

CATEGORY	4	3	2	1
<b>Essential Parts</b>	All parts of a newspaper are present.  Extra is added and newspaper exceeds expectations.	Newspaper is complete. All parts are present.	Newspaper is partially complete. A few parts are missing.	Newspaper is incomplete. Many parts are missing.
<b>Headlines</b>	Grabs reader's attention. Is creative and appropriate	Grabs the reader's attention	No special quality to grab readers attention	No headlines
<b>Editorial/Opinion story</b> <i>-style</i>	Writer uses vivid words and phrases that linger or draw pictures in the reader's mind, and the choice and placement seems accurate, natural, and not forced,	Writer uses vivid words and phrases that linger or draw pictures in the reader's mind, but occasionally the words are used inaccurately or seem overdone.	Writer uses words that communicate clearly, but the writing lacks variety, punch or flair.	Writer uses a limited vocabulary that does not communicate strongly or capture the reader's interest.
<b>Opinion story</b> <i>-Lead</i>	The lead is inviting and draws the reader into the article.	The lead states the topic, and makes an attempt to draw the reader into the article.	The lead is not inviting to the reader.	No lead, or very weak lead.
<b>Opinion Story</b> <i>-Focused topic</i>	There is one clear, well-focused, defined topic. Main idea is supported with detailed information	Main idea is clear, but the supporting information is general.	Main idea is somewhat clear, or the writer tries to bring in too much off topic material.	The main idea is not clear. There is a seemingly random collection of information
<b>Opinion Story</b> <i>-conclusion</i>	The writer draws an appropriate conclusion and writes it well.	The writer draws a conclusion, but it is not satisfying.	The writer rambles in the conclusion.	There is no conclusion.

<b>News Story</b> <i>-content</i>	All facts are accurate. And written in clear straightforward way.	Most of the facts are accurate and the writing is clear	Few of the facts are accurate and the information is not completely clear	Missing factual information and writing is difficult to understand.
<b>News story</b> <i>-Who, What, When, Where and How (P1 &amp; P2)</i>	Article adequately addresses the five W's (who, what, when, where and how).	The article is missing one of the five W's	The article is missing two of the 5 W's.	The article is missing three or more of the five W's.
<b>News story</b> <i>-Supporting Details (P3 &amp; P4)</i>	The details in the article are clear and supportive of the topic.	The details in the article are clear but need to be developed more. Some details may not fit in with the topic.	Most details in the article are clear. Article does not focus on the topic well.	The details article are neither clear nor related to the topic.
<b>Advertisement</b>	The Ad is creative and relevant to the target market.	Ad is relevant to target market	Ad is not really geared towards the target market.	Ad is not appropriate for target market.
<b>Grammar and Spelling</b>	Writer made no errors in grammar or spelling that distract the reader from the content	Writer made 1-2 errors in grammar or spelling that distract the reader from the content	Writer made 3-4 errors in grammar or spelling that distract the reader from the content	Writer made more than 4 errors in grammar or spelling that distract the reader from the content.
<b>Design and Appearance</b>	Very creative and attractive.  Exceeds expectations	Complete design, shows creativity and organization.	Organized design, simple presentation, and little creativity.	-Unorganized design. -Graphics are not unique. -Empty space.

Total points: /48

Notes/Comments: