

NAME _____

VIEWPOINT RUBRIC

D1
Deadline _____ / 5
Points _____ / 10

D2
Deadline _____ / 5
Points _____ / 10

Adv
Deadline _____ / 5
Points _____ / 40

Rev
Points _____ / 40

Ed ✓
Points _____ / 10

Criteria	1	2	3	4
Importance / Value <ul style="list-style-type: none"> topic is relevant to your audience, but not overworked nudges readers to look more closely at some aspect of life or society gives readers a reason to think, reflect, feel emotion or laugh; helps them rethink an issue 				
Lead <ul style="list-style-type: none"> lead is original and gets the readers' attention; appropriate to the story focuses on the nature of the problem being discussed; stance is clear from first paragraph written in third person unless first person is necessary 				
Arguments & Development <ul style="list-style-type: none"> contains at least three different but logical arguments for the stated opinion each argument is carefully developed with logical facts, anecdotes or statistics no unanswered questions left in reader's mind addresses all sides of the story, but emphasizes an opinion that one side is better addresses and diffuses opponents' concerns to add power to writer's position writer's opinion is evident throughout; position is continually enforced 				
Organization <ul style="list-style-type: none"> every paragraph flows from the one preceding it; questions are answered as they occur to the reader strongly organized with clear transitions and logical connection which create a sense of being tightly woven together 				
Opinion through Solid Research <ul style="list-style-type: none"> evidence of reporter being well informed on the topic; gives solid background on topic; adequate use of primary sources, mainly in-depth interviews at least three different qualified sources used to adequately present all sides in the story (different points of view from organizations or experts in fields that may impact your story) at least one clear <i>expert</i> was consulted and included in this story all sources identified and properly attributed all info is accurate, thorough 				
Quotes & Evidence <ul style="list-style-type: none"> when appropriate, writer uses only meaningful, effective, story-telling quotes that cover a broad range of the topic; writer has not used comments that "anyone else could say" quotes and evidence appear often from diverse sources and help prove writer's points 				
Journalistic Style <ul style="list-style-type: none"> NO errors in journalism style (quotes/attribution, dates, numbers, money, time, etc.) short paragraphs; quotes stand alone story is concise 				
Accuracy / Grammar and Spelling <ul style="list-style-type: none"> NO errors, story is well edited and spell checked (including proper spelling of all names) NO first or second person; only uses third person NO contractions or abbreviations are used (acronyms are used properly) NO weasel-words or vague, unsupported phrasing NO passive voice; uses active voice throughout word choice is appropriate to the article 				
Headlines <ul style="list-style-type: none"> three well-turned headlines provided (short, medium, long) match story content; clearly relates the opinion presented in story 				
Format <ul style="list-style-type: none"> no formatting problems (including data protocol, downstyle heads, tabs, spacing, #, etc.) 				