

Final Draft
21st Century Journalism
100 points

LEAD: (10)

10-8 = The lead is present, creative and clever, and free of style errors.
7-5 = The lead is present, virtually free of style errors, and shows an attempt at originality.
4-2 = The lead is present with various style errors.
1-0 = The lead is either not present or is filled with major style errors.

FACTS: (10)

10-8 = The article answers all of the necessary 5 “W”s and “H” and showcases effective research and fact-finding.
7-5 = The article answers most of the necessary 5 “W”s and “H” and shows some research.
4-2 = The article leaves the reader with many unanswered questions and shows no attempt at research.
1-0 = The article contains hardly any facts, dependent only on quotes and transitions.

QUOTES: (10)

10-8 = The reporter lets the source tell the story, utilizing many powerful direct quotes that add depth to the story with no style errors.
7-5 = The reporter utilizes an effective number of direct quotes with very few style errors.
4-2 = There are very few quotes used and many style errors.
1-0 = The article contains hardly any quotes, dependent only on transitions and facts.

TRANSITIONS: (10)

10-8 = The reporter incorporates concise, informative, and stylistically error-free transitions that enhance the overall flow and readability of the article.
7-5 = The reporter incorporates informative transitions with few style errors that do not distract from the readability of the article.
4-2 = Transitions are present; however, they do not adequately set up quotes or factual paragraphs and include many style errors.
1-0 = Transitions are virtually non-existent.

ATTRIBUTION: (10)

10-8 = The reporter attributes all information throughout the article.
7-5 = The reporter attributes some information in the article.
4-2 = The reporter attributes virtually none of the information in the article.

1-0 = The reporter attributes none of the information in the article.

HEADLINE: (10)

10-8 = The headline truly reflects the essence of the story in a creative way, free of any style errors.

7-5 = The headline makes sense with the story and is free of any style errors.

4-2 = The headline is vague or confusing and contains several style errors.

1-0 = The headline is a label or breaks many style rules.

LAYOUT: (40)

_____ A byline is present and is in the correct font, style and place. (5)

_____ The headline stretches the same length as the story (i.e. a two-column story gets a two-column headline; a three-column story gets a three-column headline) (10)

_____ The font and size are correct for the story. (5)

_____ The paragraphs are spaced in five spaces on the space bar and not tabbed. (5)

_____ Style - direct quotes get their own paragraphs. (5)

_____ The columns line up at the top and the bottom evenly. (10)