

MC3306: Writing for Electronic Media
Writing assignment assessment

- 0 = unacceptable**
- 1 = poor**
- 2 = weak**
- 3 = average**
- 4 = good**
- 5 = excellent**

Lead 0 – 1 – 2 – 3 – 4 – 5 ... **x 5** = (25) _____
Creative, fresh, present tense

Writing & Organization 0 – 1 – 2 – 3 – 4 – 5 ... **x 5** = (25) _____
Concise, well-written, properly formatted, good transitions, proper paraphrases and soundbite lead-ins

Content 0 – 1 – 2 – 3 – 4 – 5 ... **x 5** = (25) _____
Complete information, balanced, no opinion, no holes. **50 pts. deducted for fact error**

Sound Quality 0 – 1 – 2 – 3 – 4 – 5 ... **x 5** = (25) _____
Soundbites should be of high quality and relevant to the story. No lazy sound. In addition, the right people must be interviewed for the story.

Broadcast Style Errors _____ x 2 = _____
Two points per broadcast style error, up to a deduction of ten points.

Total points for Writing Labs (out of 100 pts.) _____

Total points for Assignments (out of 100 x .75) _____

Deadline is essential.
Late stories will not be accepted.