conform to news or feature style.
Organization/Story Structure	News story follows inverted pyramid and feature story contains vivid details and descriptions. Ideas and information <u>well organized</u> and developed. Sentences are fluent and <u>well crafted</u> , paragraphs are logical and add clarity to storytelling.	News story follows inverted pyramid and feature story contain details and descriptions, but lack specificity. Ideas and information <u>sufficiently</u> organized and developed. Sentences are fluent and <u>varied</u> , paragraphs logical and add some clarity to the storytelling.	Story contains the correct elements, but needs work on following the proper structure. Evidence of inverted pyramid. Ideas and information <u>could be strengthened</u> through further development. Some sentences are fragmented and poorly constructed. Some paragraphs need to be shortened.	Ideas and organization require additional focus and planning. Paragraphs are too long making the writing look and read like an essay and NOT a news or feature story.
Quotes, Attribution and Sources	The writing utilizes sufficient, knowledgeable sources. Quotes and paraphrasing <u>add life</u> to the story by sharing the newsmaker's perspective. Direct and indirect quotes are varied through the article and attributed correctly.	The writing utilizes sufficient, knowledgeable sources. Quotes and paraphrasing <u>help share</u> the newsmaker's perspective. Direct and indirect quotes are used throughout the story and are attributed correctly.	Knowledgeable sources need to be contacted and further research needed to obtain additional quotes and paraphrasing to share newsmaker's perspective. Direct and indirect quotes were not used effectively and not attributed correctly.	Writing lacks sufficient direct and indirect quotes from the newsmaker. Attribution is missing or done incorrectly.
Word Choice/ Composition	<u>Vibrant</u> word choice and proper usage. Stories maintain an objective point of view, not expressing the writer's opinion nor using forms of <i>I</i> or <i>you</i> for news stories AND only when necessary in feature stories. Writer relies on active voice of verbs and uses consistent tenses throughout the story.	<u>Appropriate</u> word choice and usage. Stories maintain an objective point of view, not expressing the writer's opinion nor using forms of <i>I</i> or <i>you</i> for news stories AND only when necessary in feature stories. Writer relies on active voice of verbs and uses consistent tenses throughout the story.	Word choice is <u>adequate</u> , but the writer needs to use more vivid or specific language. Active voice is NOT always used when it should be. Writer shifts tense arbitrarily throughout the story. Objectivity is not consistently maintained	Word choice or usage <u>require development</u> and additional editing and/or revision. The story is told from the writer's point of view.
Mechanics	The story <u>utilizes correct</u> AP Style, grammar, punctuation and spelling.	There are <u>occasional errors</u> in AP Style, grammar, punctuation, or spelling.	Repeated errors in AP Style, grammar, punctuation or spelling are disruptive to the reader.	AP Style, grammar, punctuation and spelling errors are <u>prevalent</u> in the writing and interfere with the reader's comprehension.