

Blog Posts Assignment

Due to your website by class time Sept. 26

You will need to report and write a blog post for your website. Your posts should be a story on your beat, and it must be newsworthy and appropriate for a blog. Posts must contain **original, human** sources (at least two-three)! Possible post types include:

- News event preview/time peg
- Live coverage/breaking news
- Human interest/helpful items
- Profile/ask an expert
- Enterprise
- Crowdsourcing

You should also include at least one **original** photo in your blog post suitable for the story.

	AP Style	Grammar, punctuation, spelling	Accuracy	Quotes (at least 2)	Lede	Nut Graf	Reporting	Writing
A	AP style is strictly followed with zero-one errors.	Basic grammar rules are followed. Few, if any, comma errors. Nothing is misspelled.	All proper nouns are correct. All information in the story is verified and accurate.	Quotations make sense, are properly attributed and illustrate the point of the previous graf. They reflect the way a person speaks and what he or she is talking about.	Lede is compelling and engaging. Lede reflects the main thesis of the story and transitions into the nut graf.	Appears in the top 10-15 percent of the story, is strong and presents the main point of the story and reason for a reader to be interested.	Story has <u>a minimum of two appropriate human sources</u> . Research is strong and has depth. Assertions in the story are supported by numbers/facts/research.	Is clear, concise, declarative and smooth. There is no opinionated/biased language
B	Story has two-three style errors.	Basic grammar rules are followed. Mistakes have the feel of oversights rather than persistent problems.	All proper nouns are correct. All information in the story is verified, though may not fit perfectly in context of story.	Quotes make sense within the context of the story; quotes could be more emotional/reflective of speakers' perspectives.	Lede is generally compelling, but may not translate seamlessly into the nut graf. Lede may be slightly "off" the focus of the story.	Appears high in the story, but not in the top 10-15 percent. Is strong, but does not clearly present the main point of the story or reason for a reader to be interested.	Is generally solid, but could be improved in some places. Assertions in the story may not be fully supported by quotes or numbers.	Writing is clear but needs some editing for structure, voice, opinion and/or authority
C	Story has four-five style errors.	Basic grammar and punctuation rules are not consistently followed.	There are small problems/inconsistencies with proper nouns & the veracity of your information	Quotes are out of context or are not properly introduced in previous graf; quotes reflect facts rather than emotions; quotes repeat what is said above	Lede does not capture the thesis of the story or does not connect logically with the nut graf.	Nut graf is weak or hard to identify.	Reporting and sourcing are thinner than they should be. Assertions are not fully supported by facts or anecdotes.	Needs fairly significant editing for word choice, sentence structure, clarity, opinion and logic.
D	Story has six-seven style errors.	Story has many persistent grammar, spelling and punctuation errors.	There are glaring problems/inconsistencies with proper nouns & the veracity of your information	Quotes are missing, state the obvious or do not illuminate the point being made.	Lede misses the main point of the story or is difficult to understand.	Nut graf is missing.	Reporting and sourcing are lacking. Assertions are not supported by facts or anecdotes.	Needs significant editing for word choice, sentence structure, clarity, opinion and logic.
F	Story has eight or more style errors.	The number of grammar errors makes the story unreadable.	Sloppy reporting resulting in numerous errors and inaccuracies.	Quotes are fabricated or include information from a friend, family member or co-worker.	Lede is fabricated or riddled with factual errors.	Nut graf is fabricated or riddled with factual errors.	You have violated any of the terms of the reporting ethics contract you signed.	Writing cannot be followed or understood.

Comments:

Grade: _____