Journalism/Senior Journalism Topic: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Journalist:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_

**Headline:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| Article Element | **Distinguished** | **Proficient** | **Developing** | **Unacceptable** |
| **Headline** | Headline is appropriate and interesting. | Headline is relevant to the topic of the article. | Headline is overly wordy or not engaging. | Headline is missing. |
| **Lead** | Engaging and dynamic lead is written clearly and without error. Addresses all 5Ws & H concisely. | Lead is well-written and contains basic, necessary information. Addresses all 5Ws & H. | Lead contains necessary information, but is weakly composed or awkward. Answers some of 5Ws & H. | Lead is very weak and contains little necessary information. Does not address 5Ws & H. |
| **Content** | The content is clear and developed for the reader. Content is engaging and focused. There is no evidence of bias and subjectivity.*(last statement void for editorials, reviews, columns)* | The content is clear and mostly developed for the reader. There is little evidence of bias and subjectivity. *(last statement void for editorials, reviews, columns)* | The content is clear, but it is not developed fully. There is evidence of bias and subjectivity in the article. *(last statement void for editorials, reviews, columns)* | The reader may not understand the article due to incoherent content. |
| **Organization and Fluency**  *Remember that journalistic paragraphs are very short, sometimes only one sentence.* | Information is precisely organized by importance, and there is a clear but interesting logic to the order in which it is written. Appropriate paragraphing is reflected throughout. | The information follows a coherent inverted pyramid structure. Paragraphing is sufficiently organized. | The article shows the elements of basic organization. Information follows the inverted pyramid at a basic level. | Organizational structure is very limited. Article is disjointed most of the time, but some of the information follows the inverted pyramid |
| **Quotations and Attribution** | There are at least three quotations in the article by at least two different people, and everything is attributed correctly. Quotations are interesting and offer insight and/or new information. | Two quotations are used and attribution is applied correctly.  Quotations are appropriate to audience and purpose. | Inadequate use of data and quotations. Attribution contains many errors. | Inadequate or no use of data or quotations. Attribution is formatted unacceptably. |
| **Style and Grammar** | Journalistic style is followed. Mature grammar and mechanics add to the style of the article. | Journalistic style is followed.  Errors in grammar and spelling are minimal. | There are errors in grammar and spelling. An attempt to follow journalistic style is evident but is not successful. | Errors are careless, distracting, and/or abundant. The article does not appear to be edited before submission. |
| **Photos**  *(# of pictures may vary depending on an article or spread’s needs)* | Three or more high-quality photos are provided in the DA folder so production has options. Photos enhance the article. | At least two, properly-formatted photos are provided with the article. Photos are appropriate for print. | One photo is included in the article GoogleDoc, but it is not formatted properly. Picture is not print-worthy. | No photos are included in the article GoogleDoc. |

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