Profile Rubric

Criterion	Emerging	Developing	Mastering	Score 1-5
Information Accuracy, inclusiveness, completeness, use of sources/ evidence/quotes	Holes in information; important sources left out; unquestioning use of sources; no or weak quotes; unfounded opinion; inaccuracies (-10 per fact error)	Reasonable use of information but some ideas left out; minor inaccuracies; quotes used but weak connection or construction	Well-rounded sourcing includes key ideas/facts; effective quotes advance story; accurate; tells complete story	X 2
Lead Fit to story, concision, engagement, appropriate tone **Nut Graf** Explains any additional context for why the story is important.	Lead misses point of story or is buried; wordy; inappropriate for audience; unnecessarily passive; inaccurate Nut graf is missing or lacking important context	Lead has one or two strong elements but fails in others, e.g. hits correct point but is excessively wordy Nut graf is present, in the correct spot, but lacking depth	Lead accurately and succinctly draws in audience with key idea engaging elements Nut graf is located in para 3,4, or 5 and provides needed context for the story	
Structure and Flow Organization, transitions, readability	Story lacks strong organization, jumps around too much or lacks effective transitions	Story is organized and most transitions and connections are clear, but either organization is somewhat lacking or the sense of flow is somewhat abrupt	Strongly organized with clear transitions and logical connections that create a sense of being tightly woven together	
Language Active voice, effective modifiers, precise word choices, visual descriptions, clarity, concision	Wordy constructions; poor word choices; unnecessary passive voice; unclear statements; dull writing	Clear writing with some instances of poor word choice, unspecific descriptions or passive voice; slightly wordy or confusing	Concise constructions making use of precise and effective words; descriptive and clear	X2
Mechanics Spelling, style, grammar	Host of errors interfere with comprehension	Minor errors trip up reader but story readable	Largely error-free	

Headline,Byline, Photo Relationship between the head, sub and story	Headline does not describe content; author's name is missing; photo is missing.	Headline describes only a portion of the content; author's name may be missing; photo may be missing	Headline captures reader's attention and accurately describes content; author's name included; photo included	
			TOTAL	

Please note, this rubric is modeled after Professor Katy Culver's Journalism course rubric.