

Headline Rubric - 21st Century Journalism -119 points possible

Headline #1 - 38 points possible

1. The headline meets the font requirement -	1	0		
2. The headline meets the length requirement -	1	0		
3. The headline meets the style requirement -	1	0		
4. The headline meets the point size requirement -	1	0		
5. The sub-head meets the font requirement -	1	0		
6. The sub-head meets the length requirement -	1	0		
7. The sub-head meets the style requirement -	1	0		
8. The sub-head meets the point size requirement -	1	0		
9. The headline is written in downstyle -	1	0		
10. The sub-head is written in downstyle -	1	0		
11. The headline is written in present tense -	1	0		
12. The sub-head is written in present tense -	1	0		
13. The headline does not repeat any words -	2	1	0	
14. Punctuation is used correctly in the headline -	2	1	0	
15. Punctuation is used correctly in the sub-head -	2	1	0	
16. The headline contains strong, action verbs -	2	1	0	
17. The sub-head contains strong, actions verbs -	2	1	0	
18. The headline uses active voice -	2	1	0	
19. The sub-head uses active voice -	2	1	0	
20. The headline accurately captures the essence of the story -	3	2	1	0
21. The sub-head accurately enhance the headline and the essence of the story -	3	2	1	0
22. The headline entices one to read the story -	3	2	1	0
23. The sub-head entices one to read the story -	3	2	1	0

Headline #2 - 38 points possible

1. The headline meets the font requirement -	1	0		
2. The headline meets the length requirement -	1	0		
3. The headline meets the style requirement -	1	0		
4. The headline meets the point size requirement -	1	0		
5. The sub-head meets the font requirement -	1	0		
6. The sub-head meets the length requirement -	1	0		
7. The sub-head meets the style requirement -	1	0		
8. The sub-head meets the point size requirement -	1	0		
9. The headline is written in downstyle -	1	0		
10. The sub-head is written in downstyle -	1	0		
11. The headline is written in present tense -	1	0		
12. The sub-head is written in present tense -	1	0		
13. The headline does not repeat any words -	2	1	0	
14. Punctuation is used correctly in the headline -	2	1	0	
15. Punctuation is used correctly in the sub-head -	2	1	0	
16. The headline contains strong, action verbs -	2	1	0	
17. The sub-head contains strong, actions verbs -	2	1	0	

18. The headline uses active voice -	2	1	0	
19. The sub-head uses active voice -	2	1	0	
20. The headline accurately captures the essence of the story -	3	2	1	0
21. The sub-head accurately enhance the headline and the essence of the story -	3	2	1	0
22. The headline entices one to read the story -	3	2	1	0
23. The sub-head entices one to read the story -	3	2	1	0

Headline #3 - 23 points possible

1. The headline meets the font requirement -	1	0		
2. The headline meets the length requirement -	1	0		
3. The headline meets the style requirement -	1	0		
4. The headline meets the point size requirement -	1	0		
5. The headline is written in downstyle -	1	0		
6. The headline is written in present tense -	1	0		
7. The second line comes within three letter of the first line -	1	0		
8. The headline keeps modifiers and subjects on the same line without an awkward separation -	1	0		
9. The headline does not contain hyphenation -	1	0		
10. The headline does not repeat any words -	2	1	0	
11. Punctuation is used correctly in the headline -	2	1	0	
12. The headline contains strong, action verbs -	2	1	0	
13. The headline uses active voice -	2	1	0	
14. The headline accurately captures the essence of the story -	3	2	1	0
15. The headline entices one to read the story -	3	2	1	0

Headline #4 - 20 points possible

1. The headline meets the font requirement -	1	0		
2. The headline meets the length requirement -	1	0		
3. The headline meets the style requirement -	1	0		
4. The headline meets the point size requirement -	1	0		
5. The headline is written in downstyle -	1	0		
6. The headline is written in present tense -	1	0		
7. The headline does not repeat any words -	2	1	0	
8. Punctuation is used correctly in the headline -	2	1	0	
9. The headline contains strong, action verbs -	2	1	0	
10. The headline uses active voice -	2	1	0	
11. The headline accurately captures the essence of the story -	3	2	1	0
12. The headline entices one to read the story -	3	2	1	0