

Rough Draft Rubric - 21st Century Journalism  
50 points

**LEAD:**

- 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:**

- 10-8 = 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:**

- 10-8 = 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:**

- 10-8 = 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:**

- 10-8 = 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.