

## CADET STAFF DUTY ANALYSIS EVALUATION RUBRIC

Cadet Name:	Achievement:	Date:	
<b>MEDIA PACKAGE</b>			
	<b>Yes</b>	<b>Partially</b>	<b>No</b>
<b>News Story Content</b>			
1. Headline grabs attention	2	1	0
2. Lede (1 <sup>st</sup> or 2 <sup>nd</sup> line) contains most important information and captures attention	2	0	0
3. Story answers Who, What, Where, When, How, and Why	2	0	0
4. Story is factually accurate	2	0	0
<b>News Story Mechanics</b>			
5. Everyday language is used; no jargon or acronyms	2	0	0
6. Story is free of grammatical and spelling mistakes	2	0	0
7. Boilerplate about CAP is attached at story's end	2	1	0
8. Author's name and contact information is included	2	1	0
<b>Photos &amp; Tweet</b>			
9. At least 2 high-resolution photos are included and they visually tell a story	2	0	0
10. Cutlines explain photos and correctly identify people depicted	2	1	0
11. Concise, informative Tweet included (140 characters) and hashtag	2	1	0
<b>Overall</b>			
12. Overall package presents CAP in a positive light	2	1	0

**Mandatory Qualities** If the cadet scores a 0 in any of the shaded categories, the cadet must edit and resubmit the media package to earn credit.

<b>Senior Mentor / Evaluator</b>	<b>Total Points Earned</b> (minimum 18 of 24 to pass)	<b>MEETS STANDARDS</b>	
		<b>REQUIRES REVISION</b>	

**Senior Mentor's Comments**